

# Chapter 15


## Artificial Intelligence in the Spanish Media: New Uses and Tools in the Production and Distribution of Content

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### ABSTRACT

*In Spain, the media have been exploring artificial intelligence tools for some time. This study investigates which tools are used and in which processes, as well as their impact on the generation of content and the transformation of professional profiles. The methodology has a quantitative approach, through a survey of 35 journalists from the Association of Investigative Journalists (API), made up of media professionals from all over Spain. Among the main uses of AI are the processing and conversion of oral language into writing, the analysis of large amounts of data, the automation of tasks, and the relationship with audiences. A significant segment of respondents use AI tools in their work and believe that it will eventually be used for all automated tasks. However, most of them are not afraid of losing their jobs, as they value the importance of the human and creative component in their work performance.*

### INTRODUCTION

The arrival of Artificial Intelligence technologies in the media offers multiple benefits, such as the possibility of recommending content to users, automating journalists' tasks, improving audience interaction through chatbots, or verifying information (Rivas de Roca, 2021; Sánchez-Esparza et al., 2024). However, the implementation of these technologies faces issues ranging from economic cost to difficulties in hiring experts to develop AI solutions to internal attitudes of resistance to change (Feiras et al., 2022). The presence of AI in journalism has sparked major debates about the extent of its adoption. Its

DOI: 10.4018/979-8-3693-3767-7.ch015

integration into content production and distribution processes has created new opportunities, but also drawbacks (Noain-Sánchez, 2022).

Among the benefits of AI in journalism is the ease of use of data, but there are also challenges such as the absence of technological infrastructures and qualified personnel and high costs, which hinder the implementation of AI in media organizations (De Lima & Salaverría, 2021). This research aims to address the impact that the arrival of AI is having on the work of journalists, through the study of a group of these professionals specialized in investigative journalism. The paper analyzes what tools are being used in the media in Spain, for what uses and what impact they are having on the transformation of content and professional profiles, as well as the perspectives of these professionals regarding the possibilities and risks derived from the implementation of these new technologies in the media.

The incorporation of AI in the media is part of the digital transformation processes experienced in the sector in recent decades. These processes are the result of the interaction between different forms of digital innovation that give rise to the emergence of new actors, structures, practices, and values. These elements, which replace and complement those that previously existed, are often accompanied by the emergence of new organizational forms, infrastructures, and institutional architectures (Hinings, Gegenhuber, & Greenwood, 2018). Digital transformation also implies a change in work methodologies and the establishment of new forms of relationships between the actors involved. It therefore involves a change in the production model that influences all the elements and activities involved in the value chain of a given product or service (Mergel, Edelman, & Haug, 2019).

Nowadays, the digital transformation of the media involves a set of complex processes that must be approached in a strategic and comprehensive sense, since they affect both the structure of the content that is produced and distributed, and the relationship that the media themselves establish with their audiences (Sánchez, 2022). The growing prominence assumed by audiences in digital media has favored the transition from the production models typical of industrial environments, in which they remained unrelated to the development and production of the content they consumed, to digital environments, in which the boundaries between producers and consumers are increasingly blurred (Fernández, 2017).

In this context, the emergence of generative artificial intelligence tools raises the need to redefine the processes of production and distribution of news content. In fact, automation powered by generative AI allows media outlets to accelerate their production processes, freeing journalists from mechanical tasks, to focus on those that bring greater value to their work (Papadimitriou, 2016), automate the search and classification of information (Lemelschtrich, 2018) or combat disinformation more proactively and effectively (Flew et al., 2012).

In addition, technologies based on generative AI make it possible to analyze the behavior of audiences to offer personalized content to different users (Newman et. al, 2019). In this way, through the content recommendation systems currently used by news platforms, social networks, and streaming services, it is possible to adapt the user experience to their demands and needs, which favors a deeper and more meaningful connection with the content and with the medium itself.

However, these transformations are not without some important ethical challenges. The spread of fake news generated by algorithms and the risk of bias in content created by artificial intelligence systems are an obvious threat to the credibility of the media (Manfredi & Ufarte, 2020). In fact, as the use of these technologies becomes more widespread, it will become more important to establish a balanced relationship between human interaction and automation. Transparency in the implementation of these tools and collaboration between humans and machines will continue to be imperative to avoid bad practices and ensure the creation of relevant content for the audience. In this sense, collaboration between

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