


Chapter 4

Media's Role in Shaping Digital Transformation and Inclusive Economies: Leveraging AI and Emerging Technologies for Sustainable Development

Yasir Ahmed

 <https://orcid.org/0000-0002-5836-3491>

Lovely Professional University, India

Tanvir Ahmed

Baba Ghulam Shah Badshah University, India

Angel Anthony Kasonta

Lovely Professional University, India

ABSTRACT

The rapid rise of artificial intelligence (AI) and new technologies is transforming the global economy, offering opportunities for inclusive growth and sustainable development. Media plays a crucial role in shaping how the public views AI, influencing policies, and driving societal change in the digital age. This chapter explores how media impacts public opinion and policymaking around AI, focusing on its potential to promote fair and equitable digital participation. It examines media narratives, challenges, and strategies, revealing regional differences: high-income countries often focus on AI's economic benefits, while low- and middle-income nations emphasize its potential for development. However, corporate-driven stories tend to overshadow

DOI: 10.4018/979-8-3373-6097-3.ch004

critical ethical issues like bias, privacy, and inequality. By analyzing these trends, the chapter provides insights for media professionals, policymakers, and tech leaders on using media to foster responsible and inclusive digital transformation.

INTRODUCTION

The digital revolution, driven by artificial intelligence (AI) and emerging technologies, has the potential to reshape economies, societies, and governance systems worldwide. While these technologies offer transformative opportunities for inclusive growth, their benefits are not evenly distributed, often exacerbating existing inequalities. The uneven distribution of technological benefits raises critical questions about governance, equity, and the role of media in shaping public discourse on digital transformation. For instance, while AI-driven automation promises productivity gains, its displacement effects on low-skilled workers—particularly in developing economies—highlight systemic inequities that media narratives often overlook (Manyika et al., 2017; World Bank, 2016). The media, as a powerful shaper of public opinion and policy agendas, plays a pivotal role in framing the discourse around digital transformation, influencing how societies perceive and respond to these technological advancements. However, media narratives frequently reflect the interests of dominant stakeholders—tech corporations, governments, and affluent elites—while marginalizing voices from underrepresented communities (Benjamin, 2019; Eubanks, 2018). This bias perpetuates a techno-optimistic framing that obscures structural barriers to inclusive growth, such as digital divides and algorithmic discrimination.

This book chapter seeks to explore the media's role in shaping digital transformation and inclusive economies, with a focus on leveraging AI and emerging technologies for sustainable development. By critically analyzing media framing, policy implications, and regional disparities, the chapter aims to bridge gaps between media studies, technology governance, and sustainable development.

The purpose of this chapter is threefold. First, it examines how media narratives influence public perceptions and policies related to digital transformation, highlighting the dual role of media in both promoting and challenging technological innovation. Second, it explores the strategies and challenges associated with using AI and emerging technologies for inclusive growth, as portrayed by the media, with a focus on regional and socioeconomic variations in reporting. Third, it proposes a media engagement framework to enhance sustainable development outcomes, emphasizing best practices for accurate and inclusive reporting, collaborative strategies between media, policymakers, and the tech industry, and educational initiatives to support digital transformation.

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/medias-role-in-shaping-digital-transformation-and-inclusive-economies/386373

Related Content

A Semantic Meta-Modelling Approach for Smart Government: Service Discovery Based on Conceptual Structures

Hind Lamharhar, Imane Zaoui, Adil Kabbajand Dalila Chiadmi (2016). *International Journal of Conceptual Structures and Smart Applications* (pp. 72-93).

www.irma-international.org/article/a-semantic-meta-modelling-approach-for-smart-government/176588

A Systematic Mapping Study of Low-Grade Tumor of Brain Cancer and CSF Fluid Detecting in MRI Images Through Multi-Algorithm Techniques

Soobia Saeed, Habibullah Bin Haroon, Noor Zaman Jhanjhi, Mehmood Naqviand Muneer Ahmad (2022). *Approaches and Applications of Deep Learning in Virtual Medical Care* (pp. 168-201).

www.irma-international.org/chapter/a-systematic-mapping-study-of-low-grade-tumor-of-brain-cancer-and-csf-fluid-detecting-in-mri-images-through-multi-algorithm-techniques/298110

Reassessing the Foundations of Semiotics: Preliminaries

Mihai Nadin (2012). *International Journal of Signs and Semiotic Systems* (pp. 1-31).

www.irma-international.org/article/reassessing-foundations-semiotics/64637

On Dependability Issues in Ambient Intelligence Systems

Marcello Cinque, Antonio Coronatoand Alessandro Testa (2011). *International Journal of Ambient Computing and Intelligence* (pp. 18-27).

www.irma-international.org/article/dependability-issues-ambient-intelligence-systems/58337

Femtech and Artificial Intelligence: Paving the Way for Gender Equality and Sustainable Development

Manisha Seth, Sabina Sehajpal, Mukul Bhatnagarand Akshita Chaudhary (2026). *Using AI to Achieve the Sustainable Development Goals (SDGs)* (pp. 231-254).

www.irma-international.org/chapter/femtech-and-artificial-intelligence/393383