

Chapter 3

Artificial Intelligence– Supported Journalism and Approaches to Journalism

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ABSTRACT

In the digital age, where new communication technologies are developing rapidly, continuous change and transformation are taking place in many areas. This study aims to reveal the effects of artificial intelligence-supported journalism on the future of journalism, the benefits and risks it will provide to journalists, and how it will affect the media and journalism sector. In this context, data were collected through face-to-face interviews with 15 participants between January 1, 2025, and February 20, 2025, through a form consisting of semi-structured questions. The study found out how artificial intelligence is used in business, what the pros and cons are, what the participants thought about AI-supported journalism, how AI might change the future of journalism, what the pros and cons are for journalists in newsrooms, how AI will change the news industry, and how AI relates to the ideas of “fake news,” “disinformation,” “deepfake,” and “ethics.”

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INTRODUCTION

In the age of digitalisation, algorithms and artificial intelligence technologies are radically transforming journalistic practices. The role of artificial intelligence in processes such as news production, verification, content recommendations, and reader interactions is increasing day by day. This change and transformation, which emerges with the integration of algorithms and artificial intelligence into newsrooms, affects not only how information is created and distributed but also how audiences interact with news content and ultimately reshapes the nature of journalism (Brennan, 2018). The rise of generative AI models, especially after 2023, has accelerated this transformation, leading to a reassessment of journalistic competencies and training (Lopezosa et al., 2023). News organisations are increasingly leveraging AI to analyse large datasets, detect trends, and efficiently create personalised content (Sharadga et al., 2022). However, while these developments promise greater reach and productivity, they also raise critical concerns about transparency, biases, and the ethical use of technology in news production. The growing use of AI in journalism has caused different reactions among media workers (Sánchez-García et al., 2023) and has led to mixed definitions of AI in the media, showing wider confusion in society (Zhai et al., 2020; Nguyen and Hekman, 2022; Sun et al., 2020). On the other hand, traditional news dissemination models, which suffer from problems such as information filtering and bias, are struggling to meet the changing information needs of the public. The more effective dissemination of fake news through digital channels further complicates the situation and responsible integration.

This study aims to reveal opportunities and challenges through in-depth interviews with academics, journalists, and artificial intelligence experts about the applications of algorithms and artificial intelligence in journalism, their positive and negative aspects, their effects on the news industry, the potential effects of the use of artificial intelligence on the future of journalism, and the benefits and risks that the use of artificial intelligence will provide to journalists.

In the first part of the study, the structure and characteristics of algorithms and artificial intelligence and the opportunities and challenges they present to journalistic practices are presented. In the second part, the effects of artificial intelligence-supported journalism on the news industry, the purposes of using artificial intelligence tools in journalistic activities, changing journalistic practices, and the advantages offered by artificial intelligence-supported journalism are explained. In the research part of the study, in-depth interviews were conducted with journalists, artificial intelligence developers, academics, and ChatGPT, an artificial intelligence chat tool, in order to draw attention to the potential effects of artificial intelligence-supported journalism on the future of journalism, its effects on newsrooms and the news industry, and the negative developments that may arise in the near future on

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