

# Third General Assembly

The question of AI in media



**Forum: GA3**

**Issue:** The question of AI in media

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## Introduction

The question of AI in media is currently a significant topic as artificial intelligence has a large impact on the media industry. AI in the media is altering the way we create, share and consume the current media. It enhances the automation of news creating, gives specific material recommendations, and does data analysis to determine audience preferences. In addition to improving efficiency, this data-driven strategy improves media firms engagement with viewers.

AI is typically used to increase the efficiency of tedious tasks, such as distributing news, streamline captioning, etc. in return giving creators more time to spend on other more creative and important aspects. As well as this, many companies use AI to their advantage to make personalized content giving consumers a better experience online.

However, the question of AI in media has also raised a lot of ethical concerns including, online privacy, safety, consent, etc. For instance, it also can create fake news leading to disinformation. Furthermore, the new establishment of deep fakes disregarding individuals consent and permission. In addition, it has taken over the creative process of many jobs therefore having the effect of significant job losses as they were not needed anymore.

Exploring these benefits and challenges and trying to balance these as the AI advances will be crucial to prevent and guide these threats.



## Definition of Key Terms

### Artificial intelligence

Artificial intelligence (AI) is technology that allows machines to learn from experience, adjust to new inputs, and perform tasks that usually require human intelligence. These tasks include recognizing speech, making decisions, and understanding images. AI is used in many fields, like healthcare, finance, and entertainment, to be more efficient and solve complicated problems.

### Algorithms

Algorithms are step-by-step instructions or rules followed by a computer to solve problems or perform tasks. They act as a recipe that tell a computer how to process data and make the correct decisions. Algorithms are used in several different applications, such as search engines for instance; Google, social medias; like Facebook, and recommendation systems like Netflix. They help computers process information quickly making them beneficial in technology.

### Content distribution

Content distribution is the process of delivering digital content, such as articles, videos, or music, to audiences through various platforms and channels. It requires many different strategies and technologies used by media companies, publishers, and content creators to make their content accessible to users. Content distribution can include methods like social media sharing, email newsletters, streaming services, and content management systems. It aims to reach target audiences and engage users with relevant content.

### Deepfakes

Deepfakes are realistic but fake videos or images created using artificial intelligence. They can make it look like someone is saying or doing something they never actually did. This technology can be used for entertainment, but it can also be used to spread false information or create harmful content.





## General Overview

### AI's history

AI's history goes back to decades ago and was mentioned a lot in ancient history. The word automaton means "acting of one's will" it comes from ancient Greek. Individuals in ancient times also made creations called the automatons which were a type of machine that moved independently. One of the first signs of artificial intelligence in the ancient world was in 400BCE which was a mechanical pigeon created by philosopher plato. Many years later, in or around 1495, Leonardo da Vinci developed one of the most well-known automatons.

### *The mid 20th century*

In the mid 20th century was the first official birth of artificial intelligence. It was in 1956 created by John McCarthy in a Dartmouth conference. The initial aim of AI was to investigate what machines could achieve when doing tasks that would typically require human intelligence, as well as solving complicated problems. The research primarily done was more focused on the algorithms needed for coming up with solutions and replicating human functions. During this period was also when journalists heavily relied on artificial intelligence as assistance. They used various digital tools and essential databases to better organize data. This made investigative journalism way more efficient. During the early 2000s was the birth of journalism using automated content creation. This is when algorithms were created to produce reports including weather updates, financial news as well as sport summaries. This significantly reduced journalists' workload.

### Ethical considerations

There are many ethical considerations that come into play with AI's influence in the media such as for instance deepfakes. They have raised countless concerns regarding privacy, consent and safety online. This is because content is being posted without permission of the individuals involved. Another ethical consideration involved with AI in the media is how journalism produces fake news. AI can create highly realistic fake news which manipulates the audience into believing various untrue news, this therefore results in a lot of spread misinformation. AI in the media producing fake news has led a lot of people confused on what to trust, being able to



differentiate the fake news from the real news. In addition to this, the involvement of AI in the media has resulted in discrimination, biasness and lack of representations. The biases in training data are frequently reflected in AI systems, which causes under-represented groups to be marginalized in media content. An example of this includes facial recognition, as it has been proven that there have been more errors when an individual with a darker skin colour use face recognition leading to possible misidentification and unfair chances. The issue can be increased by the lack of diversity in AI development teams, which may lead to a narrow understanding of requirements and experiences of marginalised groups. Concerns concerning intellectual property, accountability, and transparency are some of the ways that AI is affecting the media. Since it is very complex to be able to monitor AI's operations it makes it even more difficult to identify and correct biases or errors. AI can also produce content that replicates previously published works, which can result in plagiarism and intellectual property problems. Lastly, a lot of jobs have been lost due to the advancement of technology being able to replicate this. The World Economic Forum has predicted that AI will replace 85 million jobs by 2025. This being due to the technology further advancing. As well as this, PwC has estimated that up to 30% of jobs can be automated. This in return leads to debate about human roles in the future of the media industry.

### Examples

There are many companies which use AI when it comes to benefiting their businesses. For example, Amazon uses a lot of AI to enhance their companies efficiency. AI is used in a digital voice called "Alexa" which is a well known modern technology, but it is also used in many other aspects within this company. They use AI to collect a lot of information about the individual who may be scrolling their website, then they proceed to recommend this user with several items they think would be necessary, and they ship things to you before you even consider buying them. This can also be known as social media surveillance, meaning that they collect information and process data which is personal to the user which they gather through other communication platforms. Through this they are able to easily target and advise the user. Another example is Google, which is also a very popular company. They search through algorithms so people can receive more relevant information in addition, they AI to filter emails into spam as well as creating routes on google maps, google photos enhances the image, etc. Artificial intelligence can be found in many different companies where it may not always be so



obvious.

There have also been several times when AI has caused issues within a company. An example of this being in 2019, there was a Facebook incident. Facebook was using AI to target specific groups and demographics but instead it would exclude various demographics from viewing credit ads, housing and employment. This led Facebook to receive many different allegations including discrimination and accusations of fair employment laws and housing. This proceeded in Facebook being encountered with legal action leading to Facebook implementing certain changes to prevent further discrimination .

### Future prospects

AI will be continuing to completely transform the media industry. The future of AI holds a lot of promise but also significant challenges. It will further progress in driving innovation and will benefit existing workflows. Allowing several media professionals to work on more valuable tasks due to time being saved. It will also enhance consumer preferences due to the personalized ads. Lastly, it supports content distribution because of the targeted advertising. However these advantages, in contrary as mentioned above, have many ethical considerations. Including job displacements, also the objectives of the news articles being written by AI as a lot of them are biased, etc. Although these significant challenges there will hopefully be measures to prevent these disadvantages to further the AI in benefiting the media industry.

## Major Parties Involved

### European commission

The European Commission is a part of the European Union; it was established in 1958. The European commission is responsible for the new European legislation and it puts into effect the decisions made by the EU Council and European Parliament. They are very actively involved in the ethical guidelines for AI being used in the media industry.



### Federal Communications Commission (FCC)

The FCC was established in 1934, the headquarters being Washington DC. The FCC controls communications via wire, satellite, cable, radio, and television both domestically and internationally. The Commission wants to ensure a healthy and competitive market while also encouraging connectivity.

### United states

The United States is a leader in AI development for the media industry, because of its big tech companies, media organizations, academic institutions, and government support. Companies like Google, Microsoft, and Amazon participate in AI research and provide tools for content creation and distribution. Media organizations such as The Associated Press and The New York Times use AI to produce news production and personalize content. Academic institutions like MIT and Stanford contribute a lot to the further AI advancements. Additionally, the US government supports AI through funding and initiatives.

### Japan

Japan also has a lot of involvement within this topic because of its innovative technology companies, just like the US, several media organizations, academic institutions, and government support. Companies like Sony and Hitachi lead AI research and provide advanced tools for content creation and distribution. Media organizations in Japan are advancing AI to enhance broadcasting and personalize content. Additionally, the Japanese government supports AI through initiatives like the Artificial Intelligence Technology Strategy.

### United Nations Educational, Scientific and Cultural Organization (UNESCO)

UNESCO, the United Nations Educational, Scientific and Cultural Organization, is a part of the United Nations. Founded in 1945, it promotes global cooperation in education, science, culture, and communication. UNESCO works to improve education, protect cultural sites, support scientific research, and encourage the free exchange of ideas to help build peace and security



around the world.

### Institute of Electrical and Electronics Engineers (IEEE)

IEEE stands for the Institute of Electrical and Electronics Engineers. It is a global organization of professionals dedicated to advancing technology. IEEE sets technical standards, publishes research, and supports innovation in fields like electronics, computing, and telecommunications. It also provides educational resources and professional development opportunities for engineers and technologists.

### Timeline of Key Events

**1950 - 1960s** Alan Turing created “Computer Machinery and Intelligence” which was a test of machine intelligence.

**1990** Basic algorithms assisting journalists in analyzing a lot of data were first developed.

**2000** Companies started using AI to generate news stories and reports.

**2010** Big platforms such as youtube, netflix and spotify started to personalize content.

**2016** Additional news organizations started to use AI to make news articles.

**2018** Deepfakes were introduced.

**2020** AI content generation was widespread, questioning the ethical implications.

### UN involvement, Relevant Resolutions, Treaties and Events

- Reporting On Artificial Intelligence, 2023 (ISBN 978-92-3-100592-3)
- UNESCO's Recommendation on the Ethics of Artificial Intelligence, 2021 (41 C/RES. 37)





## Previous Attempts to solve the Issue

Some of the previous attempts to solve this issue include ethical guidelines created from organizations including UNESCO, IEEE and the European commission. UNESCO focused on addressing the use of AI in journalism as well as media. These guidelines focus on the importance of transparency and accuracy in AI content. Whereas the European commission developed guidelines which intend to ensure AI is trustworthy. These guidelines help direct the responsible use of AI content. Lastly, IEEE's initiative was to promote inclusivity and safety online. These guidelines are to promote user trust. Although these major organizations have developed these ethical guidelines this attempt was not successful as the technological advances keep evolving resulting in the guidelines not being applicable anymore. These guidelines are therefore being redundant as they are in constant need of modifications.

## Possible Solutions

A possible solution could be to further enhance the guidelines. This is a concept which initially worked but due to the rapid increase of technological advancements there would be no efficient way of coming up with timeless solutions. Therefore there could be regular updates on these guidelines in order to ensure it is keeping up to pace with the new technology. These guidelines will include many of the ethical considerations. As well as collecting feedback from the public on how to improve trust with consumers and transparency reports. These guidelines could in addition provide practical advice or several tools to help apply these ethical practices. Consistently, modifying these guidelines to make them applicable to the current state as well as collecting feedback and using this to gain trust could be a very valuable solution to the challenges with AI in media.

An additional solution could be to educate the public about the ethical way of using AI in the media. This could be effectively achieved through public awareness campaigns stressing the importance of the ethical disadvantages of AI roles in the media. This can also be done through online training programs, being easily accessible and followable having everything within the AI ethical considerations being clearly explained. Lastly, it can be taught at schools offering



workshops or having various courses expanding on these ethical standards and taking the measures to prevent the challenges that AI could bring to the media.

Lastly, to tackle the issues of AI-driven surveillance, a potential solution of this is to allow individuals to have a strong data protection rules that give people more control over their personal information. Meaning that companies must get clear permission before collecting data, this could be done through having an easy option to let individuals allow this or not. Allowing users to access, correct, and move their data as they wish. Users should also be able to request that their data be deleted, protecting data with strong security measures would be beneficial. As mentioned similarly, transparency reports and public education can inform people about their rights and how to use them. Through these solutions being implemented it can further help protect privacy, build trust, and prevent misuse of personal information in the age of AI-driven surveillance.

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