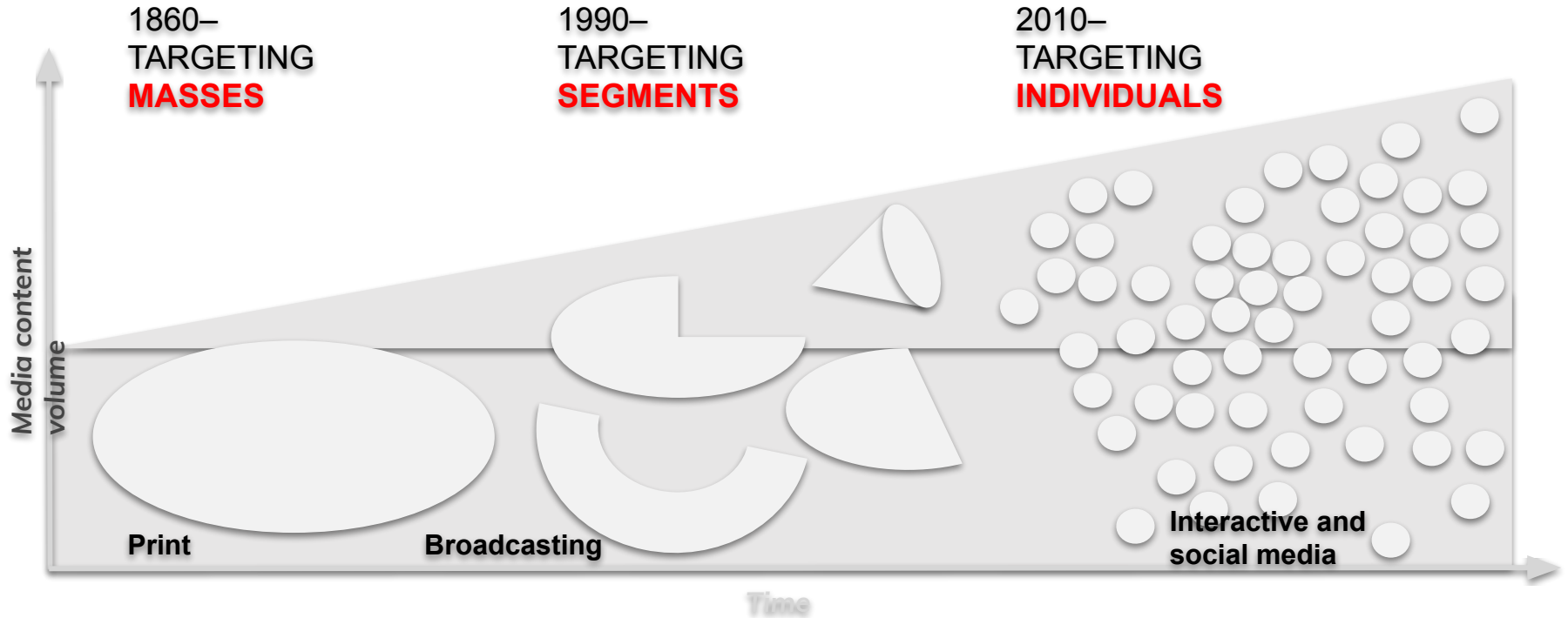# AI and news journalism:
Unlocking the value for public interest

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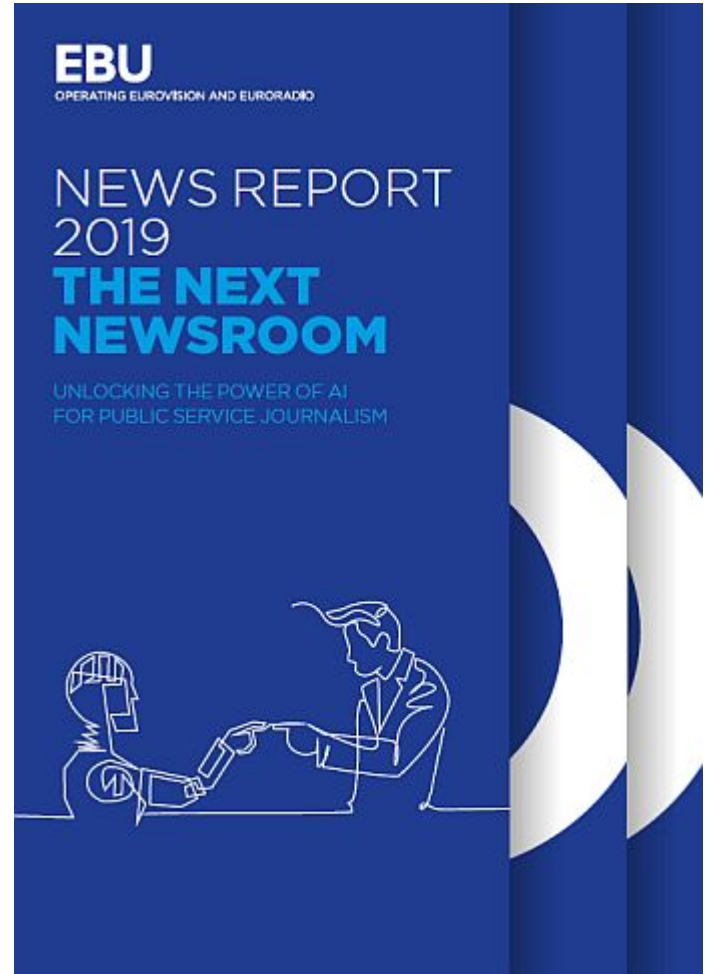
We have entered the era of My Media

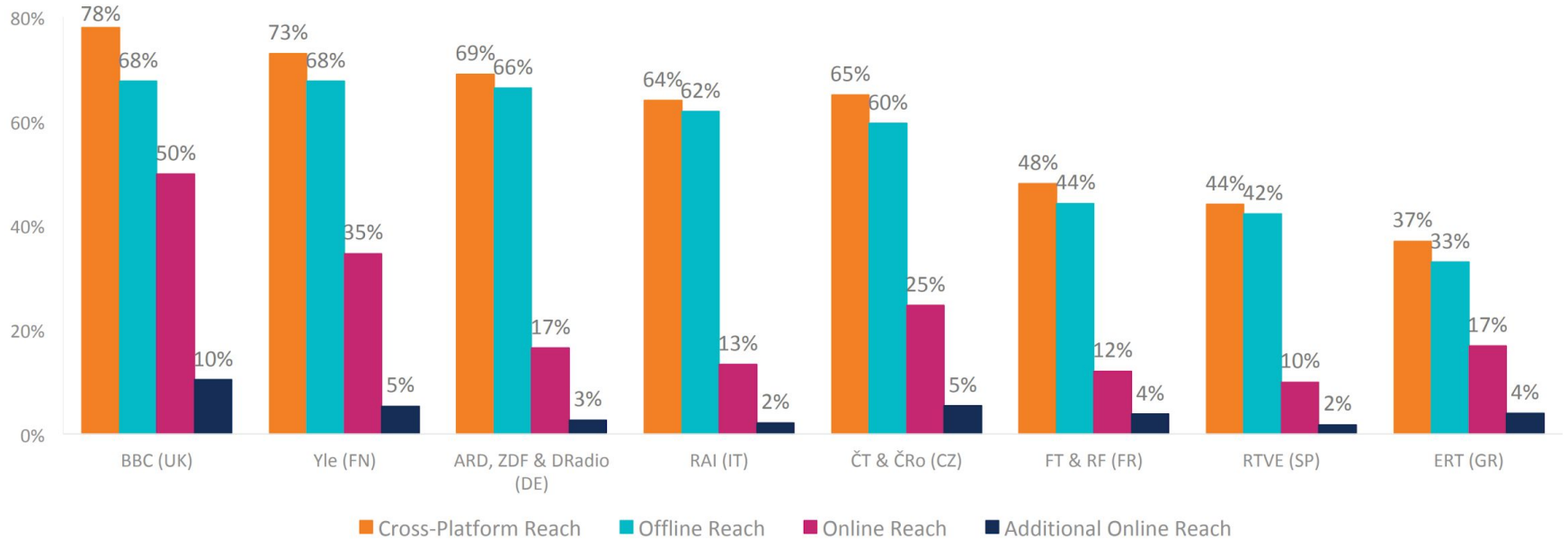# Find a way to be relevant in a public interest way

We are moving to the new and perhaps the final communication paradigm: Many to many

PSM - and public interest news organisations in general - have struggled in all previous waves of digitalisation and lagged behind. The core idea of mass communication of 20th century was not fit for one-to-many communication era.

How to make it fit for the new world?

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Public service news still consumed mostly offline

Solutions?

Sort the real value from the hype

Strategic value is created with technologies that are **valuable**, **rare** and **difficult to copy** or **imitate**. They require substantial investments.

With the new AI technologies, **substantial scale** is crucial. You need the data with which to train the systems. You need lots of use cases to justify the investments in something distinctive.

European professional journalism competes with global giants whose **R&D resources** are huge. European collaboration is desperately needed.

Operational use of AI

- Increases efficiency in news production.

- However, newsrooms will not be able to stand out from the pack simply by using this kind of approach, as the technology will be widely available. Most of it is offered by third-party vendors.

- As the potential for differentiation for public service journalism is low in this respect, investing in these technologies – whenever the time is right – will be a matter of straight cost-benefit analysis.

- In most cases, does not address the fundamental strategic challenges in value-creation for news organisations.

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Strategic use of AI in distribution

- The new networked communication paradigm, in which people are in touch with a multitude of others, requires this type of intervention.

- We recommend that public service media (PSM) should invest strategically in personalization and the targeting of individual needs. If high-grade content cannot be found, it cannot be consumed.

- Although there is some scepticism surrounding this, especially a fear of creating filter bubbles, personalization can enhance the value of public interest journalism.

- We also stress, however, that 'public service distinctiveness' has to be coded into the algorithms to ensure societal value and avoid pitfalls and biases.
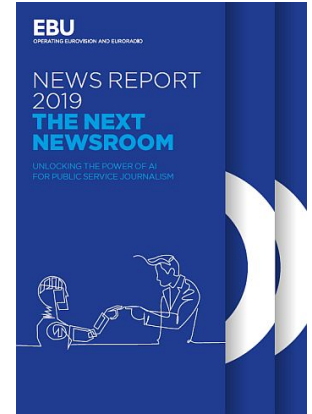
Automatic content creation

- The present approaches have not fulfilled the promises. The technologies are becoming bulk, and the stories produced with it bulk as well

- If one of the core problems is too much clutter, increasing clutter is not a solution

- When combined with intelligent personalisation and targeting systems, automatic content creation may open the bottleneck with successful targeting: There is not enough interesting and relevant content

AI serving public interest
In distinctive content creation

- AI can be used to contribute significantly to the public service mission

- For example, new technologies can be adapted for use in the mission-critical area of investigative journalism.

- They can also be used to scrutinize algorithmic decision-making for bias and manipulation

- They can offer new ways to verify and check information, to maintain trust in journalism. As the technical capabilities for spreading fake news increase, effective verification will in the future require for technology and people to work together.
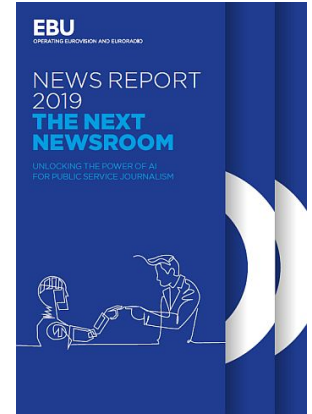
Helping to cross language borders in culturally diverse Europe

- We foresee significant opportunities arising for PSM from current progress in automated language technologies, such as automatic translation, voice recognition, and voice and text generation.

- For organizations operating in countries with more than one official language, or organizations collaborating internationally, these technologies represent a unique prospect.
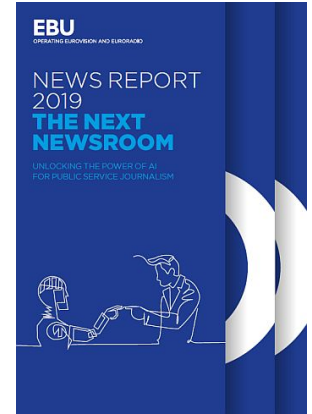
Understand where the real value is
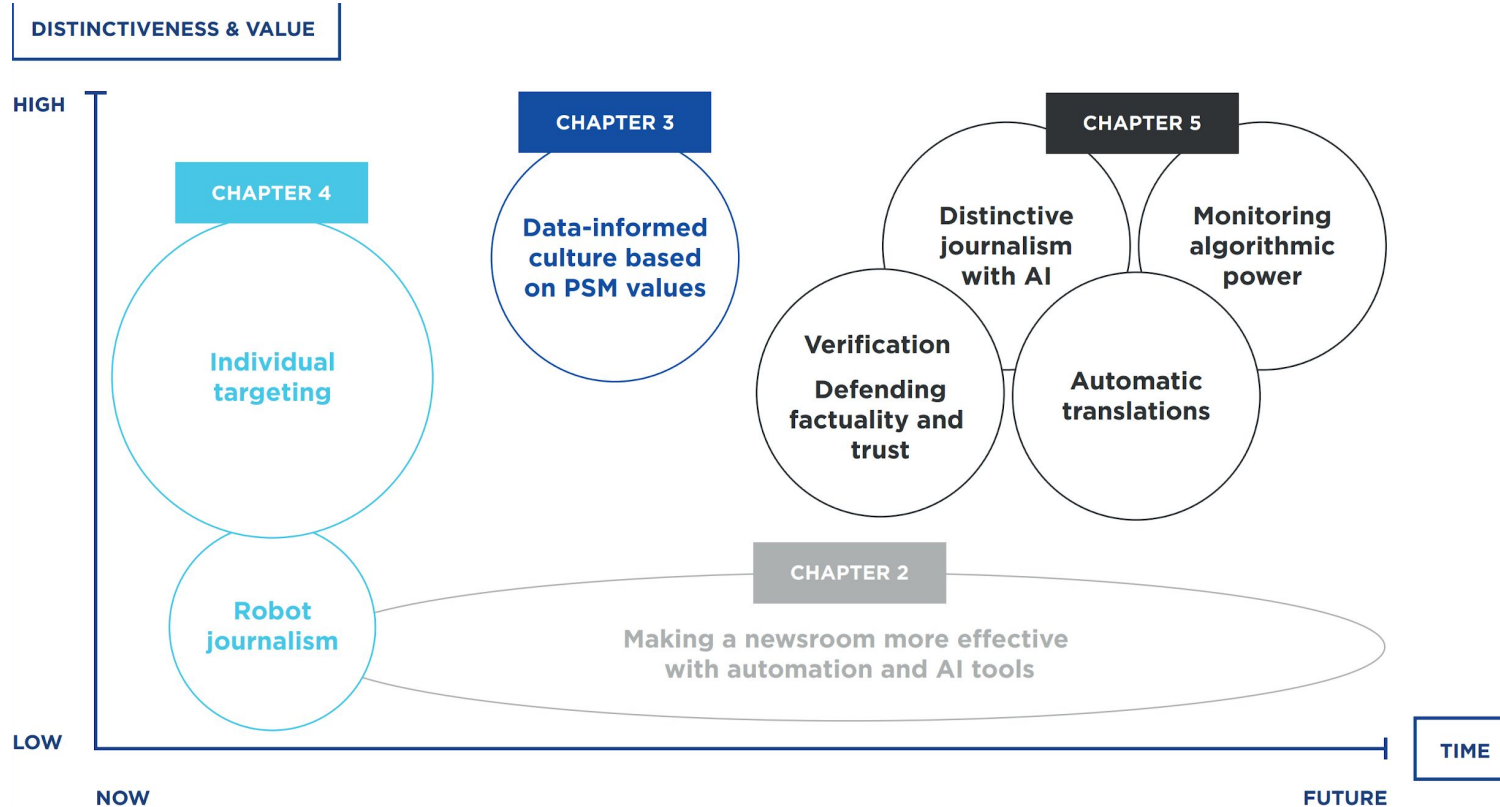
From challenges to solutions

Lack of scale and access to data
and therefore ability to develop technologies that
stand out

➔ European collaboration in developing
technologies in languages, data gathering and
processing and AI

Global platforms challenging European
democracy

➔ European collaboration based on European
and Public Service values

News overload and news avoidance,
difficulty in finding relevant content in the present
news environment

➔ Building a recommendation system that
serves citizens with relevant, editorially
selected content

Lack of true **European perspective** and diversity
of European life

➔ Providing access to a wide variety of content
across European cultures

Decreasing legitimacy of public service in some
countries

➔ Creating a distinctive public service that is
impossible to copy or imitate

There's a huge advantage in being an early mover

The **industry as a whole will shrink**. This has happened previously in digital disruptions, and will happen again.

However, citizens and societies **will have better services**.

However **first movers** always have an advantage and will collect the fruits, while those who lag behind will suffer.

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