



Research Article

DOI: 10.58966/JCM2023214

The Impact of Artificial Intelligence on News Curation and Distribution: A Review Literature

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ARTICLE INFO

Article history:

Received: 24 January, 2023

Revised: 10 February, 2023

Accepted: 24 February, 2023

Published: 25 March, 2023

Keywords:

Artificial intelligence,

News curation, Newsroom.

ABSTRACT

The media industry has increasingly adopted artificial intelligence (AI) to curate and distribute news. This review paper examines the current state of research on the impact of AI on the news industry, with a focus on its use in newsrooms, its effects on the diversity and accuracy of news coverage, its impact on the distribution of news, and the ethical and regulatory issues surrounding its use. The review finds that AI has the potential to make the news industry more efficient and reach more people. Still, it raises important concerns about bias, inaccuracies, and the diminished role of human editors. Concerns are also raised about filter bubbles and echo chambers when AI is used to spread the news. The review also highlights the need for transparency, accountability, and regulation in the use of AI in the news industry.

INTRODUCTION

More and more people in the media industry are interested in using artificial intelligence (AI) to find and spread the news. AI can be used to choose stories, write headlines, and make sure content is optimized for a wide range of platforms and audiences. AI can help media companies increase efficiency and reach a larger audience; however, it also raises important questions about the impact on the diversity and accuracy of news coverage; the effects on the quality of journalism and the role of human editors; the effects of AI on the distribution of news and the potential for the creation of filter bubbles or echo chambers; the ethics and regulation of AI in news curation and distribution; and the future possibilities. AI can help media companies be more productive and reach more people, but it also brings up important questions. This review paper looks at the current state of research on how AI has changed the news business and how it will change it in the future. Particular attention is paid to the use of AI in newsrooms, the effects that AI has had on the diversity

and accuracy of news coverage, the impact that AI has had on the distribution of news, and the ethical and regulatory issues that surround the use of AI.

In recent years, there has been a rise in the number of newsrooms in India that make use of artificial intelligence. Automating the production of various aspects of news, including content curation, fact-checking, and even writing, is being accomplished with the help of artificial intelligence (AI). In Indian newsrooms, AI is being put to use in a variety of different ways, including the following:

- AI algorithms are used to filter and curate news stories from a wide variety of sources based on relevance and importance and automatically select stories for publication. This process is known as content curation.
- Fact-checking: Right now, AI-based tools are being used to automatically check the accuracy of news stories. This is done to help ensure that correct information gets out and stop spreading false information.
- Writing News Articles: Artificial intelligence-based systems are increasingly being used to write news

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Relevant conflicts of interest/financial disclosures: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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articles. This is especially true in sports and finance, where data-driven reporting is common.

- Video and Audio Content: Artificial intelligence is currently being used to transcribe automatically and caption videos and audio content, making production and distribution more efficient.
- Some Indian news organizations use chatbots to provide users with personalized news updates and information about the news in India.
- Personalization: AI is being used to create personalized news feeds for users based on their reading habits and interests and to target specific audiences with personalized advertisements. Additionally, AI is being used to target specific audiences with personalized products and services.

On the one hand, AI has the potential to make news production and distribution more efficient and reach more people. It can also help bring important stories to light that might not have been heard otherwise. AI-powered fact-checking tools also help ensure correct information and stop spreading false information. On the other hand, artificial intelligence also makes people worry about how biased and wrong the news might become. The algorithms used to choose and spread news are likely based on past data showing existing biases. This can result in a lack of diversity in the stories that are selected and distributed as a result of these algorithms. Also, using AI to write news stories can mean that human perspectives and feelings, which are important parts of news, are taken out of the story.

The use of artificial intelligence (AI) to personalize news feeds and target specific audiences with personalized advertisements may contribute to the formation of “filter bubbles” or “echo chambers,” which are situations in which individuals are only exposed to information that validates their preexisting beliefs and points of view.

Artificial intelligence (AI) ‘s implications for disseminating news in India are still the subject of ongoing research and analysis. Nevertheless, the following are some of the potential effects that have been identified:

- AI-based systems can help news organizations distribute stories to a larger audience more quickly and efficiently by automatically optimizing content for different platforms and audiences. This results in increased reach and efficiency.
- Personalization: AI can be used to create personalized news feeds for users based on the users’ reading habits and interests, which can lead to increased engagement and audience retention. Personalized news feeds can be used to increase audience retention.
- Targeted advertising: AI can be used to target specific audiences with personalized advertisements, which can help news organizations increase their revenue.
- Filter bubbles: The AI-based personalization of news feeds may contribute to the creation of filter bubbles,

also known as echo chambers. In these environments, individuals are only shown information that validates their existing beliefs and points of view, which results in a lack of exposure to a variety of different ideas and points of view.

- Misinformation: AI-based systems might not be able to effectively identify and flag misinformation, which would allow it to spread through social media and other platforms rapidly. This can be a serious problem in India, where misinformation is a common problem, as it can lead to serious problems.
- Loss of Employment: The automation of news curation and distribution may lead to the loss of employment for human journalists and editors, particularly in content curation and writing.

The ethics and regulation of AI in news curation and distribution raise important questions about the potential impact of the technology on the diversity and accuracy of news coverage, the effects on the quality of journalism and the role of human editors, the effects of AI on the distribution of news and the potential for the creation of filter bubbles or echo chambers, and the future possibilities of AI in the news and how it could change the way we consume and engage with the news—all aspects that are at the center of these questions.

- The use of AI in the process of news curation and distribution raises a number of important ethical concerns, including the following:
- AI-based systems that are used in the curation and distribution of news may be based on historical data that reflects existing biases. As a result, there is a lack of diversity in the stories that are selected and distributed by these systems.
- Transparency: It is important to ensure that the algorithms used in curating and distributing news are transparent and explainable to identify and address any potential biases or inaccuracies.
- Misinformation: AI-based systems won’t be able to effectively identify and flag instances of misinformation, which will allow it to spread rapidly across social media and other platforms.
- Loss of Employment The automation of news curation and distribution will lead to the loss of employment for human journalists and editors, particularly in the areas of content curation and writing.
- Privacy: The use of AI to personalize news feeds may cause some people to be concerned about their privacy because the process involves collecting and analyzing a significant amount of personal data.
- The process of regulating the use of AI in curating and distributing news is complicated and ongoing. The government and the media industry should collaborate to develop policies and regulations that balance the opportunities presented by artificial intelligence (AI) and the requirement to safeguard the public interest.



In India, there are no specific rules about how AI can be used in the news curation and distribution process. On the other hand, the government has set up a task force to look into how AI will affect the media industry and make suggestions about how to regulate it. All parties must be involved in this process for the rules to be fair and effective.

AI has the potential to change how news is gathered and spread. The use of AI in newsrooms has been on the rise in recent years, and its applications range from content curation and fact-checking to writing and distribution. In this paper, we'll look at the future of AI in the news, including how it might affect the variety and accuracy of news coverage, the quality of journalism, and the role of human editors. We'll also look at how AI affects the spread of news, how it might lead to filter bubbles or echo chambers, and the ethics and rules surrounding AI in news curation and distribution.

One of the most important things AI could do for news in the future is make news production and distribution more efficient and reach more people. AI-based systems can help news organizations distribute stories to a larger audience more quickly and efficiently by automatically optimizing content for different platforms and audiences. Additionally, AI-based fact-checking tools can help ensure accuracy and reduce the spread of misinformation.

Another future possibility of AI in the news is personalization. AI can be used to create personalized news feeds for users based on their reading habits and interests, which can lead to increased engagement and audience retention. AI can also be used to target specific groups of people with personalized ads, which can help news organizations make more money.

However, there are also concerns about the potential negative impact of AI in the news. One of the main concerns is the potential for bias and inaccuracies in news coverage. The algorithms used to choose and share news stories may be based on historical data that shows biases. This means that the stories chosen and shared may not be very diverse. AI could be used in a lot of different ways in the news industry in the future, and these uses will likely grow and change over time. Some potential future possibilities include:

- More personalized news: The AI that is used to personalize news feeds will get smarter, giving users even more content that is based on their interests and needs.
- Production of automated news: More aspects of news production, such as writing and fact-checking, will be automated with the help of AI-based systems shortly. This will lead to increased efficiency and cost savings for news organizations.
- With the help of AI-based systems, virtual and augmented reality will be used to make experiences that are more immersive and interactive. These systems

will be used to create these types of environments.

- Chatbots and voice assistants: Chatbots and voice assistants that AI powers will become more widespread in the near future and provide users with personalized news updates and information related to the news.
- Analytics-Predictive: Analytics based on AI will be used to anticipate and predict news events, which will enable news organizations to be more proactive in their coverage.
- Detection of Deep Fakes Artificial intelligence will be utilized to identify deep fake videos, images, and audio that may be used to disseminate false information.
- The use of artificial intelligence-based virtual reporters will become more widespread in the near future. These reporters will be able to provide news coverage from potentially hazardous or inaccessible locations without putting the lives of human journalists in danger.

It is important to note that these potential future possibilities are not guaranteed and will depend on the development of AI technology, as well as the actions of news organizations and other stakeholders. This is something that should be kept in mind.

CONCLUSION

According to the research done for this article, the findings suggest that AI has the potential to change how news is curated and spread, making it more efficient and increasing its reach. However, it also raises important concerns about bias, inaccuracies, and the role of human editors being taken over. Concerns are also raised about filter bubbles and echo chambers when AI is used to spread news. To the necessity of transparency, accountability, and regulation regarding the application of AI in the media industry. Overall, media companies need to think about how AI could hurt them and take steps to prevent that from happening while also taking advantage of the good things it can do. In India, the use of AI to find and share news is still in its early stages. But it's important to keep in mind that AI's effects on how news gets out can vary based on the situation and how the technology is used. Further research is needed to understand the potential risks and benefits fully. However, it is also important for media companies to take advantage of AI's benefits. More research needs to be done to fully understand the long-term effects that AI will have on the news industry and to figure out the best ways to use this technology.

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HOW TO CITE THIS ARTICLE: Manisha, R., Acharya, K. (2023). The Impact of Artificial Intelligence on News Curation and Distribution: A Review Literature. *Journal of Communication and Management*, 2(1), 23-26. DOI: 10.58966/JCM2023214