



Impact of The Artificial Intelligence in Media: A Need to Address the Problem Relating to Regulation of Ai in Media

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ABSTRACT

Over the past 20 years, technological innovations have caused tremendous disruption to the traditional media sector. A plethora of new opportunities and challenges have arisen as a result of the development and widespread use of AI technology. On the one hand, widespread use of these technologies may open up new avenues for media service expansion, disinformation suppression, and data-centric journalism advancement. Some approaches, such as algorithmic content selection and user customization, have the potential to cause social risks and should thus be implemented with caution. Finding a balance between the benefits and the downsides of these options highlights the need for additional research in the field of responsible media technology. This article's first portion provides a thorough analysis of the most pressing issues brought about by contemporary media technology, with a particular emphasis on how these issues affect society's dynamics and the media industry. We first acknowledge the need for further research, better technical methods, and a technology infrastructure that can sustain moral editorial standards and practices. Then, we go on to outline a number of areas within the media production and distribution spectrum. The argument that is made is that quick action is required to create a thorough framework for media technology research. This strategy is anticipated to integrate interdisciplinary approaches and promote robust cooperation between media companies and educational establishments.

Keywords: Journalism; Artificial Intelligence; Media Technology; Interdisciplinary Approaches

1 INTRODUCTION

Undoubtedly, the media sector as a whole will be significantly impacted by artificial intelligence (AI) and its related technologies. Nevertheless, it is anticipated that the automated generation of material, whether in the form of news or entertainment, will continue to have limited significance in the foreseeable future. The primary source of value in the media sector stems from the creation of intricate material that places considerable focus on skills such as interpretation, discernment, communication, and innovation. In the context of algorithms, it is expected that humans will maintain their dominance across several disciplines for a considerable duration. In contrast, it is worth noting that a considerable number of professions within industries such as transportation and manufacturing include the execution of repetitive duties that can be efficiently completed with the assistance of contemporary technologies.

However, the primary impact of artificial intelligence (AI) that has been observed and is expected to persist is on the demand side of the media sector. The process of matching customers with content holds more importance than the material itself. The trajectory of artificial intelligence (AI) advancement in the forthcoming years has the potential to substantially modify this procedure, yielding both favourable and unfavorable outcomes. [1]

In recent years, the news industry has experienced significant disruption due to the emergence of technologically driven methodologies in the creation, production, and dissemination of news products and services. [Hernandez Serrano et al. 2015](#); [Örnebring 2010](#). [2] The field of artificial intelligence (AI) has progressed from being primarily the subject of speculative literature to becoming a useful tool that can help society address a variety of issues, including those facing the news industry.[3]

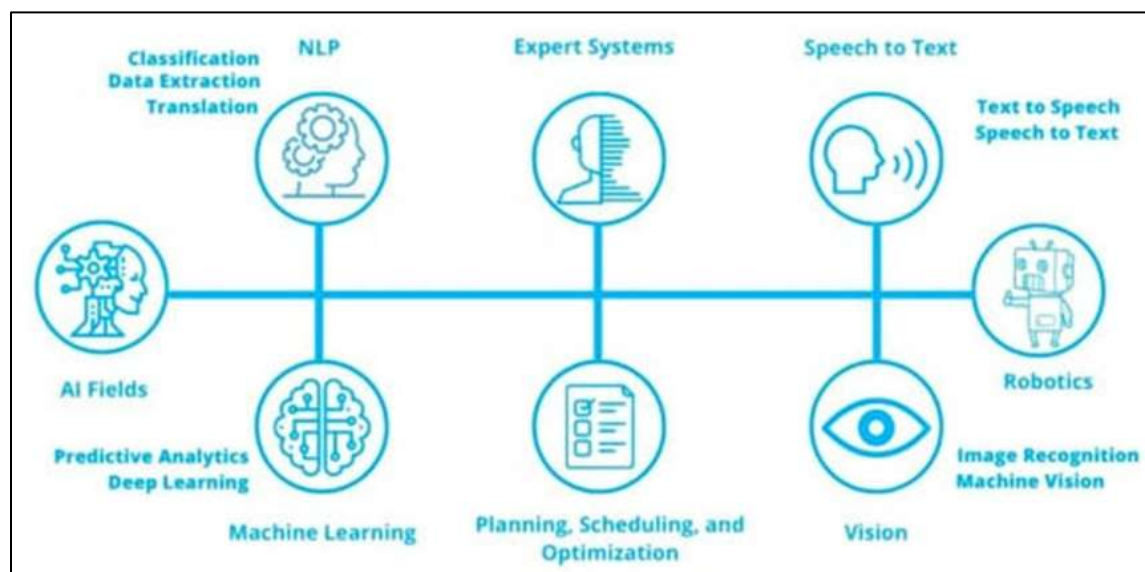


Figure 1 The seven fields of AI

Source- de-Lima-Santos, Mathias-Felipe, and Wilson Ceron. 2022. "Artificial Intelligence in News Media: Current Perceptions and Future Outlook" Journalism and Media

1.2 RESEARCH METHODOLOGY:

The researcher has used the doctrinal method of research by consulting the available primary and secondary sources and, after reading them, identifying the research gap that the research paper needs to address.

1.3 RESEARCH OBJECTIVE

The following are the objective of this Research paper: -

- The researcher seeks to emphasise the necessity of addressing the potential issues arising from the utilisation of artificial intelligence in the realm of media.
- There is a need for the establishment of a comprehensive set of policies that govern the integration of artificial intelligence in the media sector, with the primary objective of safeguarding persons' privacy and preventing any potential violations.

1.4 HYPOTHESIS

The present discourse necessitates the examination of the issue pertaining to artificial intelligence (AI) within the realm of media, encompassing its applications in media content and the potential ramifications it may have on matters of privacy.

2 IMPACT OF AI ON MEDIA MARKETS

The impact of artificial intelligence on the media landscape is undeniable. While it is impossible to ignore the effects of automation in manufacturing, it is more likely that the distinctive qualities of media commodities will have an impact on consumer demand. The utilisation of artificial intelligence (AI) presents significant potential for enhancing consumer experiences through the facilitation of information retrieval from extensive datasets. Therefore, artificial intelligence (AI) has the potential to significantly benefit society. Moreover, the use of artificial intelligence (AI) can assist in identifying instances where fraudulent tactics are employed by third parties against consumers. The potential for artificial intelligence (AI) to prioritize consumer demands over societal needs in certain economic contexts is an additional cause for apprehension. There are a plethora of tactics available to individuals in order to enhance the efficacy of deception and manipulation. Recent advancements in technology have significantly transformed the methods through which news is disseminated, digested, and encountered by individuals. Nevertheless, a significant amount of uncertainty persists over the manner in which individuals will engage with forthcoming media platforms, including conversational bots that offer extensively personalised information, augmented reality (AR), virtual reality (VR), and AI-facilitated communication. Gaining a comprehensive understanding of the degree to which audience actions and experiences may be accurately observed, quantified, and investigated is crucial for the pursuit of research. Gaining a comprehensive comprehension of consumer engagement with various media channels, encompassing both physical and digital platforms, is a challenging endeavour. This holds particular significance in contexts characterised by a multitude of media choices and throughout the design and implementation of interfaces and modalities. [5]

The rapid advancements in technology have caused substantial disruptions in the media industry. The current developments in artificial intelligence and machine learning have presented media firms with novel prospects to augment and expand the extent of their news coverage and offerings. However, the widespread and deliberate transmission of inaccurate information, the construction of echo chambers, the use of biased algorithms, and the existence of filter bubbles are among the unresolved challenges and potential risks that arise from the adoption of these emerging technologies in society. This article

emphasizes the need for responsible media technology and highlights many study directions that will be explored by the recently created Media Futures research centre.

3 HOW AI IN THE NEWS SHAPES PUBLIC OPINION?

In the contemporary digital age, the prompt dissemination of news updates holds particular significance. With the assistance of artificial intelligence, this project can be completed easily. The utilization of artificial intelligence (AI) plays a pivotal role in facilitating the acquisition of up-to-date information, thereby ensuring that users remain informed about ongoing events and have access to the latest developments. This tool effectively mitigates the hazards associated with using biased or inaccurate data. The timely delivery of news fosters a culture that values knowledge acquisition and intellectual growth.

An illustration of how state-of-the-art technology can be employed to augment news coverage while concurrently upholding the integrity of the media is the implementation of news feeds propelled by artificial intelligence (AI). The integration of advanced technology, such as artificial intelligence, with human interaction can establish a robust news ecosystem capable of effectively curbing the dissemination of misinformation. The objective of our endeavor is to provide readers with reliable information in order to enable them to make well-informed judgments. [7] This study aims to examine the societal impacts of media technologies powered by artificial intelligence (AI). The implementation of gate keeping systems powered by artificial intelligence (AI) has the potential to affect individual users and the overall framework of the public domain. If the practice of algorithmic customization is taken to an extreme level, where algorithmic gate keeping is combined with AI-driven content creation, it is possible that every news piece may be modified to cater specifically to an individual. Given the aforementioned points, it is evident that there are substantial ramifications for the various community processes that underpin modern democratic institutions.

Moreover, when utilised in a suitable manner, AI-driven tools have the potential to significantly enhance the democratic role of the media by enabling a broader spectrum of perspectives, enhancing the distribution of information, and providing relevant information to individuals requiring assistance. Datafication and digitization have had a significant impact on the diversity and structure of the whole media ecosystem. The transformation of conventional information generation, dissemination, and consumption dynamics has been facilitated by the emergence of novel actors, such as social media platforms. The media has been associated with several detrimental impacts on society, including the dissemination of inaccurate information, the capacity to manipulate public sentiment, and the fragmentation and disorderliness of news outlets. The utilization of big data also leads to the development of a novel economy of scale, in which firms with greater access to data are better equipped to deliver personalized news to their target audience (Stone, 2014).[8]

The aforementioned issue has significant ramifications for the market structure due to the inherent advantages that data-rich companies, such as search engines and social media platforms, possess over smaller newsrooms. Strategies such as the 'public money, public code' campaign, which pushes the adoption of open source code in publicly financed software, can ameliorate this issue to some extent by forcing the release of all code developed for public service media. This endeavor may lead public service media to enhance their transparency in the utilization of digital resources, potentially facilitating the expansion of smaller outlets' viewership.

It is crucial to recognize that the many effects observed at the individual level have significant and disproportionate consequences for society as a whole. For instance, the collection of data pertaining to individuals' news consumption patterns may yield little influence on a given user. Conversely, in the

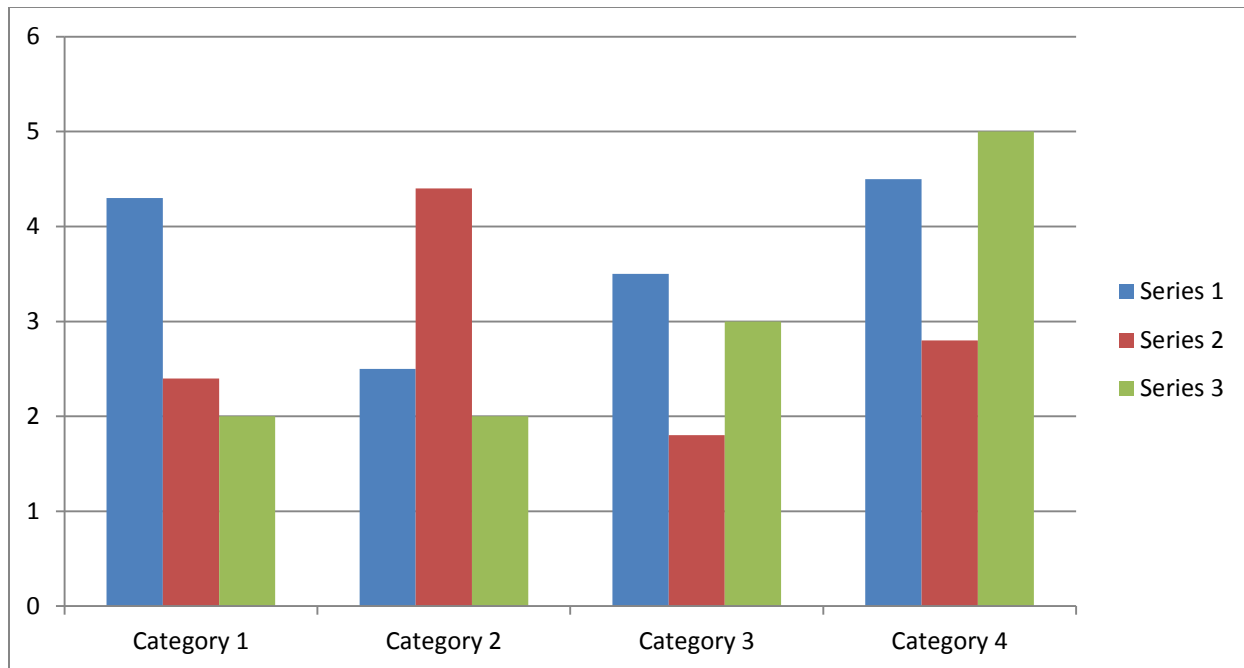
event that every individual within a community contributes data, it has the potential to facilitate profile comparison and information extraction by leveraging machine learning methodologies. The use of artificial intelligence (AI)-enabled technology for the purpose of censorship has the potential to affect both specific individuals and the broader public. The influence of this authority is experienced in two domains: the formulation of the public agenda and the economic framework of the news industry.

Norway is a small but wealthy democratic nation-state that is often described as a Nordic welfare state. It has a high level of ICT penetration and fairly egalitarian media consumption habits. This example's media environment is characterised by a strong heritage news industry and widespread use of public service broadcasters. The current media landscape is distinguished by an assertive stance, a certain amount of autonomy, and an emphasis on encouraging diversity in the media to foster public conversation. [9]

4 AI AND INDIA MEDIA

According to government statistics, India had 50,035 cyber crimes in 2020, up 11.8% from the previous year. These incidences included 578 instances of "fake news on social media." According to NCRB data, cyber crime per lakh people rose from 3.3% in 2019 to 3.7% in 2020. In 2019, 44,735 cyber crimes occurred, up from 27,248 in 2018.

In 2020, the National Crime Records Bureau (NCRB) reported 4,047 online banking frauds, 1,093 OTP fraud, 1,194 credit/debit card fraud, and 2,160 ATM fraud. Also recorded were 578 social media fake news cases, 972 cyber stalking or bullying episodes targeting women and children, 149 bogus profiles, and 98 data theft crimes. According to the National Crime Records Bureau (NCRB), a Ministry of Home Affairs agency, 30,142 of 50,035 cyber offences in 2020 were fraud-related. Sexual exploitation was 6.6% (3,293) and extortion was 4.9% (2,440). Uttar Pradesh had the most cybercrime cases, 11,097. Following closely were Karnataka with 10,741 cases, Maharashtra with 5,496 cases, Telangana with 5,024 crimes, and Assam with 3,530. With a crime rate of 16.2%, Karnataka had the highest rate, ahead of Telangana at 13.4%, Assam at 10.1%, Uttar Pradesh at 4.8%, and Maharashtra at 4.4%. The National Crime Records Bureau (NCRB) collects and analyses crime statistics for the Indian Penal Code and national and local crimes. According to the NCRB, Delhi had 168 such instances last year, resulting in a 0.8% crime rate.



CONCLUSION

In the case of social media, the problem lies not in a lack of knowledge or skills in creating customised campaigns, but rather in a lack of time. It is difficult for one person to gather this data, locate information, and then build up automated marketing campaigns for every single consumer because there are so many different ways to obtain as much information from clients as possible. The answer to this problem lies in the application of artificial intelligence, which focuses on using machine learning and customer data in marketing strategies to predict customers' next moves and enhance their experience through automation and tailored content. Utilising consumer data is at the heart of artificial intelligence. In the case of social media, the problem lies not in a lack of knowledge or skills in creating customised campaigns, but rather in a lack of time. It is difficult for one person to gather this data, locate information, and then build up automated marketing campaigns for every single consumer because there are so many different ways to obtain as much information from clients as possible. The answer to this problem lies in the application of artificial intelligence, which focuses on using machine learning and customer data in marketing strategies to predict customers' next moves and enhance their experience through automation and tailored content. Utilising consumer data is at the heart of artificial intelligence.

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