



RESEARCH ARTICLE

Explaining Journalist Interns' Concerns using AI Technology in Media Workspace in Pakistan

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ABSTRACT

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This research intends to evaluate the significant predictors impacting the utilisation of AI tools in the media workflow and predict the journalist interns' perceptions and opinions about using innovative AI applications in the media workspace. According to previous studies, research communities contributed to their findings that most journalists may fail to properly use AI applications in their everyday media activities, which remains a challenge for the media sector. Conversely, AI applications may raise privacy concerns, and their incorporation into news coverage may undermine audiences' trust. This study utilised the UTAUT model to measure the influential factors in this situation. This study employed a quantitative method; a survey questionnaire was designed to validate the suggested hypotheses and serve the research purposes. One hundred ninety-six participants recorded their initial responses to discover Journalist Interns' thoughts by experiencing AI applications in the media workspace. For the collection of sampling data, this research applied IBM-PSS and PLS-SEM methodologies to conclude the findings; all the constructs substantially impacted intern journalist behaviour. This research discovered and addressed the Journalist Interns' experience with AI applications; also, researchers can identify the areas for improvement to keep pace with the demands of modern journalism in Pakistan.

INTRODUCTION

The journalists' roles are gathering, evaluating, and distributing news to the public to help people make educated decisions and participate in democracy. Journalists investigate across disciplines to find facts, compile evidence, and write contextualised stories on various topics that promote accountability and social change (Alivi, Ghazali, Tamam & Nizam, 2021; Tandoc Jr, 2019). The primary responsibility of a journalist is to ensure article transparency and accuracy, which is essential for audience confidence (Alivi, Ghazali & Tamam, 2018; Monti, 2019). A study by researcher Pavlik

(2023) stated that journalists focus on public welfare and address societal issues. In addition, compelling storytelling is essential for journalists, allowing them to present complex information engagingly and understandably.

In this digital age, the journalism industry emerged with the innovation of AI technology into their media workflow to immediately collect, produce, and distribute news reports to their audiences (Broussard et al., 2019). A study by researchers (Biswal & Gouda, 2020; Perreault & Ferrucci, 2020;) claims that journalists embrace AI technologies to improve news reporting and storytelling in the digital media sector. Additionally, this transformation helps gather routine stories or news reports by automating them using AI tools and freeing up journalists' in-depth reporting or investigative work (Pavlik, 2023). In another study by researchers (Zahay et al., 2021), AI applications can tailor news content based on audience preferences and increase engagement by enriching revenue streams for the media industry. Other researchers, Abdulmajeed Fahmy (2022), emphasise that this integration enables journalists to quickly break news, trend monitoring, and public mood evaluation globally. Consequently, AI-based applications in journalism promote technology competency and highlight the importance of AI tools in professional efforts to stay relevant and competitive in the digital age (Biswal & Gouda, 2020; Shah et al., 2024).

However, despite the advantages of integrating AI tools in the media sector, journalist interns face many difficulties when utilising AI tools in their daily media routine tasks. The majority of the Journalist Interns may decrease the efficiency of technical expertise required to integrate AI applications in media reporting news and need to understand how to interpret AI tools and also face difficulties while integrating the existing media workflows without having a background in advanced digital skills might cause the failure or delay in the process (Flores Vivar, 2019; Stray, 2021; Monti, 2019; Ashraf & Baig, 2021). On the other hand, (French & Poole, 2020; Jamil, 2023 Abdulmajeed & Fahmy, 2022) recommended that the journalist may not be experienced and familiar with AI technology, which can lead to ethical problems, including privacy concerns and the potential for misreporting to be propagated through media sector that undermine audience trust. By considering these facts, this research intends to examine the significant factors influencing the acceptance of AI applications in the media workspace and explain Journalist Interns' perceptions and opinions regarding the effective utilisation of AI tools in the media routine tasks in Pakistan. This research will help unlock new and innovative ideas in the media industry, support sustainability in a quickly changing media landscape, and keep up with the needs of modern journalism that remain relevant and competitive in digital settings.

Related work

The literature review and previous related work are crucial in any research study because they establish context, identify research gaps, and aid in theoretical and methodological developments in highlighting synthesis evidence. Therefore, this study is based on three fundamental pillars: "A summary of the previous related studies on the integration of AI in the Media sector", "Research Model", and the "Influential factors" considered vital indicators to help and support researchers to evaluate the proposed hypotheses and achieve research objectives.

A summary of previous related studies of AI integration in the media sector

A study by the researchers (Porlezza, 2023; Flores Vivar, 2019) asserted that journalists who lack experience with AI may struggle to interpret and report news stories accurately, misunderstand AI outputs, or fail to recognise the limitations and biases of AI, can lead to the dissemination of false information may damage the credibility of media outlets. A study by the researcher (Ashraf Baig, 2021) stated that journalists inexperienced in AI might struggle to explain how the AI system works

and how decisions are made, which is crucial for transparency in the media sector. In another study by researchers (Biswal & Gouda, 2020; Stray, 2021; Monti, 2019; Shah et al., 2024), a lack of AI literacy can result in journalists over-relying on AI-generated content without adequate critical oversight. Moreover, AI can produce content that appears reliable but may contain biases or misinformation. Additionally, when journalists fail to verify AI-generated information, it can spread false news, undermining the public trust. According to the researchers Zahay et al. (2021), news accountability is crucial to maintaining audience trust. While journalists inexperienced with AI may not implement adequate accountability measures using AI tools, which can lead to content that cannot be traced back or justified by making it challenging to address errors, this can mislead the public. Therefore, the summary justified that journalists who lack experience in AI can lead inaccurate reporting, over-reliance on AI content without critical oversights, failure to explain AI processes, inability to identify and mitigate biases, lack of accountability, and erosion of professional expertise, all these factors significantly undermine public trust.

Research model

In the journalist-AI context, the proposed research model was designed to evaluate the significant predictors influencing the acceptance of AI tools and understanding the journalists' concerns and opinions towards the effective utilisation of AI tools in the media workspace in Pakistan. In this regard, the researchers proposed a research model by integrating additional predictors to understand the journalist's behaviour toward accepting AI technologies in their routine work. The structure of the research model is based on the amended UTAUT model, which is used to determine the significance of various factors by formulating suggested hypotheses to achieve the research objective. The research model connects the external variables that provide a solid theoretical foundation, predictive strength, and comparative analysis capabilities for determining the intern journalist perspectives towards accepting and utilising AI applications in their media workflow (Ashraf & Baig, 2021; Grimme, 2021).

In the acceptance of the innovative-technology context, the UTAUT model is widely used and has been recognised for adopting innovative technologies since it evolved by Venkatesh et al. (2003). Moreover, the UTAUT model has been extensively applied in research to understand the individual's behaviour in adopting newly introduced technologies, like e-commerce, e-learning, internet banking, and all the latest web browsing applications. In another study (Al Jwaniat, 2023; Kim & Kiim, 2021), the UTAUT demonstrated robust predictive efficiency in understanding individuals' behaviour toward newly introduced technologies across diverse digital contexts and environments. In another study concluded by Kim & Kim (2021), the UTAUT model offers valuable insights into a primary determinant for new technology adoption, empowering organisations to explore barriers regarding innovative technologies by comprehending individuals' perspectives (Venkatesh et al., 2003; wang et al., 2023). Overall, the UTAUT model is adapted and combined with external variables to understand better journalists' perspectives regarding using AI tools in the media sector. The amended UTAUT model emphasises that external variables TE, JE, PE, EE, SI, and FC are independent constructs. In contrast, BI is the dependent construct that illuminates the factors influencing individuals' adoption and acceptance of newly introduced technology. Figure 1 shows the logical research model with the suggested hypotheses relationship.

Influential factors

Technical expertise (TE) encompasses the specialised skills and comprehension necessary for proficiently utilising and manipulating technologies within a specific field or sector. Additionally, journalists with technological skills effectively manipulate work by collecting, analysing, and

interpreting data by protecting sensitive information and complying with data privacy laws to gain public trust (Abdulmajeed & Fahmy, 2022). According to a study by Jamil (2023), inadequate technical expertise can challenge journalists to use AI tools ethically, avoiding misuse or manipulation in the work process. Another study by Flores Vivar (2019) highlights that a lack of AI literacy can lead journalists to depend on AI-generated content without proper critical monitoring. The researcher (Ashraf & Baig, 2021) urged that journalists inexperienced in AI may struggle to explain how the AI system works, which remains challenging for transparency in the media sector. These dependencies can cause production delays and limit journalists' job agility and autonomy (Jamil et al., 2022). Therefore, the study posits the hypothesis:

H₁: Technical Expertise significantly impacts Behavior Intention to use AI.

Journalistic ethics (JE) associates the journalistic values that guide the behaviour and decision-making in their pursuit of reporting the news to the audiences. These journalistic ethics serve as a moral compass, shaping how journalists collect, verify, and present news stories while upholding connectivity, fairness, and accountability by playing a crucial role in keeping credibility to keep pace with the demands of modern journalism (Biswal & Gouda, 2020). Researchers (Moran & Shaikh, 2022) have underscored that without having the valuable skill of AI tools, many journalists may face more significant complexities in maintaining a high standard of accuracy and quality in their journalistic routine tasks. Another study concluded (Abdulmajeed & Fahmy, 2022; Jamil, 2023) that journalists who may lack familiarity with AI must retain editorial oversight to ensure that the content meets ethical norms and journalistic values. Moreover, ethical dilemmas help journalists recognise and mitigate potential risks connected with AI tools in the media workspace, likewise the propagation of misreporting, discrimination, or violations of individuals' rights. Journalists prioritise the workflow per the demands of the audience's interests, and harm is reduced when AI applications are employed (French & Poole, 2020).

H₂: Journalistic ethics significantly impact Behavior Intention to use AI.

Performance expectancy (PE) refers to an individual belief that adopting technology can produce better results in their work environment and increase job performance (Venkatesh et al., 2003; Al Jwaniat, 2023). In the journalist-AI context, PE may impact acceptance when the journalists have more confidence that AI tools can streamline news gathering, analysing, or disseminating, thereby improving reporting quality or increasing news production (Pham & Nguyet, 2023; Chen et al., 2023). Therefore, the study posits the hypothesis:

H₃: Performance Expectancy significantly impacts Behaviour Intention to use AI.

Effort expectancy (EE) is a degree to which the level of ease is related to using innovative technology, reflecting users' concerns about the effort compulsory to learn and utilise it (Venkatesh et al., 2003). For Journalist Interns, EE may impact acceptance when users perceive AI tools as user-friendly, easy to navigate, and seamlessly related to their assigned routine work (Al Jwaniat, 2023). On the other hand, when Journalist Interns perceive AI applications as complicated or difficult, it may hinder adoption and utilisation (Kim & Kim, 2021).

H₄: Effort Expectancy significantly impacts Behavior Intention to use AI.

Social influence (SI) is the extent to which an individual believes others influence; likewise, co-workers, colleagues, supervisors, or peers recommend utilising advanced technology. SI can pressure Journalist Interns to adopt or reject AI applications based on others' advice or the opportunities of the

social circle (Venkatesh et al., 2003). Moreover, SI influences the acceptance when Journalist Interns perceive their industry peers and colleagues as supportive of AI tools, which are sufficient and valuable assets for enhancing journalism practices (Pham & Nguyet, 2023; Chen et al., 2023).

H₅: Social Influence significantly impacts Behavior Intention to use AI.

Facilitating conditions (FC) is a degree of individuals' belief that organisational technology infrastructure facilitates and supports the utilisation of technological resources effectively. FC involves resource availability, compatibility, technical assistance, and training opportunities with existing systems (Venkatesh et al., 2003). For the Journalist Interns, FC may impact acceptance when they perceive their corporation as providing ample support and resources to facilitate AI application utilisation and integration in their routine tasks (Liu & Phongsatha, 2023; Kim & Kim, 2021).

H₆: Facilitating Conditions significantly impact Behavior Intention to use AI.

Behavioural intention (BI) is the degree to which an individual is willing to engage in a specific behaviour toward accepting newly introduced technology. BI serves as a direct pioneer construct to determine the intention of actual use of technology. Additionally, BI may be shaped by PE, EE, SI, and FC, considered UTAUT model native factors (Venkatesh et al., 2003). If journalists perceive using AI as providing performance benefits, being user-friendly, peer encouragement, and industry facilitation, they are more likely to generate optimistic intentions to accept and utilise AI technology in their media workspace (Al Jwaniat, 2023; Chen et al., 2023; Pham & Nguyet, 2023).

The framework illustrated in Fig. 1 encompasses all the postulated correlations among the factors.

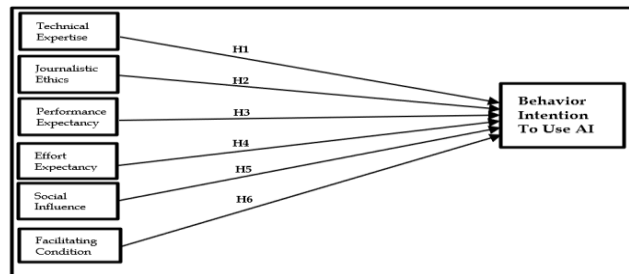


Figure 1: The research model

RESEARCH METHODOLOGY

Development of data collection instruments

The response-gathering team consisted of journalists, particularly interns in Pakistan's media workspace and journalism industry. This research employed a quantitative approach to design a survey questionnaire (Rahman, 2020; Ryser, 2021; Ahmadi, 2022); a survey questionnaire was separated into two parts, including 32 items. The first part of the questionnaire contained demographic information about respondents, including gender, age, experience in the media sector, media sector location, etc., in Pakistan. The second part was associated with addressing the constructs items, including technical expertise “five items”, Journalistic ethics “five items”, Performance expectancy “three items”, Effort expectancy “three items”, social influence “three items”, and Facilitating conditions “three items”, all constructs influenced by a critical factor on BI—similarly, Behavioral Intention with four items to determine the actual behaviour. The measurement instrument scale was designed using a five-point Likert scale, beginning with “1-strongly disagree”

and ending with “5-strongly agree” (Chen et al., 2023). The measurement instrument was designed in a web-based format and shared a link to the targeted participants to obtain valuable thoughts through WhatsApp groups. For response gathering (Kline, 2011; Hair et al., 2013), the Structure Equation Modeling techniques were applied to evaluate the measurement model and structural model assessments for research purposes.

Participants

The survey included graduate and postgraduate journalists working as interns in Pakistan's top media and journalism industries in big, populated cities, namely Karachi, Lahore, Peshawar, etc. This study considered 196 data-collection participants who can help us answer research questions and objectives. Anderson and Gerbing (1988) suggested that a minimum sample size of 175 participants is sufficient; a study by other researchers (Kline, 2011) recommended a minimum of 190 responses acceptable for SEM analysis; thereby, the SEM model required a sample of at least five items for per parameter. For this research, 25 were observable for each variable, and the sample size was determined as $25 \times 6 = 150$ responses are satisfactory. Using the sampling data, SEM techniques were applied to evaluate the assessment of the measurement model and structural path analysis.

RESULT AND DISCUSSION

Respondent profile

Most participants were males, comprising 156 (77.6%) and 40 females (22.4%). One hundred one participants were aged between 22 and 26 years (51.8%); the bulk of journalists, a total of 126, participated from the media sector in Karachi (62.2%). The majority of experienced journalists, ranging between 10-12 months, had a total of 99 per cent (52.2%); Table 1 represents the respondents' profile information.

Table 1: Respondent profile

Items	Sample	
	156	7
	40	2
22-26	101	5
2	50	2
3	45	2
3		
<u>M</u>		
	126	6
	30	19.2
	30	19.2
	--	
1-3	--	--
4-6	81	40.6
7-9	16	8.4
10-12	99	52.2

Reliability analysis

The reliability analysis is essential before incorporating the measurement instrument into the final survey. For the initial study, a total of 39 respondent recorded their initial thoughts for reliability analysis. In this way, the internal reliability of all constructs was calculated by applying Cronbach's Alpha test. In contrast, the suitable coefficient of Cronbach's alpha is set at 0.7 or higher, according to past research by Hair et al. (2013). The reliability analysis confirmed that all the constructs' Cronbach alpha significance exceeded 0.7, ranging from **0.821 to 0.893**, respectively. According to the concepts of reliability analysis, all constructs to ensure the data collection instrument was considered sufficient and acceptable were used in the present investigation. Table 2 represents the reliability analysis results.

Table 2: Reliability assessment

Construct	Item	Cronbach (α)
Behaviour intention (BI)	4	0.893
Performance Expectancy (PE)	3	0.874
Effort expectancy (EE)	3	0.835
Social influences (SI)	3	0.877
Facilitating condition (FC)	3	0.821
Technical expertise (TE)	5	0.869
Journalistic ethics (JE)	5	0.833

Convergent and discriminant validity analysis

The (PLS-SEM) partial least square structure equation modelling technique is suited for assessing the complex model with latent constructs. Therefore, this study employed the PLS-SEM method to examine the measurement and structural model assessments (Ramayah et al., 2018). The measurement model assessment defines the relationship between the indicators, whilst the structural model assessment determines the link among the latent variables. In a study by (Hubona, 2009), the research model was evaluated using the highest probability techniques with SmartPLS. A range of measures was utilised to assess reliability and convergent validity, including factor analysis (factor loading), reliability, composite reliability (CR), and average variance extracted (AVE). According to a study by researcher Hair et al. (1998), when the significance of reliability and CR for all constructs is set higher at 0.7, it indicates a higher level of internal reliability across several construct dimensions. Table 3 highlights ensure with evidence regarding calculated results, where Cronbach's alpha values are set at 0.7 or higher (Hair et al., 2013; Nunnally & Bernstein, 1978), and composite reliability indicates all the values of constructs ranging from **0.738 to 0.871**, respectively. Additionally, all Average Variance Extracted (AVE) values are within the range from **0.588 to 0.721**; **therefore**, all attained and recommended metrics and values (AVE > 0.5 and CR > 0.7) to achieve the concepts and criterion of convergent validity approval. Researchers Falk Miller (1992) suggested that the fundamental elements of the latent construct be represented. Hence, the range utilised to evaluate the constructs is adequate for establishing convergent validity.

Table 3 shows Average Variance Extracted (AVE) values in the measurement structural model, which exceed the squared correlation between constructs, showing that the discriminant validity constraints are met. According to the criteria set by (Hair et al., 1998; Fornell & Larcker, 1981), an AVE value greater than 0.5 indicates that the concept accounts for at least 50% of the measurement variance. The SmartPLS4 tool was applied to assess the concept of discriminant validity. Table 3 illustrates the details of loading and cross-loadings; also, a careful inspection demonstrates that all measurement items load primarily on their latent constructs rather than other ones. Table 4 represents the AVE interpretation, highlighted with bold diagonal values reflecting the square root of the AVE scores. Conversely, unbold-diagonal values propose construct correlation. The table clearly shows that the square root of the AVE values falls between **0.766 and 0.837**, exceeding the conventional threshold of 0.5. Notably, the AVE values continuously surpass all other correlations for each construct, demonstrating that all constructs have a higher variance with their measures than those in the model for confirming discriminant validity.

Table 3: Factors loadings of variables

Latent Factors	Observed Items	Factors Loadings	Cronbach's α	CR	AVE
Technical Expertise	TE1	0.747	0.856	0.816	0.718
	TE2	0.849			
	TE3	0.642			
	TE4	0.856			
	TE5	0.812			
Journalistic Ethics	JE1	0.747	0.792	0.722	0.588
	JE2	0.733			
	JE3	0.867			
	JE4	0.736			
	JE5	0.792			
Performance expectancy	PE1	0.834	0.851	0.781	0.652
	PE2	0.863			
	PE3	0.810			
Effort Expectancy	EE1	0.895	0.871	0.872	0.701
	EE2	0.824			
	EE3	0.788			
Social Influence	SI1	0.867	0.743	0.844	0.715
	SI2	0.883			
	SI3	0.818			
Facilitating Condition	FC1	0.747	0.817	0.770	0.621
	FC2	0.749			
	FC3	0.642			
Behaviour Intention	BI1	0.861	0.738	0.778	0.721
	BI2	0.717			
	BI3	0.814			
	BI4	0.794			

Table 4: Discriminant validity

	BI	TE	JE	PE	EE	SI	FC
BI	0.837						
TE	0.799	0.817					
JE	0.766	0.643	0.766				
PE	0.731	0.619	0.671	0.807			
EE	0.552	0.552	0.419	0.436	0.837		
SI	0.546	0.531	0.427	0.532	0.574	0.845	
FC	0.691	0.693	0.613	0.523	0.504	0.452	0.788

Estimated structure parameter

Six hypotheses were tested; the summarised findings are presented in Table 5 and Figure 2. Based on our data analysis results, hypotheses H1, H2, H3, H4, H5, and H6 were found to have significance and empirical support. H1 ($\beta = 0.322, P = 0.00$), H2 ($\beta = 11.416, P = 0.00$), H3 ($\beta = 0.371, P = 0.01$), H4 ($\beta = 0.228, P = 0.022$), H5 ($\beta = 0.121, P = 0.01$), and H6 ($\beta = 0.131, P = 0.00$) exhibited significant effects on Behavioral Intention (BI), thereby supporting hypotheses H1, H2, H3, H4, H5, and H6 respectively. Thus ensuring evidence that all the hypotheses greatly impacted behavioural intention.

Table 5: Hypotheses testing results

<i>Hypothesis</i>	<i>Estimated</i>	<i>t - values</i>	<i>p-values</i>	<i>Remarks</i>	<i>Conclusion</i>
H1	0.322	8.745	0.00	Significance	Accepted
H2	0.269	10.326	0.00	Significance	Accepted
H3	0.371	1.311	0.01	Significance	Accepted
H4	0.228	9.854	0.02	Significance	Accepted
H5	0.121	11.422	0.01	Significance	Accepted
H6	0.131	1.916	0.00	Significance	Accepted

Note: *** p < 0.001, ** p < 0.01, * p < 0.051; ***p<0.001

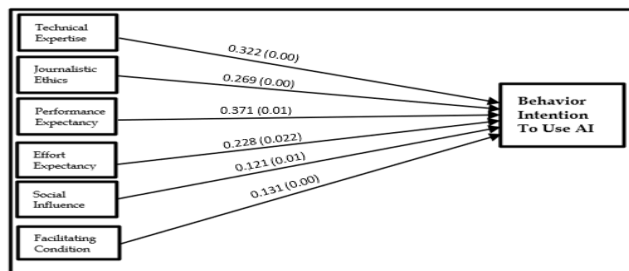


Figure 2: Summary of findings

The below definitions are considered the hypothesis's discussion.

H1: Journalists possessing adequate technical expertise are more inclined to embrace AI-based applications, as they feel confident in their ability to effectively utilise these tools, enhancing their willingness to integrate them into their work processes. The researchers investigated A similar study (Nahmías & van der Kaa, 2015; Pham & Nguyet, 2023).

H2: Upholding journalistic ethics is paramount for journalists, and when they perceive AI-based applications as aligning with these principles, they are more likely to intend to adopt them, as they see them as ethically sound tools for enhancing their journalistic practices. A study was suggested by (Grimme, 2021).

H3: If journalists believe that AI-based applications will improve their performance outcomes, such as increasing efficiency or enhancing the quality of their reporting, they are more motivated to adopt these technologies to achieve better results—the same study by (Lim & Zhang, 2022; Pham & Nguyet, 2023).

H4: When journalists perceive AI-based applications as easy to use and integrate into their existing workflows, they are more likely to intend to adopt them, as they anticipate minimal effort or difficulty in utilising these tools—the same study (Elkoly, 2020).

H5: The AI applications utilised by supervisors, co-workers, or peers can influence journalist interns' intention to adopt AI tools. When Journalist Interns perceive that their social peer supports integrating these applications, they are more likely to follow suit, according to a similar study by Grimme (2021).

H6: A supportive technology infrastructure involves resources and compatibility with the existing systems provided by an organisation. These facilities effectively integrate AI tools into journalistic workflow. When organisations provide technical facilities, journalists are more inclined to accept these technologies in their routine tasks. A similar study by (Nahmías & van der Kaa, 2015; Lim & Zhang, 2022).

CONCLUSION

By adopting the UTAUT model, this research intended to evaluate the significant effects influencing the adoption of AI tools in the media and journalism sector and explain Journalist Interns' valuable insights towards the effective employment of AI tools in the media workspace. For the quantitative data collection method, the researchers evaluated the suggested hypotheses' and validated the research model using structured equation modelling techniques (SEM).

The SEM techniques help researchers to evaluate the significant influential factors such as “Technical Expertise” (TE), “Journalistic Ethics” (JE), “Performance Expectancy” (PE), “Effort Expectancy” (EE), “Social Influence” (SI), and “Facilitating Conditions” (FC) were considered as independent variables, and all influenced by the pivotal factor. Similarly, “Behavioral Intention” (BI) serves as the dependent variable by focusing on the variance explained (R^2). The (R^2) values estimate the structural path and t-test analysis. Each hypothesis in the proposed research model underwent the evaluation of path coefficient and variance explained (R^2) validated proposed hypotheses. Therefore, all the suggested hypotheses had a significant impact on behavioural intention.

In our findings, all these significant factors positively contributed to Journalist Interns' intention to accept AI tools in the media workspace in Pakistan, which reflects the holistic endorsement of these technologies driven by considering technical expertise, ethical alignments, performance expectations, user-friendly, peer influence, and organisational support. Also, AI integration features

improve accuracy, efficiency, and content personalisation and speed up news production and audience engagement in the media workspace, which leading the quality and impact of journalism productions in the digital age.

The variance explained ($R^2 = 68.6\%$) significance denoted for behavioural intention predictive strength model connected by significant factors were considered by this research likewise (TE), (JE), (PE), (EE), (SI), and (FC).

FUTURE WORK

In future journalist-AI research, AI integration will become more prevalent in journalism, incorporating privacy-related problems, bias, and fear of job replacement. Future research could investigate these issues that enable more sophisticated AI tools to be used in routine media tasks. In addition, researchers could examine how AI can be a valuable tool in shaping the production and consumption of news reports.

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