

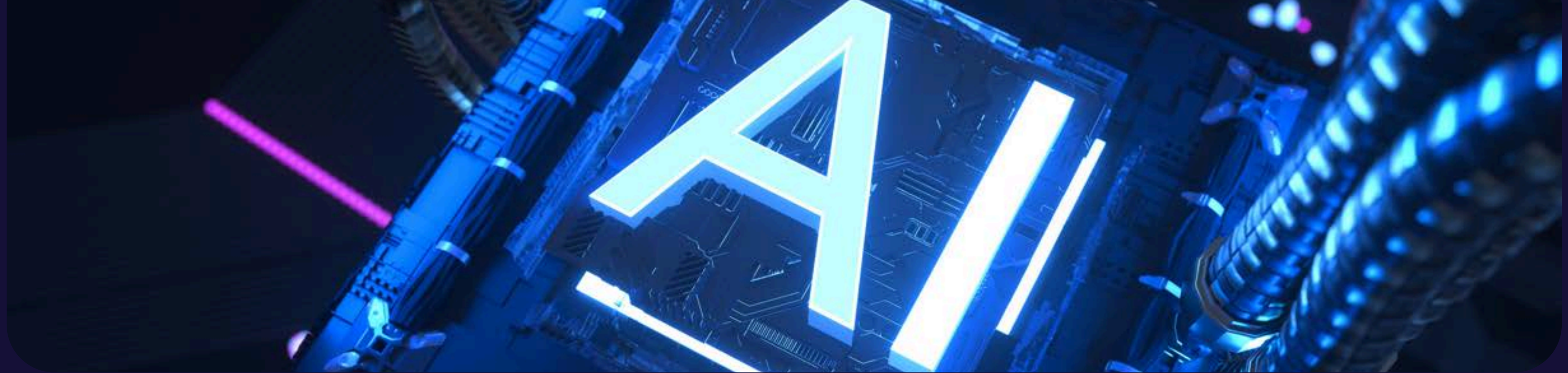


AI

# AI-POWERED JOURNALISM: HOW TECHNOLOGY IS RESHAPING NEWSROOMS

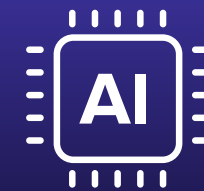
*BY OGHENERUONA MARIA ESEGBONA-ISIKEH*





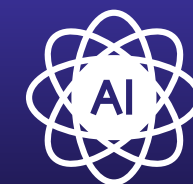
Journalism was mostly a human-driven field prior to the broad use of artificial intelligence (AI), with manual procedures, conventional editorial judgement, and a focus on ethical reporting.

Despite technical advancements, the field continued to function according to fundamental journalistic standards set in the 20th century.



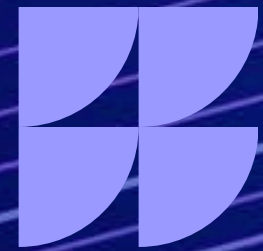
**Why this topic matters**

**TRUST**



**SPEED AND  
THE FUTURE OF NEWS**





# The Evolution of Newsrooms

## ➤ Traditional Newsroom Operations

What it used to be like:

- In the past, newsrooms were busy spaces filled with journalists, editors, and photographers all working together in person.
- Reporters gathered stories by going into the field, interviewing people, and verifying facts manually.
- Editors reviewed stories line by line, headlines were crafted by humans, and everything was laid out for print (newspapers) or broadcast (TV/radio).
- The process was slower but deeply focused on accuracy and storytelling.

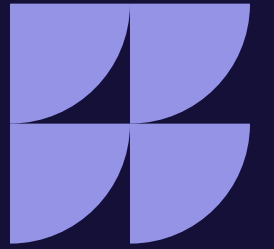
## Deep Learning

A specialized Machine Learning technique using multi-layered neural networks to process and model complex data patterns.





# Digital Transformation and the Early Role of Automation



## The big shift begins:

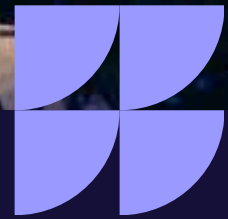
As the internet took off, newsrooms had to adapt. Print started losing ground to websites and social media.

Early automation showed up in simple ways: scheduling posts, spell-checking, and helping with basic fact-gathering.

Journalists began using tools like email, databases, and digital content management systems.

Online news could now be published instantly, reaching global audiences within minutes.

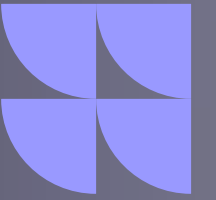




# Rise of AI in Editorial Decision-Making, Content Creation, and Data Analysis

- AI tools are becoming essential in modern newsrooms. They can suggest headlines, identify trending topics, and even write basic news articles (like sports scores or financial summaries).
- AI helps editors decide which stories to promote based on data about what readers are clicking on and how long they're staying.
- Journalists use AI to analyze massive amounts of data—like scanning thousands of documents for investigations.
- However, there's also a growing need for ethical oversight—humans still need to check for bias, misinformation, and fairness.





# AI in Everyday Life

AI is seamlessly integrated into our daily lives, from voice assistants like Alexa and Siri to smart home devices. At work, AI automates repetitive tasks, improves customer service with chatbots, and enhances decision-making with data analytics.



## Smart Homes

AI-powered devices like thermostats, lights, and security systems.



## Personal Assistants

Voice-activated tools assisting with reminders, tasks, and information.



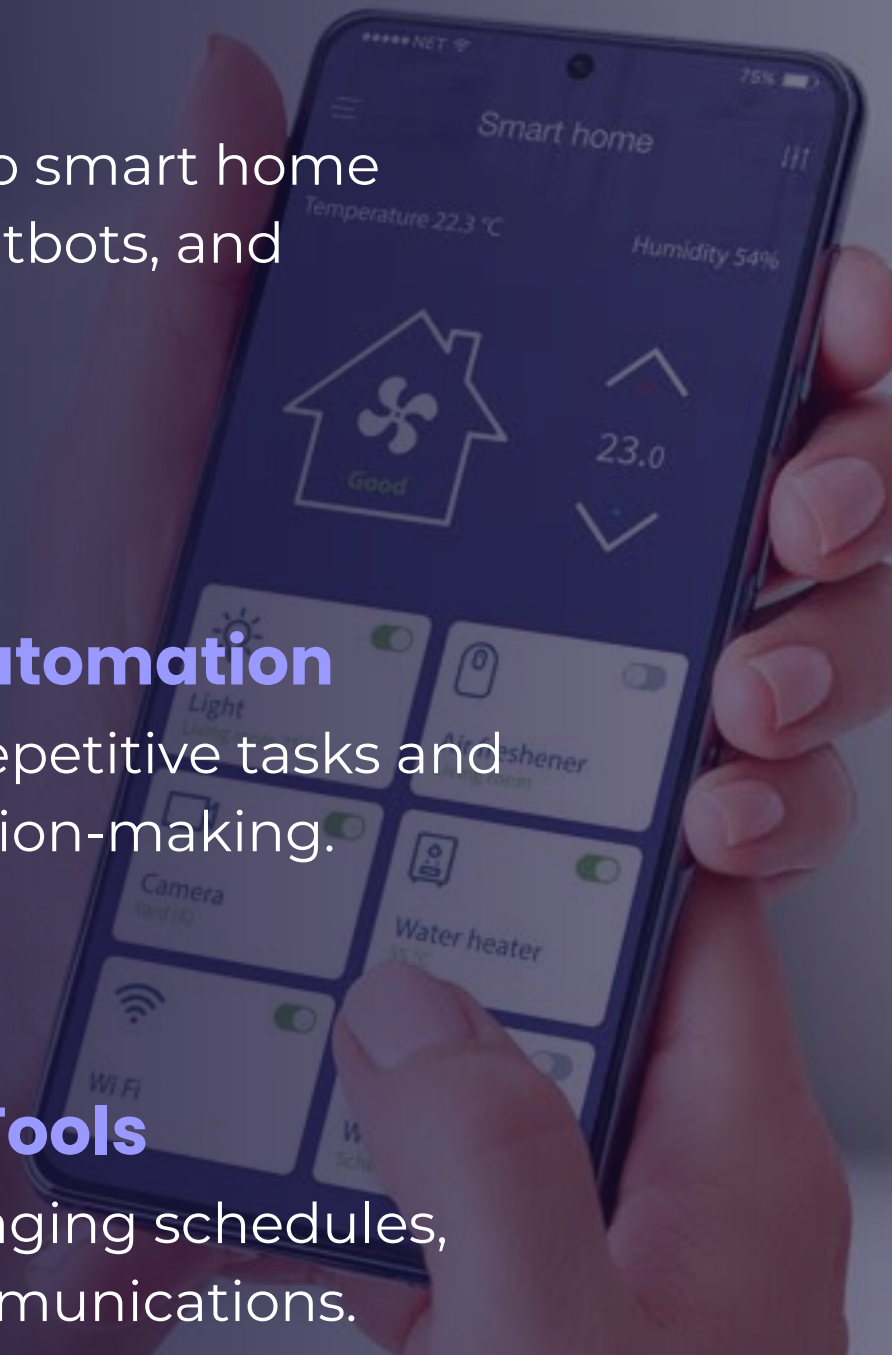
## Workplace Automation

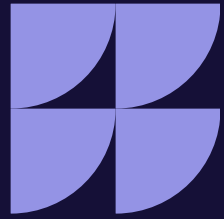
AI automating repetitive tasks and enhancing decision-making.



## Productivity Tools

AI tools for managing schedules, emails, and communications.





# Key AI Technologies in Journalism

- Natural Language Processing (NLP): e.g. GPT for story generation
- Machine Learning: pattern detection, audience insights
- Automated Reporting Tools: e.g. Reuters News Tracer, Bloomberg Cyborg
- Image & Video Recognition: for real-time verification
- Deepfake Detection: fighting misinformation

## Examples from African/Global South media adapting AI in local contexts

### Accuracy vs Speed:

In the digital era, there's intense pressure to publish news quickly, especially with the rise of 24/7 news cycles and social media. AI tools can help by rapidly generating content or summarizing information. However, speed can compromise accuracy. Mistakes made by AI—or humans under time pressure—can spread misinformation or cause harm before corrections are made.

### Bias in AI Algorithms:

- AI models are trained on large datasets, often scraped from the internet. If those datasets contain biased or unrepresentative information, the AI may produce content that reinforces stereotypes or excludes marginalized voices.

### Human Oversight & Editorial Responsibility:

While AI can support journalists—e.g., by transcribing interviews or suggesting headlines—it cannot fully understand nuance, context, or ethical implications. Human editors must always review and approve AI-generated content.

### The Role of Journalists in the AI Era:

AI will transform workflows, automating routine tasks like data analysis or news aggregation. But journalists remain vital for critical thinking, investigative reporting, and ethical judgment—things AI cannot replicate.



***Interactive Q&A / Discussion***



# Conclusion

This topic matters because it sits at the intersection of innovation and responsibility. As AI becomes more embedded in journalism, the way we understand, and trust information is evolving.

Exploring this subject helps society navigate the benefits and dangers of AI in media—ensuring that the future of news remains credible, fast, and in service of the public good.







# Thank You for Your Attention



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