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Examining Challenges and Opportunities in Journalism and Mass Communication

Abstract: Over the last decade, AI has become an integral part of society, particularly in the media industry. Robot journalism and AI anchors are now present in newsrooms. This paper aims to critically examine the challenges and opportunities of AI anchors in TV journalism. The study systematically reviews 35 research articles from the last seven years (2016–2023) using the Preferred Reporting Items for Systematic Reviews & Meta-Analysis (PRISMA) approach and the ADO (Antecedent, Decision, and Outcome) framework. The literature was manually searched. AI is a progressive and innovative technology for organizations across various industries. AI anchors and traditional anchors can strengthen themselves and complement each other. Therefore, AI can be successfully applied to the media industry. This study also identifies future research areas, particularly focusing on AI anchors, their challenges, and opportunities in different countries such as China, the US, Germany, and others. Currently, there is no comprehensive literature review exploring the impact of AI anchors in TV journalism. This review aims to provide deeper insights and contribute to the development of this research field.

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Introduction

In recent years, Artificial Intelligence (AI) has gained significant attention and has transformed nearly every aspect of human life (Huang & Wang, 2023). Notably, there has been a substantial rise in research on algorithm-based, automated, or AI-generated news due to its disruptive impact on news creation and consumption (Lee et al., 2020). AI is dramatically reshaping the way we operate and interact, as seen in advancements such as autonomous vehicles, smart cities, and Industry 4.0, which integrates the Internet of Things (IoT) into automation (Mantello et al., 2023). The world's first synthetic news anchor was unveiled by Xinhua News Agency and Sogou on November 7, 2018, marking the 87th anniversary of the agency's inception (Feng, 2023). However, there is still a need to explore the potential, risks, and challenges that the media industry may face in the future. The primary goals for the future of media include developing innovative media technologies based on ethical AI, enhancing audience understanding, improving audience engagement, and ensuring content creation, interaction, and accessibility (Opdahl et al., 2023). Additionally, previous research has emphasized the need for further studies on the impact of AI technology on journalism (Naoaín, 2022). However, no comprehensive study has examined the literature on the challenges and opportunities of AI in TV journalism. To address this gap, this study provides a thorough analysis of the challenges and opportunities associated with AI in TV journalism. The study aims to achieve the following objectives:

(1) To systematically review the literature on AI in TV journalism.

(2) To identify, analyze, and summarize the key factors influencing AI in TV journalism.

To achieve these objectives, three steps are undertaken. First, existing research on AI is reviewed, and an analytical framework is developed. Second, the study follows the Systematic Reviews & Meta-Analysis (PRISMA) approach. Third, the findings are presented using the ADO (Antecedent-Decision-Outcome) framework (Paul & Benito, 2018). The primary focus of this study is to analyze the factors influencing AI in TV journalism. The structure of this study is as follows: Section 1 introduces the impact of AI technology on TV journalism. Section 2 presents a review of existing literature related to the study. Section 3 outlines the methodology, including the literature review process and the inclusion and exclusion criteria. Section 4 presents the study's results using the ADO framework. Section 5 discusses the findings, while Section 6 identifies research gaps

for future studies. Finally, Section 7 provides the conclusion.

Theoretical Framework

Artificial Intelligence (AI)

John McCarthy, an American scientist, coined the term "Artificial Intelligence." AI technology refers to advancements that enhance various aspects of intelligence and learning. Some key capabilities of AI include logical reasoning, knowledge sharing, planning and navigation, natural language processing, perception, and empirical language (Babiak, 2023). AI has become increasingly prevalent in society, and journalism has begun to embrace it (Newman, 2020).

An "AI anchorman" is a virtual persona that replicates a real news anchor's broadcasting abilities by using synthesized voice, facial expressions, and other AI-driven technologies (Wang, 2023). The term "Artificial Intelligence" refers to a generation of technology capable of performing tasks such as speech recognition, decision-making, and problem-solving—tasks that traditionally required human effort (Kniazeieva, 2022). AI technologies like Heliograph, Wordsmith, and Quakebot can generate hundreds of news articles within seconds (Santos et al., 2021; Miroshnichenko, 2018).

Journalist

The role of a journalist is to fulfill the public's need for information by gathering, organizing, modifying, and sharing data in various media formats, either in text or spoken form (Nsude).

Methodology

This study employs a systematic literature review to examine the challenges and opportunities of AI in TV journalism. It follows the PRISMA framework and the ADO (Antecedent-Decision-Outcome) approach (Paul & Benito, 2018), ensuring a transparent and effective review process.

PRISMA Flow Diagram

The PRISMA framework consists of four stages: identification, screening, eligibility, and inclusion.

1. **Identification Stage:**
    - The author conducted a database search and manual research.
    - A total of 200 research articles were retrieved from databases, and an additional five articles were found through cross-referencing.
    - After removing duplicates, 204 research papers remained.
2. **Screening Stage:**
    - The researcher reviewed titles, abstracts, and keywords, identifying 69 relevant studies.
3. **Eligibility Stage:**
    - A full-text evaluation was conducted, and 25 papers that did not align with the core research topic were excluded.
4. **Inclusion Stage:**
    - The final systematic literature review included 35 relevant research papers.

Inclusion Criteria

1. Studies examining AI anchors in TV journalism, using keywords such as:
    - **(Artificial Intelligence AND Journalism), (AI Anchors AND TV Journalism), (AI, Journalism)**
2. Research published between **2016 and 2023**.
3. Only **English-language** papers were considered.

Results

The findings of this study are presented using the ADO framework:

Antecedent (A)

Table 1 presents a comprehensive list of research papers analyzed in the systematic literature review. AI anchors are increasingly being used in the media industry, with rapid advancements in AI journalism. Several studies have identified **AI anchors, robot journalism, humanoid journalism, and synthetic AI news anchors** as key antecedents in the field.

Decision (D)

AI and traditional news anchors serve distinct yet complementary roles. Research suggests that AI anchors and human anchors should collaborate to strengthen the industry.

- **Collaboration Between AI and Human Anchors:**
    - Zhang (2023) recommends that news presenters enhance their skills by adopting modern technology and integrating intelligence with professionalism.

  - Wang (2023) suggests that AI and traditional anchors should work together to improve the quality of television programs.
  - Feng (2023) also advocates for collaboration to ensure a promising future for journalism.
- **AI's Impact on Different Countries:**
  - **China:** Qi (2022) highlights AI's potential to transform China's economy, media communication, and broadcasting.
  - **Nigeria:** Godswill et al. (2019) argue that AI can significantly enhance media quality in Nigeria.
- **Challenges and Ethical Concerns:**
  - **Ethical Concerns:** AI-generated journalism raises issues related to **accuracy, trustworthiness, bias, and data transparency** (Ali & Hassoun, 2019; Xuan & Yang, 2023).
  - **Workplace Dynamics:** AI may disrupt traditional newsroom dynamics, affecting social norms, gender roles, and economic disparities (Mantello et al., 2023).
  - **Economic Impact:** Many journalists fear that AI journalism will not improve their financial stability (Okocha et al., 2022).
- **Arguments in Favor of AI Anchors:**
  - Schapals and Porlezza (2020) emphasize the need for further research on AI-driven journalism.
  - Kadhim and Nuri (2023) argue that AI journalism can enhance media content quality and benefit society.

Outcome (O)

AI's impact extends beyond journalism—it influences the media industry, journalists, and audiences alike.

- **Audience Perception:**
  - Huang and Wang (2023) found that AI news anchors are as persuasive as human anchors.
  - Persuasion and credibility are key factors influencing audience acceptance of AI journalism.
- **Impact on Traditional Anchors and Media Industry:**
  - AI will affect scriptwriters, media management, and the overall structure of the media industry.
  - Several studies suggest further research is needed to assess AI's long-term impact on traditional journalism (Xiao & Duan, 2021; Sanchez, 2022).

Discussion

Antecedents (A)

Table 2 categorizes various terms used to describe AI anchors, all of which reflect similar concepts. This study found that **30** research papers identified **AI journalism** as the primary antecedent, with additional studies mentioning **emotional AI, data science, AI news credibility, and AI news anchor appearance** as influencing factors.

- **Robot Journalism:** The emergence of humanoid robots like Sophia (introduced by Hanson Robotics in 2016) has accelerated interest in AI-driven journalism (Saad & Issa, 2020; Loisa et al., 2021).
- **Automated News Writing:** AI-powered tools can generate large volumes of news articles without human intervention (Chamadia et al., 2023).
- **Emotional AI:** Recent technologies integrate AI with biometrics and machine learning to analyze human emotions (McStay, 2020).
- **AI Appearance:** A study by Xue et al. (2023) highlights that the appearance of virtual AI news anchors influences audience perception.

Decisions (D)

Many studies advocate for AI-human collaboration in journalism:

- Wang (2023) and Zhang (2023) emphasize the need for AI anchors and

human anchors to work together, leveraging each other's strengths.

- Trattner et al. (2022) suggest that AI offers new possibilities in journalism, including automated reporting and enhanced news coverage.

However, some scholars highlight AI's limitations:

- Babiak (2023) argues that AI cannot fully replace journalists in tasks like investigative reporting or interviewing.
- Miroshnichenko (2018) warns that journalists are losing ground to AI in terms of efficiency and quality.

Challenges in AI Journalism

Several professional challenges arise in AI-driven journalism, including:

1. **Creativity:** AI lacks the ability to produce deeply **original, investigative, or interpretative journalism** (Malmelin & Nivari, 2015; Ali & Hassoun, 2019).
2. **Surveillance:** AI-powered news production may compromise **data privacy and confidentiality** (McStay, 2020).
3. **Accuracy:** AI-generated news is prone to **misinformation** and **lack of contextual understanding** (Stray, 2021).
4. **Objectivity:** Studies show significant differences between AI-generated and human-written news in **sports, politics, and economics** (Wu, 2019).

Persuasion

Anderson (1971) stated that the objective of persuasion is to convince the other individual to react in a way that the communicator desires. According to Huang and Wang (2023), in terms of overall persuasion outcomes, a meta-analysis discovered that AI agents were just as convincing as humans.

Credibility

According to Karlsson et al. (2017), credibility is essential; without it, journalism cannot exist. Credibility influences people's attention spans, opinions, and memory retention (Aalberg & Curran, 2011; Kohring & Matthes, 2007). Key findings demonstrate that although individuals deem human newscasters more credible compared to artificial intelligence (AI) ones, they do not react differently to the news content in terms of their behavioral and information-seeking objectives (Kim et al., 2022; Lee et al., 2020; Okocha et al., 2022).

Ethical Challenges

One of the major concerns regarding the current use of AI in newsrooms is ethical issues such as transparency and trustworthiness (Ali & Hassoun, 2019). AI anchors must possess certain functions associated with accountability, transparency, quality, and compliance.

Accountability

According to Christians et al. (1991), it is critical to specify what journalists are accountable for and to whom. However, there is a possibility that financially sound, sophisticated individuals might employ dubious sources for information and use misleading justification techniques to dispute the legitimacy of published news. Therefore, reporters play an essential role in evaluating data, confirming statements multiple times, and consulting trustworthy sources to determine how decisions are made.

Transparency

Ali and Hassoun (2019) define transparency as avoiding unnecessary data and being open about how information is gathered and utilized. Cultivating the audience's trust is essential. In the field of media, reporters need to be transparent to ensure their evaluations are regarded as reliable. The audience must have quick access to reasoning, evidence, and consequences.

Trustworthiness

According to Opdahl et al. (2023), trust and reliability in the news media are strongly interrelated. Trustworthiness can be defined in terms of completeness, accuracy, bias, and factuality. Three traits are essential to the development of trustworthiness: skills, empathy, and integrity.

Research Gap for Future

Antecedent (A)

Several authors have recommended further research in their studies. For example, Xuan and Yang (2023) suggested further studies on behavioral and cognitive consequences, as well as the development of criteria to ensure ethical artificial intelligence participation in news anchoring. Sun et al. (2020) recommended that further studies explore how artificial intelligence technology is featured across a wider range of media outlets, such as magazines, newspapers, social media, and online news portals.

Decision (D)

Several authors have recommended specific decisions for future research. Schapals and Porlezza (2020) suggested that at the intersection of automation and journalism, the industry could benefit from adopting new conceptual frameworks, including human-machine communication. Xuan and Yang (2023) proposed an evaluation framework to ensure ethical AI involvement in news anchoring. Future investigations should explore various nations and cultural traditions (Lee et al., 2020). Xue et al. (2020) recommended that future research use extensive sampling to identify cultural variations across different nationalities and gather questionnaire data based on respondents' subjective responses. Additionally, Huang and Yu (2023) suggested that further research could investigate the complex relationship between different types of anthropomorphic AI anchors and human-computer emotions using experimental methods with more objective indicators, such as electroencephalograms (EEG) and functional magnetic resonance imaging (fMRI).

Outcome (O)

Although many researchers have investigated the impact of AI anchors on traditional hosts and media sectors, the decision-making aspect has not received much attention. Noain (2022) emphasized the limitations of the interpretative approach and indicated that further investigation into the consequences of this technology is required. Future research should explore the associated risks, possibilities, and challenges of AI in media.

Geographical Area

The geographical context of the publications examined in the literature review is displayed in Table 1. The vast majority of research was conducted globally, with a significant focus on China, the US, the UK, and Germany. Future research should be conducted across diverse countries.

Year of Publication

The distribution of publications between 2016 and 2023 is displayed in Table 4. Interest in the subject has grown, particularly in 2023. Few studies on the effects of artificial intelligence on journalism were conducted between 2016 and 2019. However, after 2020, research increased, indicating the growing significance of media and AI anchors.

Type of Study

The author classified the studies into three categories, as displayed in Table 5: qualitative, quantitative, and mixed. Nineteen studies used qualitative data, followed by ten quantitative studies, while six studies employed a mixed-methods approach.

Conclusion

This study aimed to assess and synthesize the factors driving artificial anchors and conduct an extensive literature review on artificial intelligence and television journalism. To the best of the writer's knowledge, this research is among the initial attempts to use a systematic literature review following the PRISMA approach. Out of 205 research papers published in journals, 35 met the selection criteria. The outcomes were examined using the ADO framework, identifying the factors impacting AI anchors in TV journalism.

The results categorized the challenges into two types: professional and ethical. Professional challenges include creativity, surveillance, accuracy, objectivity, persuasion, and credibility, whereas ethical challenges include accountability, transparency, and trustworthiness. These factors influence AI anchors and their impact on television journalism. The research findings offer new perspectives on the obstacles and opportunities faced by AI anchors in TV news. The absence of in-depth analysis of the components influencing traditional hosts and AI anchors in previous studies has resulted in a lack of awareness regarding the impact of AI anchors in TV journalism.

Conflict of Interest

The author affirms that there are no conflicts of interest that could jeopardize the fairness of the study.

Data Availability Statement

The study's source material includes published scholarly papers that were manually searched from scientific databases and reported in this study.

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