

# Usage of Artificial Intelligence (AI) in Media Industry - Its Advantages and Disadvantages

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## ABSTRACT

In the present scenario, media plays a vital role in society. Media is composed of different channels which help to transmit information, news, entertainment, and messages to large audiences. It encompasses a wide range of platforms like television, radio, newspapers, magazines, social media, and more. Today media plays a crucial role in shaping public opinion, disseminating information, and facilitating communication. Media like print, broadcast and online media come with unique characteristics and methods of delivery. Right now we are living in a world of technological advancements which leads to making our lives easier, more convenient and well more interesting day by day. Here, one of the booming technologies of computer science is Artificial Intelligence (AI) which is used to create a new revolution in the world by making intelligent machines. AI is a combination of two words Artificial and Intelligence, where Artificial defines man-made and intelligence defines thinking power, hence AI means “a man-made thinking power.” AI tends to cause a machine to work as a human. The concept of AI started functioning in various fields such as the automobile industry, health care system, games and entertainment, agriculture, education, e-commerce, media industry, etc.

**Keywords:** Media, Artificial Intelligence, Machine learning, Audience

## INTRODUCTION

The term “Artificial Intelligence” (AI) came during the 19<sup>th</sup> century coined by John McCarthy an American computer scientist and considered as the father of AI. It is the branch of computer science by which we can create intelligent machines that can behave like a human, think like humans and able to make decisions. The mechanism of AI firstly accepts the data input in the form of speech, text and image then goes through a data process by applying various rules and algorithms then the system provides output the result is assessed and lastly adjusts input to achieve the desired result in “Data Input-Data Processing-Outcome-Assessment-Adjustments”. The main goals of AI are to replicate human intelligence, solve knowledge-intensive tasks, the connection of perception and action, building a machine that can perform tasks such as proving a theorem, playing chess, planning some

surgical operations and driving a car in traffic. Media is the key to bringing social change in society.

Some of the applications of AI are mainly astronomy, health care, gaming, finance, data security, social media, transport and the automotive industry (Diamandis and Kotler, 2020). Following are some main reasons to learn about AI to create software or devices that can solve real-world problems very easily and with accuracy such as health issues, marketing, traffic issues, etc. (Sarker, 2022; Tien, 2017). Also, personal virtual assistants, such as Cortana, Google Assistant, Siri, etc. And to build such robots that can work in an environment where the survival of humans can be at risk.

Media is the key to bringing social change in society. The concept of media came during the 18<sup>th</sup> century and is used for information dissemination, creating awareness, implementation of government policies, behavioral change and public participation, etc. (Stöber, 2004). As we live

in the modern era where technology plays a very important role in bringing out innovations and experimenting in various fields this motivates us to include AI in media leading to more creativity and technical aspects which brings a new dimension to the field of journalism. Media is composed of different channels like print, electronic, and social media (Medoff and Kaye, 2016). In the present situation every field is becoming more advanced in terms of technology addition this inclusion of AI in media leads to more creativity and technical aspects which brings a new dimension to the field of journalism (Atkinson and Barker, 2023). The advantages of the real-time reporting, personalization, data analysis, language translation, content creation, and increased speed. Some of the disadvantages are biased reporting, lack of creativity, job losses, ethical concerns, lack of empathy and lack of accountability.

The concept of media came during 18th century and is used for information dissemination, creating awareness, implementation of government policies, behavioral change and public participation, etc. We all know that media is composed of different channels like print, electronic and social media but in the present situation, every field is more advanced in technology this leads to the inclusion of AI in media leads to more creativity and technical aspects which brings new dimensions to the field of journalism.

### **Review of literature:**

Pihlajarinne and Alén-Savikko (2022) report a detailed analysis of the role of law and regulation in the utilization of AI in the media sector. As well as contributing to the wider discussion on law and AI, the book also digs deeper by exploring pressing issues at the intersections of AI, media, and the law. Chapters critically re-examine various rights and responsibilities from the perspectives of incentives for accountable utilization of AI in the industry. Featuring chapters from leading scholars in the field, Artificial Intelligence and the Media provides timely and in-depth research-based contributions to complex themes - especially at the interface of new technology (including AI with media and regulation). Analyzing both legislative and ethical solutions, chapters explore what “AI” and “accountability” mean in terms of media practices, principles, and power relations, as well as how to address the AI revolution with informed law and policy to incentives accountable utilization of AI and to reduce negative societal impacts. Offering ideas for further

research in the area, this book is key reading for academics and researchers in the fields of information and media law, regulation, and technology law. It may also interest media law practitioners, with research-based guidance for everyday practices and tools to prepare for future developments in the area .

Connock (2022), examine contemporary media business models in the context of Artificial Intelligence and digital transformation. AI has dramatically impacted media production and distribution, from recommendation engines to synthetic humans, from video-to-text tools to natural language models.

Freedman (2022), introduce readers to artificial intelligence (AI) through the lens of playable media and explore the impact of such software on everyday life. This book is ideal for media students, scholars and practitioners interested in understanding how applied artificial intelligence works in popular, public and visual culture.

Benabdelouahed and Dakouan (2020) examine the artificial Intelligence has revolutionized and transformed Social Media in many innovative ways. With around 3 billion people connected to various social media platforms, they are generating a huge mass of data. Now the question is, “Why should social media be concerned about all this data floating around?” The answer to this question is that this meta – data is of great value to social media platforms. One reason is that social networks can keep themselves relevant with times only if they keep themselves abreast of the needs, wants and choices of users from multiple geographical locations. Another reason is that they get to monetize this information when they share their platforms with advertisers and marketers. AI is one single solution for both of these scenarios.

### **Objectives of the study:**

- To study the adoption of AI in the media industry
- To know the challenges and limitations faced by the media
- Examine the influence of AI on media

## **METHODOLOGY**

A survey method was followed for the current studies

### **Tools:**

Here are some of the tools that are used for our

research findings, we examine 100 people that including media students and media person

- Through interview
- Through questionnaires

## RESULTS AND DISCUSSION

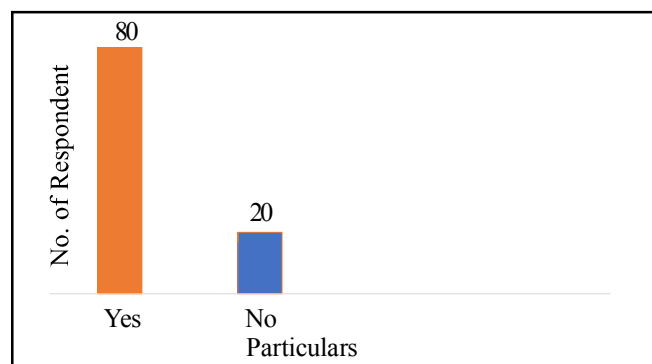
Do you have any knowledge of Artificial intelligence?:

- A. Yes      B. No

### Interpretation:

The Table 1 and Fig. 1 shows that how many people were aware of artificial intelligence. In research, the 80% knew the concept of Artificial Intelligence and the remaining 20% were not aware of artificial intelligence.

Table 1 : Do you have any knowledge of Artificial intelligence?			
Sr. No.	Particulars	No. of Respondent	Percentage
1.	Yes	80	80%
2.	No	20	20%
	Total	100	100%



**Fig. 1 : Do you have any knowledge of Artificial intelligence?**

Is AI useful in Media?

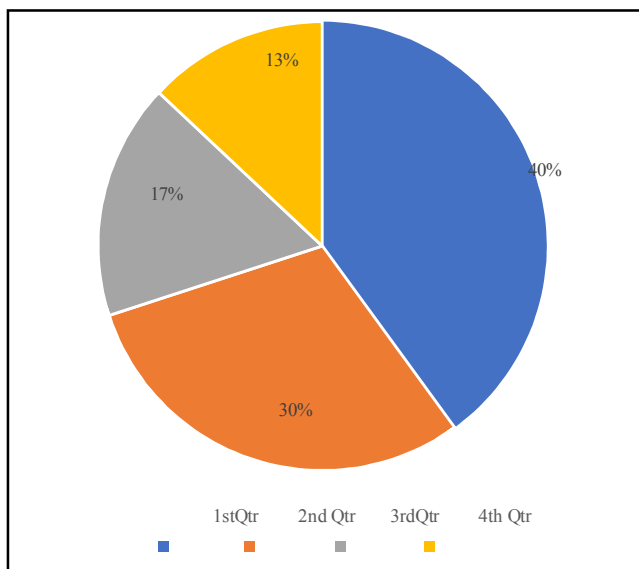
- A. Very useful      B. Useful      C. Partially useful      D. No use

### Interpretation:

Table 2 and Fig. 2 showing that does artificial intelligence useful in media the result was 40% answered artificial intelligence is very useful in media, 30% that artificial intelligence is useful in media, 17% has artificial intelligence is partially useful in media and 13% that artificial intelligence is no use in media.

**Table 2 : Is AI useful in Media?**

Sr. No.	Particulars	No. of Respondent	Percentage
1	Very useful	40	40%
2	Useful	30	30%
3	Partially useful	17	17%
4	No use	13	13%
	Total	100	100%



**Fig. 2 : Is AI useful in Media?**

How artificial intelligence is transferring the media industry?

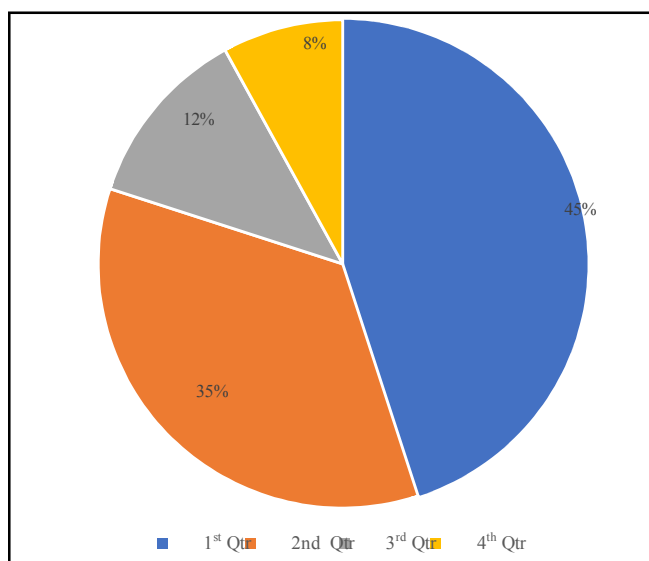
- A. Very much      B. Less  
C. No transferring      D. Not at all transferring

### Interpretation:

Table 3 and Fig. 3 shows how artificial intelligence is transferring the media industry 45% answered that artificial intelligence transferring very much, 35% that artificial intelligence transferring less in the media industry and 12% that no transferring in the media industry by artificial intelligence.

**Table 3 : How artificial intelligence is transferring the media industry?**

Sr. No.	Particulars	No. of Respondent	Percentage
1.	Very much	45	45%
2.	Less	35	35%
3.	No transferring	12	12%
4.	Not at all transferring	08	08%
	Total	100	100%



**Fig. 3 : How artificial intelligence is transferring the media industry?**

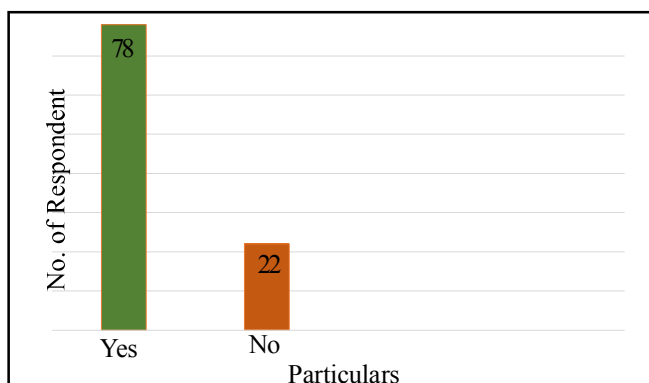
Do you think that artificial intelligence steals media jobs?

A. Yes      B. No

#### Interpretation:

Table 4 and Fig. 4 shows that do AI steal the media jobs. 78% of people answer yes the artificial intelligence will steal media jobs and 22% of people answer as no AI will not steal media jobs.

Table 4 : Do you think that artificial intelligence steals media jobs?			
Sr. No.	Particulars	No. of Respondent	Percentage
1.	Yes	78	78%
2.	No	22	22%
	Total	100	100%



**Fig. 4 : Do you think that artificial intelligence steals media jobs?**

#### Findings:

After careful examination here we have found some of the research findings such as

- Virtual assistants provide 24/7 new customer support, answer user queries and improve the overall user experience
- Ensuring a safer online environment and cost savings that make media production more efficient
- Lack of knowledge regarding its uses in media
- Reduces the errors in providing the information and takes less time in providing the news
- AI reduces the data entry to customer service and makes media production more efficient
- Threat to job opportunities for media students and media people in the future
- Lack of creativity results in providing the quality of news to the public
- Trust issues, cannot highly be dependent on AI in changing the dimensions of society

#### Conclusion:

The paper reports that the inclusion of AI in the media industry has the mixed opinions regarding both advantages and disadvantages as it is well known that Technology is a two-edged weapon. Adopting the technology on a positive note, finds its way of bringing revolution in the media industry. On the other hand, we need to look after that it should not affect the mankind. To train ourselves as well as media students with effectiveness and skill things which required to survive in the media industry. Our study contributes to scholarly literature by stressing the limits and opportunities that relate to using AI in news media and providing input for practitioners to expand its applicability and distribution. It has empowered media professionals with tools to enhance creativity and improve stories. AI continues to evolve, the media industry must adapt and embrace these technological advancements. In the future, technology will rule the world in concern that we need to train media students to work equally to AI or we need to run the industry hand in hand.

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