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The Challenges and Responses of Artificial Intelligence Technology to Journalism Ethics

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Abstract: With the popularization of artificial intelligence technology in the news industry, more and more people have begun to pay attention to and worry about journalism ethics. On the one hand, AI helps journalists to process and analyze massive information quickly and accurately, which improves the efficiency and quality of journalism and enhances the productivity and competitiveness of the news industry. On the other hand, the application of AI technology has generated many new problems and risks. However, due to its data-driven nature, it is difficult to avoid the existence of data loss, abuse and other problems, which can cause damage to the rights and interests of users and seriously affect the dissemination of false information. The article provides an in-depth analysis of the challenges in the application of artificial intelligence technology in the news industry and puts forward coping strategies for the reference of related personnel.

Keywords: Artificial intelligence; Journalism ethics; Challenges; Coping strategies

Introduction

With the rapid development of Artificial Intelligence (AI), journalism has seen both unprecedented opportunities and room for growth, as well as new challenges and crises. Journalists need to ensure that the use of AI is done in compliance with journalistic ethics and that it plays a more important role in the journalism industry. To this end, in-depth research is needed at the technical level and on how to use AI to improve the quality and efficiency of news reporting. At the same time, in the process of using AI technology, attention should be paid to the application of AI technology and its management in order to achieve compatibility with social ethics.

1. Challenges of Artificial Intelligence Technology on News Reporting

1.1 Alienation of news in virtual scenes

In recent years, with the continuous development of virtual reality (VR), augmented reality (AR) and other technologies, people can experience various scenarios in a virtual environment. However, the problem of "information alienation" has also arisen. In virtual environments, people will experience things that are very different from the real environment, thus creating a bias in the understanding of the real environment. An overly realistic virtual environment is very likely to cause panic and misunderstanding among the public. In addition, people who have been in virtual environments for a long time tend to ignore real problems and challenges, and thus become alienated from real life. Over-reliance on virtual experiences can cause people to overlook the most critical things in real life, thus causing them to lose interest in the real environment and a sense of engagement.

1.2 Mechanized reporting governed by instrumental rationality

In the process of information generation, machine learning algorithms selectively analyze and classify this information. This ignores subjective judgment and in-depth research. The result is that news reports lack depth, emotion, and humanistic concern and appear bland. The mechanization of news reporting has deprived journalists of the ability to think and create independently, and they rely too much on the results produced by algorithms without conducting deeper research and analysis. This results in a lower quality of news reporting that fails to meet the requirements of users. In addition, machine-based reporting is not conducive to the development and progress of journalism. The most important value of journalism is to provide objective, comprehensive and in-depth reports. However, traditional mechanized reporting often focuses only on the surface and ignores the deeper reasons and potential problems behind it.

1.3 Thinking fixation and bias in an algorithmic environment

Since machine learning algorithms are generally based on pattern recognition of historical data, it is likely that the machine will distort the data during processing. This also means that when a record contains only a certain type of news story, this algorithm will be more willing to output that type of story. In this context, algorithms are prone to fall into inherent mindsets and biases, which constrains the diversity and

fairness of news stories. In addition, machine learning algorithms also have a certain degree of subjectivity. For example, some programmers will add some controversial opinions to the data training process, thus affecting the effect of the algorithm and causing objectivity and bias in news reporting.

2. Strategies for coping with ethical issues in journalism under the challenge of artificial intelligence technology

2.1 News production to strengthen "human-computer collaboration"

In recent years, artificial intelligence has been increasingly used in news production. The emergence of artificial intelligence enables journalists to quickly obtain and organize a huge amount of information in a short period of time, which greatly improves the efficiency of news work. Artificial intelligence can also use big data analysis, machine learning and other methods to help journalists dig hidden news clues and improve the accuracy of news reports. However, artificial intelligence cannot replace the work of journalists, and the value judgment, insight and innovation of journalists are still essential. Therefore, under the use of artificial intelligence technology, news production should strengthen the "human-machine collaboration".

In order to make "human-machine collaboration" possible, it is necessary to build a better information interaction platform. The platform can not only integrate all kinds of news data and resources, but also provide coordinated editing functions for multiple users. On this platform, journalists and artificial intelligence can communicate and cooperate with each other to conduct news reports. For example, journalists can use AI to quickly collect and organize information, and then share it with other journalists or AI assistants through the platform for in-depth analysis and discussion. For AI to better serve the people, it needs to be educated and trained. This means that AI can understand people's needs and expectations by studying human values, morals, and journalistic ethics. At the same time, it is also necessary to continuously optimize and upgrade the AI so that it can meet the dynamic changes in the information transmission environment and task requirements. At the same time, journalists also need to have a multidisciplinary knowledge structure and be able to communicate and collaborate effectively with AI in different fields.

2.2 News values guide intelligent news

With the popularization of artificial intelligence technology, the dissemination mode of news and the form of content have changed greatly. While journalists do not change their own values, they also need to keep up with the times and keep up with the pace of the times. Therefore, when using artificial intelligence technology, the development of intelligent information technology needs to be effectively controlled.

In the era of intelligent news, journalists need to rethink their value and meaning. News is not only a tool for transmitting information, but also a social responsibility and moral responsibility. Therefore, journalists in the use of artificial intelligence, must adhere to their own moral bottom line and professional ethics, to ensure that the information conveyed should be in line with the moral norms of society. In order to lead the intelligent news, it is necessary to enhance the professional moral consciousness of journalists. This involves knowledge of laws and regulations, professional ethics and other media communication, as well as recognizing the moral risks and ethical dilemmas that may arise in news reporting. Therefore, strengthening the "intelligence" of journalism ethics is an important way to adapt to the requirements of the modern information society on the quality of journalists and to improve the professional quality of journalists.

In the era of intelligent news, the way of news dissemination should also keep pace with the times. For example, artificial intelligence is applied to personalized recommendations and intelligent Q&A, making the accuracy and efficiency of news release higher. At the same time, journalists can also use social media platforms, short videos and other new communication channels and methods to meet the needs of different people. The innovation of news dissemination methods helps news practitioners better adapt to the development of the information age and improve the effect of information communication. In the era of knowledge economy, although the development of science and technology has provided journalists with more efficient ways to obtain and disseminate information, humanistic care is still the root of news dissemination. Therefore, when journalists use artificial intelligence, they should adhere to the principle of people-oriented, put human needs and emotions, social problems and livelihood hotspots in the first place, and disseminate news with temperature.

2.3 Improve policies, regulations and regulatory systems

With the extensive use of AI technology in news dissemination, the risks and challenges it implies are becoming more and more prominent. To ensure the benign development of the AI industry, it is necessary to formulate corresponding policies and systems to regulate it in order to avoid possible negative impacts. The government should formulate a series of norms to regulate the application of AI in the information field, clarifying its scope, technical requirements, and data protection. Relevant policies and regulations should ensure that the information is true, objective and fair, and avoid discrimination by AI algorithms. At the same time, relevant instructions and regulations should make clear provisions on the collection, processing and use of personal information to safeguard the security of people's information. The government

should develop an effective regulatory system to monitor the application of AI in the news industry. These measures mainly include the regulation of access thresholds of news dissemination platforms, content auditing standards, and user privacy protection. At the same time, through regular spot checks and sampling and other means, the media platforms are urged to strictly follow the relevant national regulations to ensure the orderly release of information. To this end, our government should strengthen collaboration and exchange with foreign and domestic organizations to jointly explore ways to address the risks and challenges posed by AI in the process of its development. International cooperation and exchange has a certain reference value for the development of artificial intelligence in China's news industry.

2.4 Rethinking the professional ethics system of journalism

Journalists should adhere to objectivity, fairness and professional ethics in the reporting process, focusing on conveying facts and promoting mainstream values. Due to the complexity of the calculation process of artificial intelligence technology, it will cause problems such as opacity and difficulty in interpreting the release of information, thus reducing the authenticity and credibility of information. In order to better understand its working principle and calculation basis, it is necessary to strengthen the research and development of artificial intelligence algorithms.

In the era of intelligent news, the traditional news evaluation system is no longer applicable in the era of information intelligence. For this reason, it is necessary to build a set of multifaceted information evaluation system that is suitable for the new communication environment and the needs of users. This includes evaluating the quality, depth and breadth of news content, and evaluating the communication effect and user satisfaction, and the diversified news evaluation system can better grasp the direction of news opinion. At the same time, it is also necessary to strengthen the cultivation of journalists' professional ethics, which mainly involves an understanding of the laws and regulations governing news dissemination and professional ethics, as well as an awareness of the moral crises and ethical dilemmas that may be encountered in news dissemination activities.

3. Conclusion

In summary, the application of artificial intelligence to the field of news dissemination is an inevitable trend in line with the development of the times. As journalists, they need to keep abreast of the times and adapt to the development of the times. However, media practitioners should recognize that in the process of applying artificial intelligence, there is a phenomenon of risk and opportunity coexisting, clarify the ethical problems of the news industry, and master the scale of its application. On this basis, to build a journalistic code of ethics that is more in line with the characteristics of the artificial intelligence era, and to promote the healthy development of news communication.

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