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AI-BASED JOURNALISTIC PRODUCTION IN INDONESIAN ONLINE MEDIA: A STRUCTURAL ANALYSIS WITH A HIERARCHY OF INFLUENCES APPROACH

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Abstract

This study analyzes how artificial intelligence (AI) adoption transforms news production in Indonesian online media, using the Hierarchy of Influences model by Shoemaker and Reese as the theoretical framework. The research explores how AI does not merely serve as a technical tool but functions as a structural agent influencing media content at the organizational, extramedia, and ideological levels. Using a qualitative-descriptive method based on document analysis, news texts, institutional reports, and regulatory documents from the Indonesian Press Council, the study finds that AI driven automation has reshaped newsroom hierarchies by replacing entry level journalists with algorithmic systems and promoting new roles such as editorial engineers. Additionally, external pressures from platform algorithms, SEO metrics, and audience expectations have significantly shifted editorial logic toward data-driven, market-oriented practices. Ideologically, AI reinforces digital capitalism, privileging speed and virality over journalistic ethics, diversity, and public interest. The study concludes that AI not only changes production techniques but also restructures values within media institutions, highlighting the need for critical regulation, technological literacy, and ethical safeguards in AI-assisted journalism.
Keywords: *algorithmic news, artificial intelligence, digital journalism, media structure, Shoemaker and Reese*

Abstrak

Studi ini menganalisis bagaimana adopsi kecerdasan buatan (AI) mentransformasi produksi berita dalam media daring Indonesia, dengan menggunakan model *Hierarchy of Influences* dari Shoemaker dan Reese sebagai kerangka teoretis. Penelitian ini mengeksplorasi bagaimana AI tidak hanya berfungsi sebagai alat teknis semata, tetapi juga sebagai agen struktural yang memengaruhi konten media pada level organisasi, ekstramedia, dan ideologi. Menggunakan metode deskriptif-kualitatif berdasarkan analisis dokumen, teks berita, laporan institusi, dan dokumen regulasi dari Dewan Pers Indonesia, studi ini menemukan bahwa otomatisasi berbasis AI telah mengubah hierarki ruang redaksi dengan menggantikan jurnalis level pemula dengan sistem algoritmik serta mendorong peran baru seperti *editorial engineers* (insinyur editorial). Selain itu, tekanan eksternal dari algoritma platform, metrik SEO, dan ekspektasi audiens telah menggeser logika editorial secara signifikan menuju praktik yang berbasis data dan berorientasi pasar. Secara ideologis, AI memperkuat kapitalisme digital dengan mengutamakan kecepatan dan viralitas dibandingkan etika jurnalistik, keberagaman, dan kepentingan publik. Studi ini menyimpulkan bahwa AI tidak hanya mengubah teknik produksi, tetapi juga merestrukturisasi nilai-nilai dalam institusi

media, sehingga menyoroti pentingnya regulasi kritis, literasi teknologi, dan perlindungan etis dalam jurnalisme berbantuan AI.
Kata kunci: berita algoritmik, kecerdasan buatan, jurnalisme digital, struktur media, Shoemaker dan Reese

I. INTRODUCTION

The development of information and communication technology in the last decade has given rise to an era of disruption in various sectors, including the media industry. One of the most striking innovations is the adoption of artificial intelligence (AI) in newsrooms. AI is no longer used solely to automate distribution processes, but is now beginning to take over the role of journalistic content production itself. Technologies such as Natural Language Generation (NLG), machine learning, and even editorial chatbots have been utilized to write financial reports, sports results, weather reports, and even political news almost instantaneously and in enormous volumes (Graefe, 2016; Carlson, 2020). One notable example is The Washington Post's use of the Heliograf robot journalist, which automatically produced over 850 articles during the 2016 Rio Olympics and the 2016 US elections (Marconi, 2017). This innovation not only reduces the workload for journalists but also accelerates the information production and distribution cycle on a large scale.

In Indonesia, AI adoption is beginning to penetrate the newsrooms of online media outlets such as Detikcom and Kompas.com. Detikcom is known to use an automated system to create live updates, while Kompas.com utilizes AI to optimize headlines, personalize news, and suggest articles based on reader behavior. However, the use of AI in news production is not ideologically or structurally neutral. As outlined by Shoemaker and Reese (1996), media content is shaped by a series of layered influences, which they categorize into five levels of influence (Hierarchy of Influences): individual, routine, organizational, external factors, and ideology. In the context of AI-based editorial automation, the most significant influences occur at the organizational level (media work structure and goals), the extra-media level (market pressures, technology, regulations), and the ideological level (dominant values such as efficiency, speed, and virality).

The use of AI has shifted editorial authority from individual journalists to algorithmic systems, which operate based on historical data patterns and click-based predictions. This raises concerns about algorithmic bias, where representation of minority groups, gender, or sensitive issues can potentially be distorted due to non-inclusive training data (O'Neil, 2016). On the other hand, the Pew Research Center (2020) also highlighted the potential loss of

entry-level journalist jobs due to automation, as well as the increasing homogeneity of content written by systems, rather than by human perspectives. In practice, AI tends to prioritize production efficiency and market preferences (reader-based logic), over fundamental journalistic values such as balance, accuracy, and analytical depth (Lewis, 2021). In this situation, an important question arises: to what extent is AI changing the structure of media content production in Indonesia, and what are the ethical, social, and ideological implications of this change for the future of journalism?

Previous studies such as Graefe (2016) and Carlson (2020) have highlighted the benefits of AI from a technical efficiency perspective, but studies examining the structural and ideological changes within newsrooms due to automation are still very limited, especially in the context of Indonesian digital media. Therefore, this research is important and relevant to delve deeper into the influence of AI on media content using Shoemaker & Reese's (1996) Hierarchy of Influences. Specifically, this research aims to analyze how AI-based systems influence news content production in Indonesian online media and identify shifts in values, routines, and actors within the editorial process resulting from the presence of technology. With this approach, this research seeks to contribute to academic discourse on the relationship between technology, power, and media in the digital era.

II. THEORETICAL STUDIES

The main conceptual framework in this research is the Hierarchy of Influences model developed by Shoemaker and Reese (1996, revised 2014). This model provides a multi-layered approach to understanding the process of media content production, emphasizing that content is not formed autonomously by individual journalists, but rather through complex interactions between personal actors and broader social structures. In this model, Shoemaker and Reese identify five levels of influence on media content: individual, routine, organizational, extramedia, and ideological. The individual level reflects the journalist's personal values and background; the routine level reflects editorial work practices and operational standards; the organizational level refers to the media's institutional structure and goals; the extramedia level involves external influences such as sources, government, markets, and technology; and the ideological level relates to dominant values that influence media perspectives and frameworks, such as capitalism, nationalism, or specific cultural norms.

The Hierarchy of Influences is highly relevant for analyzing the adoption of artificial intelligence (AI) in online media content production in Indonesia. AI is not only present as a technical tool supporting editorial work, but also a new structural actor influencing the dynamics of editorial work, organizational logic, and the ideological values reproduced by the media. In this context, the primary focus of this research is directed at three levels: organizational, extramedia, and ideological. At the organizational level, AI influences how media institutions design work structures, determine production priorities, and regulate working relationships among editorial staff. At the extramedia level, AI represents external pressures in the form of the need for digital efficiency, online market demands, and competition for information speed. Meanwhile, at the ideological level, AI technology also reflects the values of data capitalism such as efficiency, affordability, virality, and click-based logic, which have the potential to shift classic journalistic values such as accuracy, depth, and balance.

The presence of artificial intelligence (AI) in the newsroom has become a global phenomenon, marking a profound transformation in the journalistic ecosystem. AI is used in various stages of news production, from data-driven journalism to personalized content based on reader behavior, to headline optimization to increase engagement. One important case study in this context is The Washington Post's use of the Heliograph system, which automatically generated over 850 articles during the 2016 Rio Olympics and the US elections (Marconi, 2017). This innovation not only helped broaden the reach of coverage but also accelerated information distribution without increasing editorial workload. Similar technology has also been adopted by Reuters through Lynx Insight and Bloomberg in its daily financial reports.

In Indonesia, the use of AI in online media is beginning to show a similar pattern. Media outlets such as Detikcom and Kompas.com have implemented the technology to accelerate news production and tailor content to the needs of digital audiences. Detikcom, for example, uses AI in its live update format to report events in real time with high efficiency. Meanwhile, Kompas.com utilizes AI in topic grouping, article recommendations, and the development of titles optimized for search engines and social media. In this context, AI technology is no longer merely a tool but has become part of the editorial structure, regulating the work rhythm, presentation logic, and objectives of news production.

However, the use of AI also raises a number of ethical and social issues that cannot be ignored, particularly those related to algorithmic bias. AI is trained using historical data collected and curated by humans, thus having the potential to reproduce existing social inequalities and representational biases in society. Cathy O'Neil (2016) in her book, "Weapons of Math Destruction," asserts that algorithms are not neutral entities, but rather systems that reflect the values, assumptions, and interests of their creators. In journalism, this means that AI can reinforce unequal representations of minority groups, prioritize sensational and clickable news, and ignore complex or statistically unpopular issues. This type of representation can lead to a distortion of social reality in the digital public sphere.

Furthermore, AI-driven content personalization systems in media outlets like Kompas.com or Detikcom have the potential to create filter bubbles, where readers are only presented with information that aligns with their preferences, without exposure to diverse perspectives. This phenomenon risks narrowing the space for public discussion and weakening the media's deliberative function in democracy. Furthermore, the use of AI in news production also has significant employment implications. Excessive automation could reduce the need for entry-level journalists or freelance contributors, who have traditionally been a crucial part of the human resource development process in journalism. A Pew Research Center report (2020) stated that this trend has the potential to reduce diversity of voices and narrow perspectives in reporting, as content is increasingly driven by system logic rather than human intuition and experience.

Overall, this literature review demonstrates that the adoption of AI in the media industry is not merely a technological phenomenon, but also a structural, ideological, and ethical issue. Using Shoemaker and Reese's hierarchy of influence model, this study seeks to examine in depth how AI shapes the dynamics of content production in Indonesian online media, as well as the implications for the core values of journalism and the media's function in society.

III. RESEARCH METHODS

This research uses a descriptive qualitative approach with an instrumental case study strategy, aiming to deeply understand how artificial intelligence (AI) influences the structure of content production in Indonesian online media. This approach was chosen because it is relevant in examining the processes, meanings, and social constructions that emerge behind

the use of AI in newsrooms, particularly through the lens of the Hierarchy of Influence theory (Shoemaker & Reese, 1996).

The research focused on two major digital media outlets, Detikcom and Kompas.com, which are known to have adopted AI-based technology in their production processes. The research was conducted from June to August 2025, allowing for data exploration, content analysis, and in-depth interpretation of the phenomenon under study. The study population encompassed the entire structure of AI-based digital media content production, with a purposive sample drawn from automatically generated news articles and public narratives from the editorial staff of both media outlets regarding the implementation of this technology.

The research focused on three main dimensions of the hierarchy of influence model: organizational, extramedia, and ideological. All three are used to examine how AI is not merely a technical tool but also a structural actor shaping editorial logic, market pressures, and ideological values such as efficiency and virality. The data used in this study is qualitative data obtained through documentary studies and media analysis, including news articles, internal media reports, excerpts from public interviews, and literature reviews from academic sources and credible research institutions.

Data analysis was conducted thematically using qualitative content analysis techniques, focusing on categorizing findings based on levels of influence within theoretical models. To maintain data validity and legitimacy, source triangulation and reflective interpretation were conducted, with the goal of providing a comprehensive, in-depth, and relevant understanding of the contemporary dynamics of the media industry in the era of digital automation.

IV. RESEARCH RESULTS

In a digital era marked by the acceleration of information flow, algorithmic disruption, and the dominance of data logic, the adoption of artificial intelligence (AI) technology in newsrooms has become both an inevitability and a structural challenge. Technology is no longer merely an instrument to assist news production but has become an integral part of the editorial process, from writing and editing to distribution to measuring content performance. However, as explained by Shoemaker and Reese (2014) within the Hierarchy of Influences framework, technologies like AI are not neutral. They exist as part of a network of symbolic power that shapes media content through layered influences from the organizational level, external (extramedia) pressures, and broader ideological hegemony. AI, as a structural agent, contributes to creating new norms in journalistic practice that not only transform production

techniques but also influence the values, ethics, and social orientation of the resulting content.

This study found that the use of AI in the news production process by mainstream online media in Indonesia, such as Detikcom and Kompas.com, has brought about significant structural changes. Detikcom, for example, utilizes AI to automatically compile live updates and accelerate news reporting based on real-time data, while Kompas.com developed a machine learning-based headline recommendation and optimization system to boost SEO performance (Tempo, 2025; Media Indonesia, 2024). In these practices, efficiency is a key benchmark. AI can replace entry-level journalists in terms of production speed and quantity, but often neglects contextual dimensions and narrative depth. Furthermore, the Indonesian Press Council (2025) emphasized that the use of AI in journalism must remain subject to the verification and accuracy principles implemented by human journalists, as AI has the potential to reproduce algorithmic bias and narrow the diversity of representation (Kumparan, 2024; Antaranews, 2024).

Normatively, the dominance of AI in newsrooms also reinforces the ideological values of digital capitalism, where the logic of virality, production efficiency, and political security become more dominant than classic journalistic values such as balance, diversity of voices, and the media's deliberative function (O'Neil, 2016; Carlson, 2020). As editorial decisions shift from editorial discussion rooms to algorithmic dashboards, the media loses some of its ethical authority and risks becoming mere content-reproducing machines governed by data trends rather than the public interest. Therefore, this study seeks to highlight not only the technical aspects of AI but also its accompanying structural complexities within the Hierarchy of Influences theoretical framework, to understand how technology has become a dominant actor in shaping the media reality we consume every day.

At the organizational level, the use of AI has significantly altered work patterns and rhythms in newsrooms. Research by Hamna et al. (2025) noted that media outlets such as Kompas.com and Liputan6.com have used automated systems for fast news writing, content tagging, and headline optimization through algorithmic predictions. This process has reduced reliance on entry-level journalists and encouraged the emergence of new roles such as AI content supervisors, technology editors, and editorial data analysts. The use of Natural Language Generation (NLG) technology has enabled the production of data-driven news

stories in seconds, particularly in the categories of light news, breaking news, or statistics-based reports.

This also aligns with Muttaqi's (2024) findings, which state that digital media organizational structures are now oriented toward efficiency based on algorithmic systems. As a result, editorial decisions are often no longer determined by human journalistic intuition, but rather by systems designed to respond to real-time market expectations. Consequently, professional journalism standards such as cross-checking and in-depth reporting tend to be marginalized in daily practice. This tendency for media organizations to adopt AI aligns with the need to increase efficiency, reduce operational costs, and meet the speed of content distribution cycles amidst fierce competition from digital platforms and social media. In this context, efficiency is not only a business strategy but also a key value in editorial transformation. In fact, algorithms are beginning to determine editorial success not by the depth of issues, but by content performance in digital metrics: clicks, read time, and shareability. Machine learning systems that are continuously trained based on user behavior, rather than ethical journalistic standards, have the potential to replace human editorial intuition in determining news value (Tempo.co, 2025; Siegemedia, 2024). Recognizing this structural impact, the Indonesian Press Council issued Regulation No. 1/Peraturan-DP/I/2025, which stipulates that the use of AI in journalistic work is permitted only as an aid, not as an independent actor that fully controls the editorial process. Journalists remain fully responsible for the accuracy, verification, and credibility of news content (Detik.com, 2025; Tempo.co, 2025). However, the reality is not that simple. A report from Media Indonesia (2024) indicates that several major editorial boards have begun to rely too heavily on automated recommendation systems, resulting in a reduced space for critical reflection among editorial teams. As a result, the orientation of media content has shifted from the public interest to algorithmic interests, namely news that is fast, viral, and politically safe. Thus, at the organizational level, we are witnessing not only the digitalization of journalistic work processes, but also a restructuring of professional values from previously based on idealism to one based on metrics and algorithmic efficiency. Within the framework of the Hierarchy of Influences theory (Shoemaker & Reese, 2014), this suggests that media organizations are no longer autonomous entities controlling content, but have instead become part of a larger digital infrastructure, shaping media content through market logic and

technology. Therefore, it is crucial to continuously monitor and evaluate the extent to which media organizations can balance AI adoption with fundamental journalism principles.

Furthermore, at the extramedia level, it is clear that pressures from external forces such as regulations, distribution platform technology, and digital market and audience expectations have created a new landscape for journalistic practice in Indonesian online media. These factors are not only technical but also shape editorial work culture through incentives and constraints stemming from external sources. For example, Kompas.com has openly adopted an AI-based prediction system to determine which headlines are most likely to be clicked by readers, relying on previous user behavior data and SEO optimization parameters (Kompas.id, 2024). In this context, editorial decisions are no longer based entirely on human editorial judgment, but are calibrated by systems that calculate content effectiveness based on clicks, read time, and performance on search engines like Google. This pressure is becoming increasingly intense with the dominance of the platform economy, which places distribution algorithms as the primary determinant of news visibility. Google Discover, Facebook News Feed, and local aggregators like BaBe are all contributing forces to shaping what content is considered "publishable" in the public eye. Unfortunately, this logic often contradicts the principles of in-depth, reflective, and public-interest journalism. Kumparan, in its special report, cited the Press Council's warning that while the use of AI is permitted in the newsroom, critical human involvement is still necessary in making editorial decisions, especially on sensitive issues concerning ethical values and the accuracy of information (Kumparan, 2024). Otherwise, AI has the potential to distort information because it operates without a framework of journalistic values.

This view is also emphasized by Media Indonesia (2024), which emphasizes the importance of maintaining journalistic integrity amidst the dominance of "automatic, fast, and efficient" narratives. When media prioritize algorithmic performance over narrative depth, investigative reporting, coverage of vulnerable communities, or issues with a humanitarian dimension become increasingly rare. This creates an imbalance in the information ecosystem, where topics with high statistical appeal continue to be exposed, while important but less click-worthy issues are marginalized. This phenomenon is not unique to Indonesia but is also felt globally, particularly in developing countries. According to the International Journalists' Network (IJNet, 2024), media in the Global South face a dual challenge: on the one hand, having to catch up in technology adoption, while on the other,

maintaining the ideals of journalism that serve the public interest. This condition underscores the pressures from extra-media factors, including technology, the market, and regulations, which have made journalistic practice increasingly complex and full of compromises. Through Shoemaker & Reese's lens, the extramedia level in this context reflects how external power structures can significantly shift the media's orientation, from a public institution prioritizing news values and social interests to a digital metrics-driven content production machine tailored to market and algorithmic needs. Thus, this research demonstrates that technology and the market are not merely complementary influences, but rather dominant actors determining how media content is constructed, disseminated, and consumed in the digital age.

At the ideological level, this research highlights how the adoption of artificial intelligence (AI) in online media not only accelerates the production process but also subtly reinforces the hegemony of digital capitalist values. The core logic of digital capitalism is efficiency, predictability, and measurable performance, all of which translate into parameters such as clicks, view time, traffic, and virality. In this ecosystem, editorial considerations such as diversity of perspectives, narrative depth, and social urgency are often sacrificed for content accessibility and market connectivity. AI, trained on big data and geared toward optimizing user engagement, inherently reinforces this market bias. Content that is unpopular or difficult to algorithmically process tends to be ignored, including issues such as human rights violations, agrarian conflicts, structural inequality, or the voices of minority groups.

Tempo.co explicitly warned against the ideological dangers of AI in the media in a special report themed World Press Freedom Day (2025), which called AI a "double-edged weapon." On the one hand, AI enables the wider and more efficient distribution of information. However, on the other hand, if used without critical reflection, it can narrow the space for press freedom and strengthen dominant voices while excluding alternative ones. Politically "safe" and "click-worthy" news stories are statistically more likely to be published, while topics requiring critical exploration, investigation, or ethical in-depth analysis are marginalized because they are deemed incompatible with algorithmic logic. Furthermore, Antaranews (2025) noted that AI trained on historical data without correction for inherent biases tends to reproduce existing structural discrimination in society. This includes biases against race, gender, religion, and social class. When AI systems are given the responsibility for editorial decision-making, such as selecting quotes, sorting perspectives, and labeling

news, there is a great potential for automated marginalization, where vulnerable groups lose representation because they are not included in the "clique logic."

In this context, digital media outlets like Detikcom and Kompas.com, despite their strong reputations, are not immune to these ideological currents. News about celebrities, lifestyles, and viral events tends to receive more exposure than investigative reporting or complex social critique. The result is a homogenization of information, where the diversity of voices, social contexts, and rich narratives are slowly being replaced by news produced to satisfy algorithms, not to educate the public. AI here plays a role not just as a tool, but as an ideological system that structures discourse through technocratic mechanisms that appear neutral but are actually imbued with capitalist values and systemic bias. Thus, as Shoemaker and Reese argue in their Hierarchy of Influences model, ideology is not only explicitly present in media messages but also operates implicitly through production and distribution structures controlled by technological power. AI amplifies this ideological power by creating a news production system that is no longer entirely controlled by journalists as social actors, but rather by market logic and machines as managers of what is deemed "relevant" reality. Therefore, it is crucial for the media industry and communication academics to recognize that the challenges of AI in journalism lie not solely in technical matters, but in the increasingly invisible process of content ideologization that significantly influences the structure of public discourse.

All of the findings in this study confirm that artificial intelligence (AI) can no longer be understood simply as a technical tool but has transformed into a structural agent actively shaping the editorial ecosystem in Indonesian online media. AI operates simultaneously through three main channels as identified in Shoemaker and Reese's Hierarchy of Influences framework: organizational efficiency, algorithm-based external pressure, and the normalization of digital market values. At the organizational level, efficiency is a key driver of drastic changes in newsroom structures. Media outlets such as Detikcom and Kompas.com are consciously redesigning their content production chains by relying on AI systems to accelerate the news cycle, save human resources, and increase digital competitiveness. However, this trend raises concerns about the loss of the role of novice journalists and the diminishing manual verification process, as warned by the Press Council in Regulation No. 1/Peraturan-DP/I/2025, which emphasizes that journalists remain responsible for accuracy, even when using AI as a tool (Tempo.co, 2025; Detik.com, 2025).

At the extra-media level, external pressure is increasingly evident from distribution algorithms such as Google Search, Discover, and SEO engines, which indirectly force media to produce "clickable" news rather than socially significant ones. Kompas.com, for example, explicitly adopted AI-based predictive technology to determine the most click-worthy headlines, as reviewed in a report by Kompas.id (2024). On the other hand, the Press Council, in an interview with Kumparan, warned against the use of AI without ethical human involvement, especially on sensitive issues. Media Indonesia (2024) even asserted that data-driven efficiency pressures could erode journalistic integrity if not accompanied by editorial ethics. This indicates that algorithms are not merely distribution tools, but new normative actors shaping the logic of news selection and the resulting framing.

More deeply, at the ideological level, AI contributes to the hegemonization of digital capitalism values that prioritize speed, simplicity, and narrative security from political risk or controversy. This is clearly evident in Tempo.co's reporting on World Press Freedom Day, which highlighted that AI could pose a threat to diversity of voices and editorial courage if allowed to operate uncritically (Tempo, 2025). Furthermore, Antaranews (2025) warns that AI trained using biased datasets risks reinforcing discrimination in media representation, particularly against minority groups, women, or structural issues such as poverty and agrarian conflict. Therefore, online media could unwittingly transform into "algorithmic agents" that reproduce the status quo, rather than becoming democratic spaces for alternative narratives.

From this entire process, it is clear that the presence of AI in newsrooms has shifted the media's orientation from the ethos of traditional journalism to a data-driven, technocratic production logic. In other words, media content is no longer solely a product of social interactions between journalists and the public, but rather the result of a complex collaboration between humans, machines, and algorithms in an increasingly digitized and commodified system. Therefore, it is crucial for communication and media studies not only to celebrate the speed and scale of AI but also to develop a structural critique of the power relations now produced by machines. In this context, the theory of the Hierarchy of Influences is not only an analytical tool but also a reflective framework that helps us understand how technological change intervenes in the fundamental values of journalism, both explicitly and implicitly.

V. CONCLUSION

This study concludes that the integration of artificial intelligence (AI) into Indonesian online media newsrooms has triggered a structural transformation in news production. Using Shoemaker and Reese's Hierarchy of Influences model, it is found that AI is not merely a technical tool but a structural actor influencing media content through organizational pressure, external forces such as distribution algorithms, and the ideology of digital capitalism that prioritizes efficiency, virality, and political neutrality. The impact is a shift in editorial authority from journalists to automated systems, impacting work patterns, news value orientations, and the diversity of public discourse.

The primary contribution of this study lies in reconceptualizing the relationship between technology, media production, and symbolic power in the digital context. By placing AI within the framework of the hierarchy of influence, this study demonstrates that technology is not a neutral entity, but rather part of the power structure that shapes media content and its social orientation. These findings provide an important foundation for developing media technology literacy, establishing AI-based editorial ethics, and formulating policies that maintain a balance between digital innovation and the principles of democratic and inclusive journalism.

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