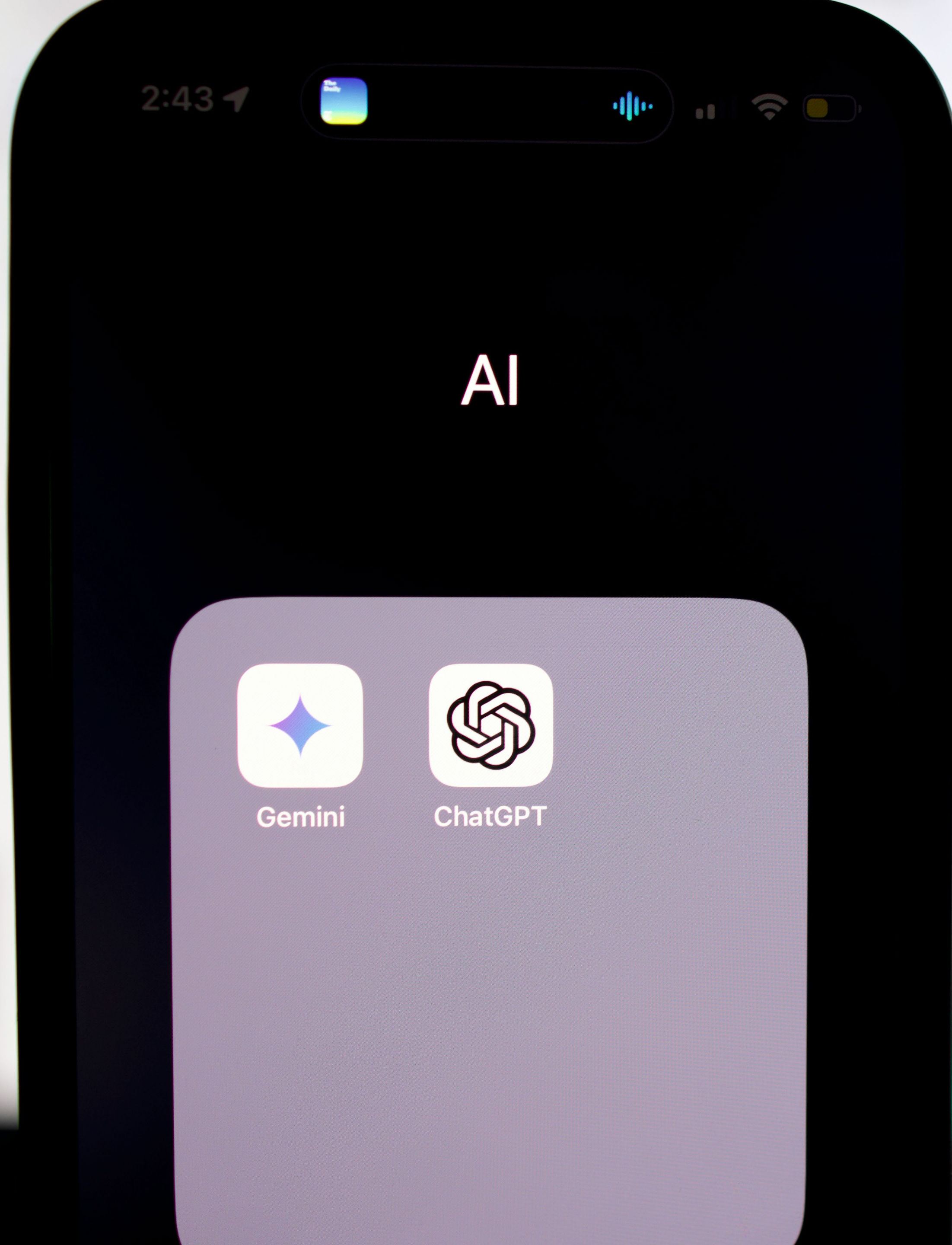


The background features a dark blue grid pattern. On the left side, there is a cluster of overlapping squares in various colors including gold, olive green, and maroon. On the right side, a red rectangular border contains the title text.

Artificial Intelligence (AI) and journalism



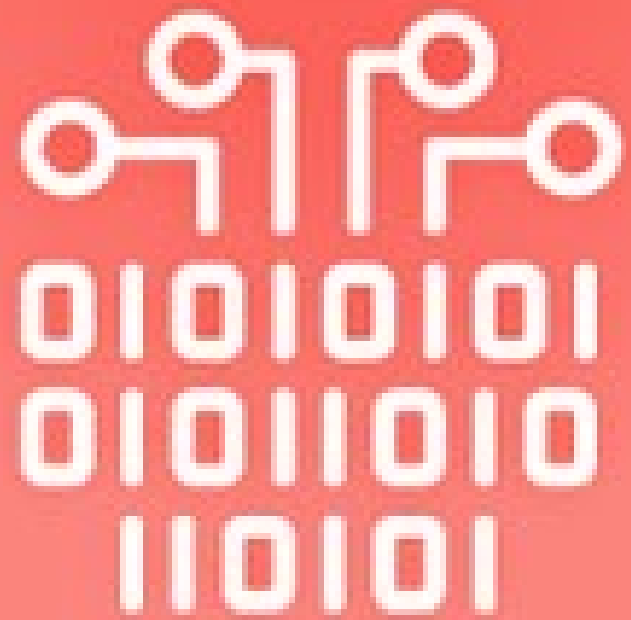
**What is
AI?**

- The ability of machines to perform tasks that typically require human intelligence.
- Examples: recognizing speech, solving problems, learning from experience and making decisions.
- AI can process large amounts of data quickly and improve their performance over time through machine learning.

WHAT IS ARTIFICIAL INTELLIGENCE?

Machine Learning

Using sample data to train computer programs to recognize patterns based on algorithms.



Neural Networks

Computer systems designed to imitate the neurons in a brain.



Natural Language Processing

The ability to understand speech, as well as understand and analyze documents.



Robotics

Machines that can assist people without actual human involvement.

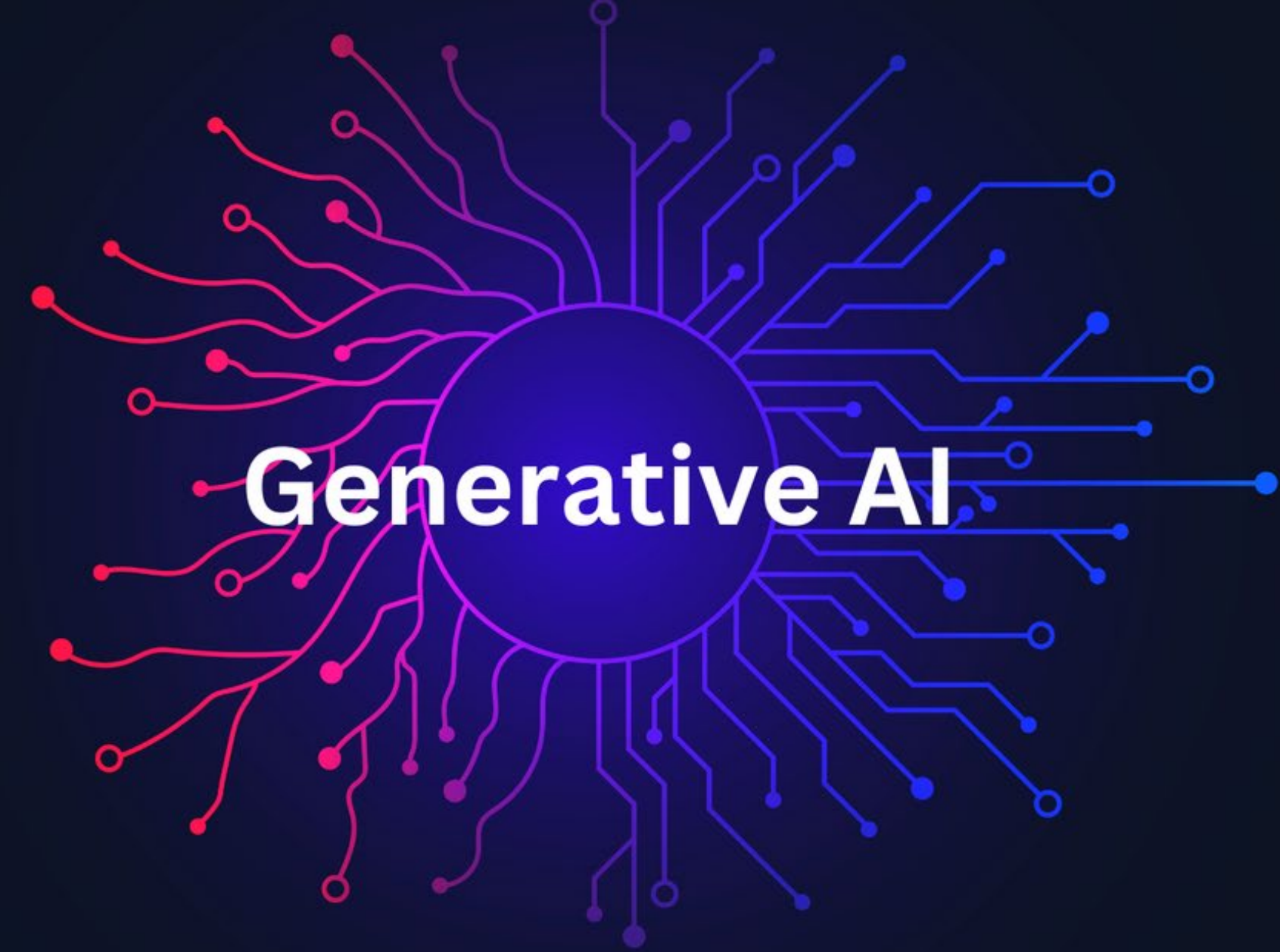


What is generative AI?

- Generative AI allows users to input prompts in AI tools to generate new content, such as text, images, videos, sounds, code, 3D designs, and other media.
- It “learns” and is trained on documents and information that already exist online.
- GenAI evolves as it continues to train on more data.

Possibilities for ChatGPT 3.5 (free version)

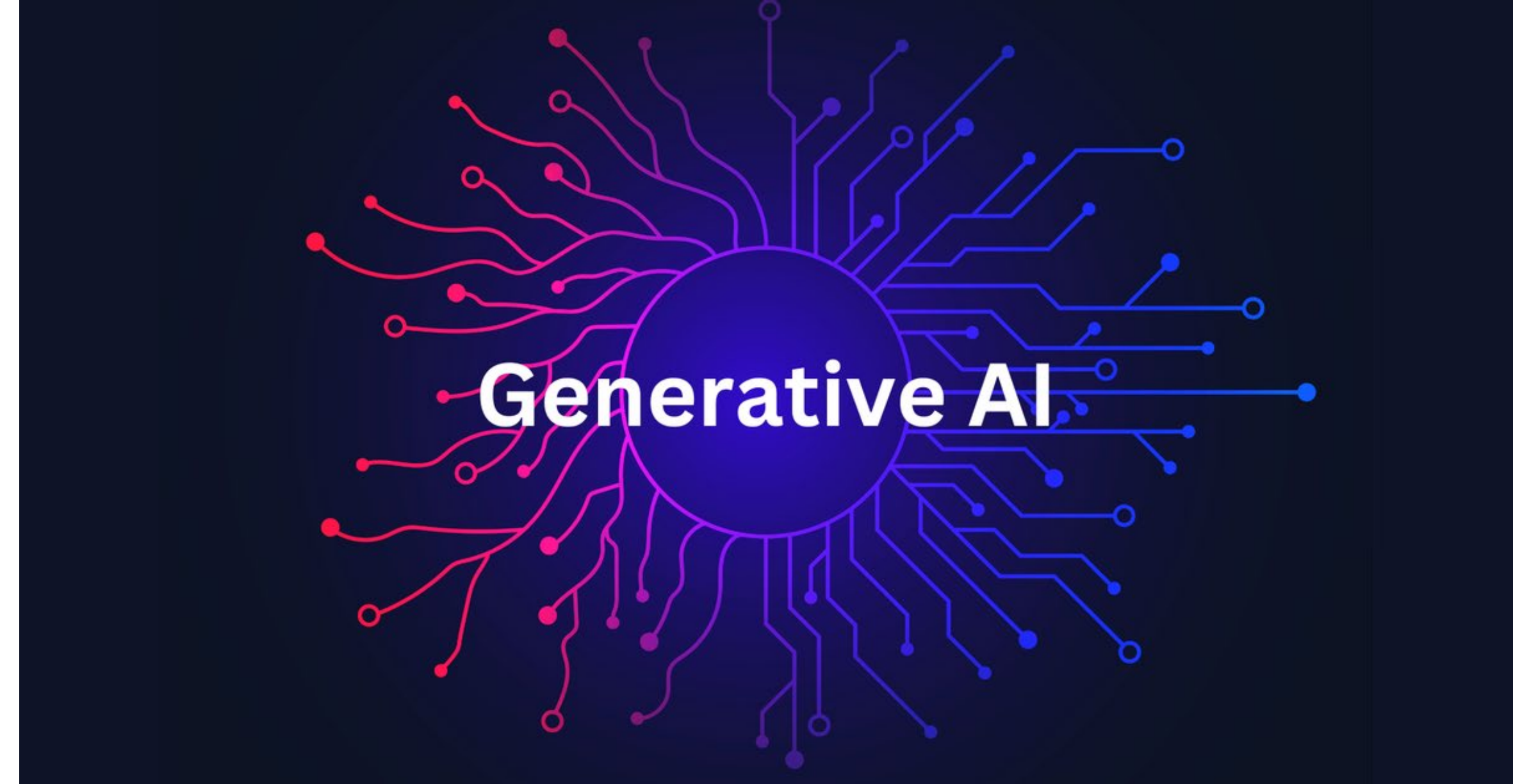
- Generating headline suggestions
- Summarize text by pasting in into ChatGPT
- Rough translations
- Getting background information
- Verify Information: Use AI tools to cross-check facts and verify sources, ensuring the accuracy of the information.
- Routine Tasks: Utilize AI for transcribing interviews, organizing data.
- Draft social media posts
- Create outlines for stories
- **Newsrooms need clear policies for AI use**



Large Language Models
are language generators
they are not knowledge
generators

Don'ts for using GEN AI

- Don't rely solely on AI. Nothing should go straight to publish.
- Don't ignore biases. AI can inherit biases from its training data.
- Don't use LLM like Google. Don't assume responses are factually correct.
- Don't put private or sensitive data in LLM
- Don't publish without checking for plagiarism.
- Don't Eliminate Human Touch: AI should augment human creativity and empathy, not replace the human element that is central to impactful journalism.



DON'T



Use it like Google



Assume responses are factually correct



Input private and sensitive data



Publish without checking for plagiarism

AI Tools



General AI:
ChatGPT 3.5 (free version)
ChatGPT 4 (20 USD/month)
Gemini (free)



Images:
DALL-E (ChatGPT 4)
Canva (free version)
LeonardoAI (free version)

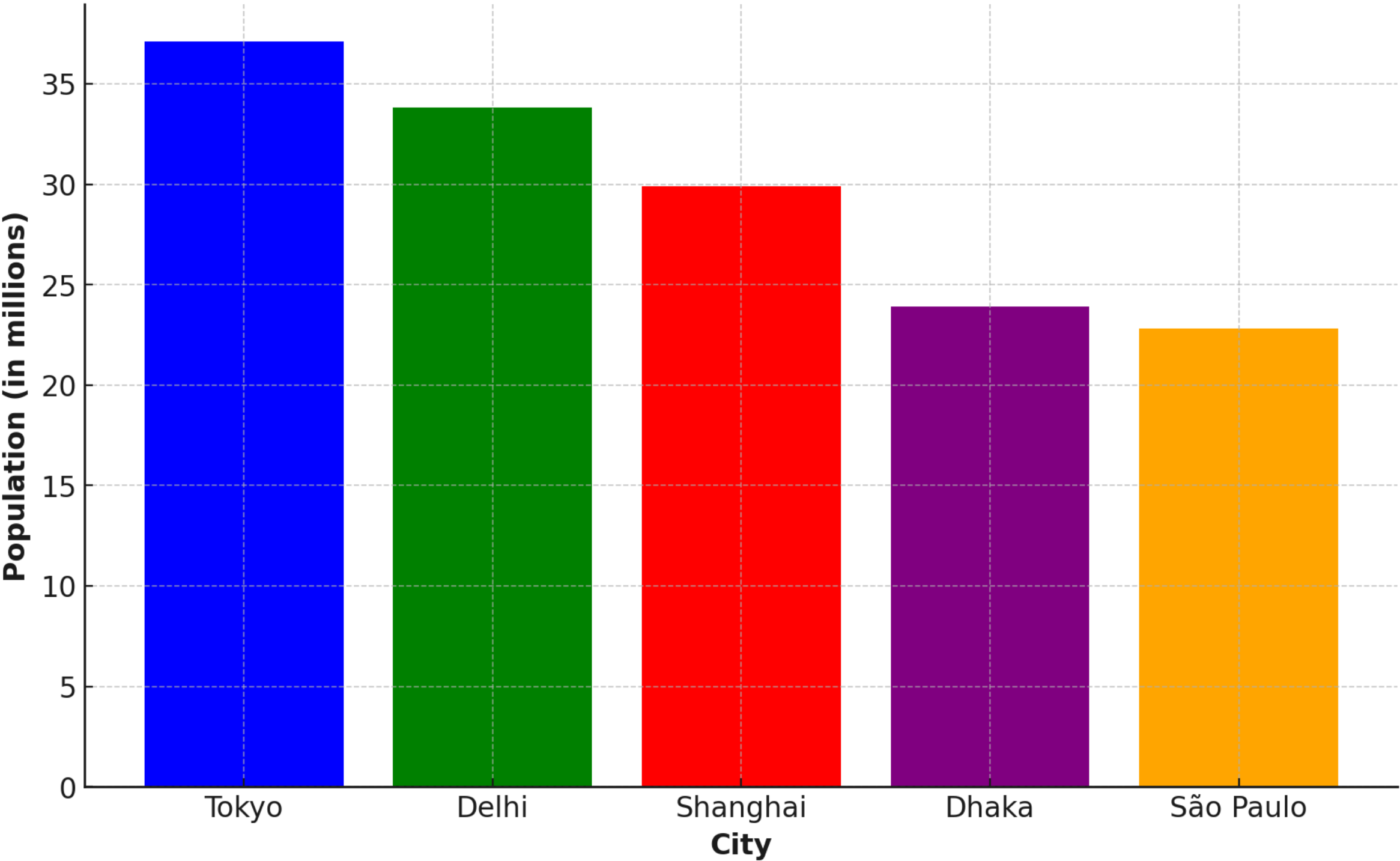
Other tools

journaliststoolbox.ai/ai-tools-for-journalists/

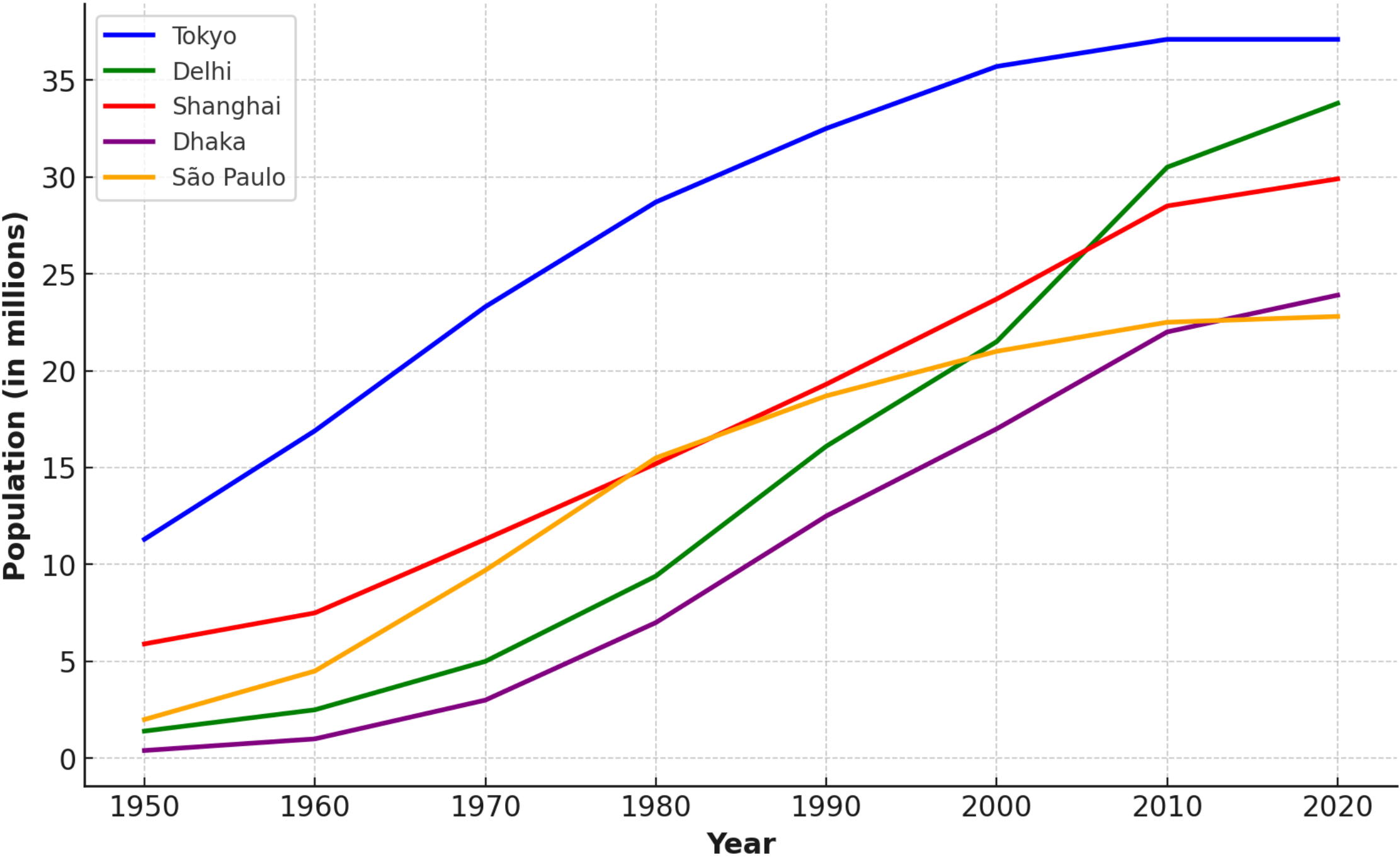
Example

Population trends for world's 5 largest cities

Most Populous Cities in the World (2024)



Population Growth of Major Cities (1950-2024)



Thank you!