Integrating Tools & Building Solutions: Prototyping Media Applications with AI

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Let's start in the Eastern Cape, South Africa

Pondoland
Times

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This is Quan Dambuza

Print a community newspaper of 5000 copies per month.

Pondoland Times

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This is an example of…

- How AI can drive sustainability.

- AI's strategic value lies in its ability to improve media viability by doing more with less.

- But it also presents a huge risk of destroying trust and alienating audiences. Risks of AI include the disintegration of the web, bias, source credibility and accuracy.

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Examples of AI implementation driving revenue

CITE In Zimbabwe and Nation TV in Thailand - AI News Readers

The Independent Urdu, Pakistan - translation and editorial support

They experimented with AI for translations, headline writing, and editorial support.

Their editor, Haroon Rashid, highlighted the need for tools to improve audience engagement and social listening.

This has helped with revenue by expanding to new language communities.

INDEPENDENT
اردو

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Example of small newsroom prototype that has worked

The LLM Journalism Tool Advisor. An interactive guide designed to cut through the noise. Created for journalists, by journalists, this tool demystifies the process of selecting and using Large Language Models (LLMs).
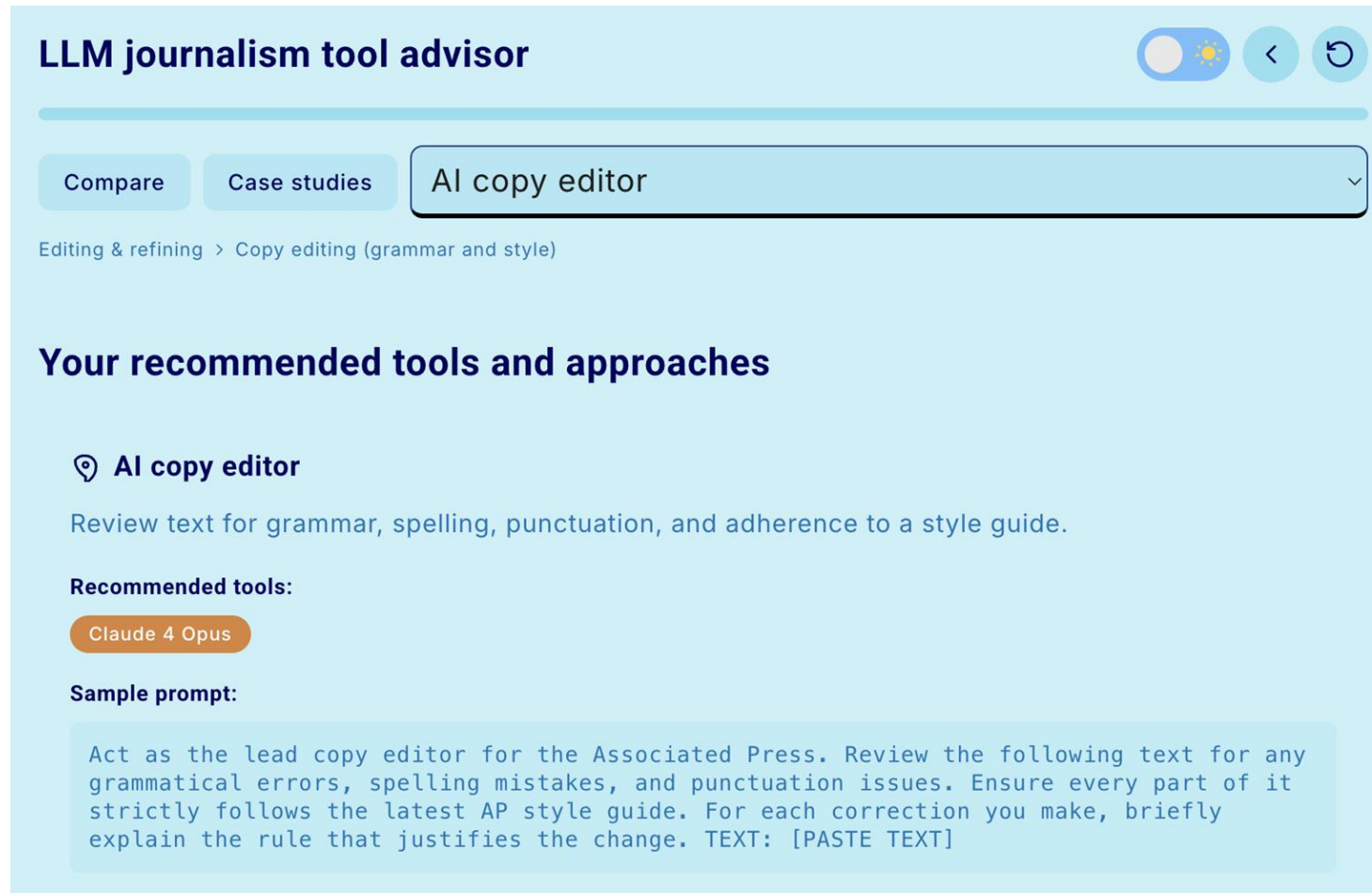
AI discussion exercise

For this exercise please form groups in break out rooms.

Answer the following:

Are you using AI already? And if so to what extent?
What is your comfort level with AI?
What do you think your audience thinks of AI?

The "Resentment barrier"

This is a phenomenon that I have noticed is emerging.

If a tool or process doesn't work 100% then we are likely to simply not use it at all.

And we resent that it doesn't do what it promised perfectly, which is understandable.

But we need to approach these tools as being about to assist and gradually get better rather than be silver bullets straight out of the gate.

And WANTING to believe they work completely is what is making it difficult for journalists to thoroughly check the AI output.

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RISKS: THE END OF THE WEB

Platform	Ratio (scraping: vistors)	
Google (10 years ago)	2:1	Google would create lists of links and for every two pages that it scraped it would, on average, generate one visitor.
Google (now)	6:1	Now, users get more answers directly on Google. Fewer visits to external sites.
OpenAI (ChatGPT)	250:1	User rarely clicks links. The assistant answers most questions internally.
Anthropic (Claude)	6000:1	Virtually no traffic sent. Operates like a self-contained system.

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Florent Daudens from Hugging Face released this yesterday.

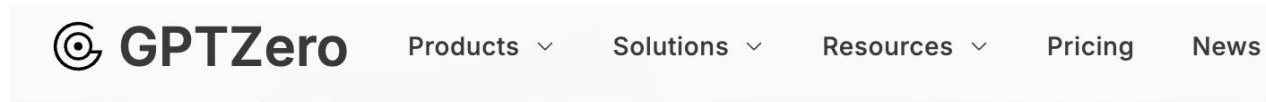# AI & DISINFORMATION

CAN AI COMBAT DISINFORMATION?

Rabiu Alhassan for Fact Space in Ghana has been developing an AI system that picks their battles and only highlights disinformation that they think will cause real life harm.

AI has the capacity to find the incorrect beliefs that are taking hold and causing harm and create engaging content to counter it...

But reaching the right people and breaking out of the info bubbles is important.

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CAN AI DETECT AI?

GPTZero

Products ⌄   Solutions ⌄   Resources ⌄   Pricing   News

More than an AI detector.
Preserve what's human.

GPTZero researchers uncover the shortcomings of ChatGPT and major AI models to ensure every word is worth reading.

99% Accuracy | **8 million** Users | **3500** Universities & Schools

ISS TODAY OP-ED

The rise of AI-driven avatar journalists: A new threat to democracy and information integrity

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APPS THAT SCAN IF SOMETHING IS AI DON'T WORK WELL ENOUGH

Each service as their own screening service, but that doesn't work if you don't know how it was created.

You can clone 30 voices with a $10 subscription. No person legitimately owns 30 voices.

Shared challenges and collaboration discussion exercise

For this exercise please form groups with people outside of your organisation.

Take 10 minutes to ask the following question:

What are the shared challenges across organizations?
Where could the various projects be shared and used to solve the problems of others?
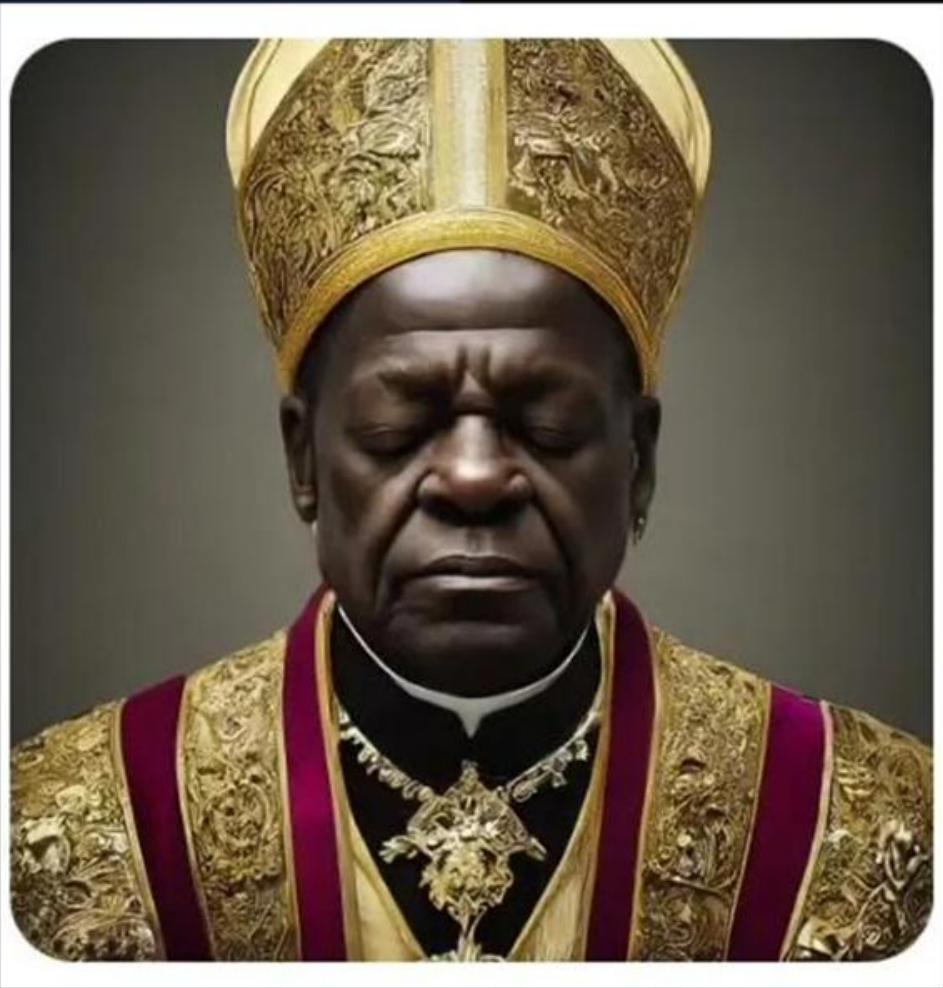What are the potential hurdles for these collaborations?

Bias in AI

These models produce content with a bias (and this is because of their training data).

The Internet is biased and then so is AI.

US President George Washington... according to Google Gemini

The Pope... according to Google Gemini

The Issue with Google's Gemini

• AI models like ChatGPT have faced similar controversies.

• Users on X (formerly Twitter) claimed Gemini avoided generating images of white people.

• Requests for Founding Fathers or Nazi soldiers led to unusual outputs.

• Senior VP Prabhakar Raghavan addressed the issue in a blog post.

• Backlash against perceived anti-white bias was more intense, suggesting a double standard.

• **February 22, 2024**: In response to the controversy, Google paused Gemini's ability to generate images of people to address these issues.

• **August 28, 2024**: After implementing improvements to ensure more accurate representations, Google reinstated the image generation feature in Gemini.

CHALLENGES:

HOW DO YOU CONTROL HOW YOUR JOURNALISM IS CONSUMED? WHO IS RESPONSIBLE FOR THIS?


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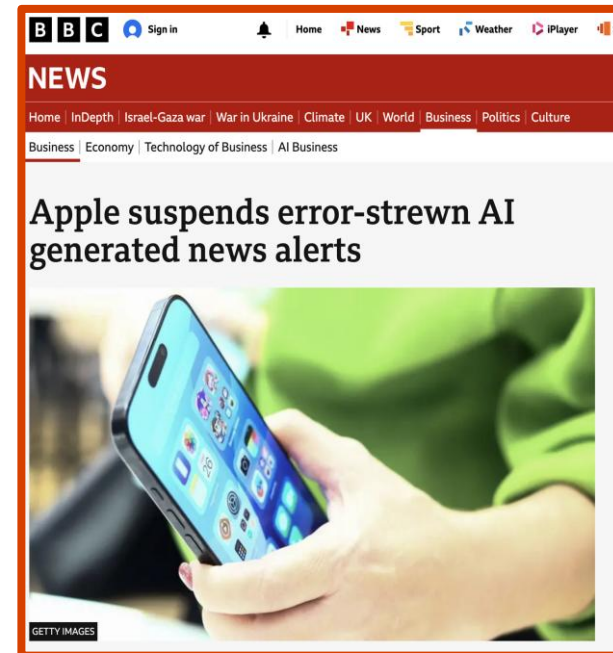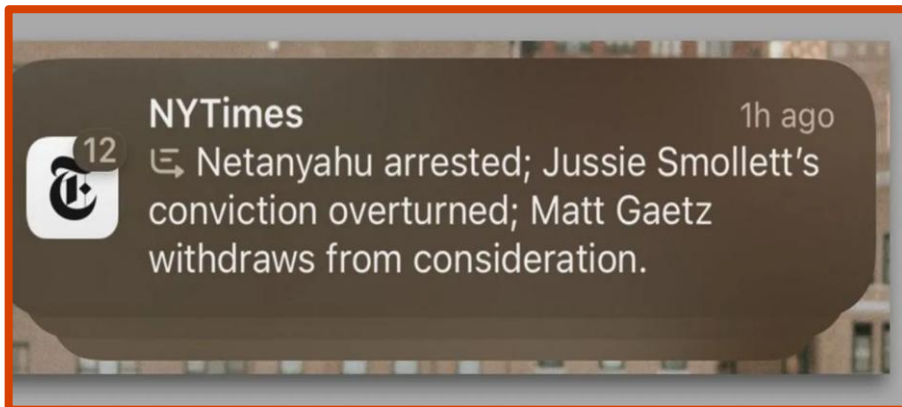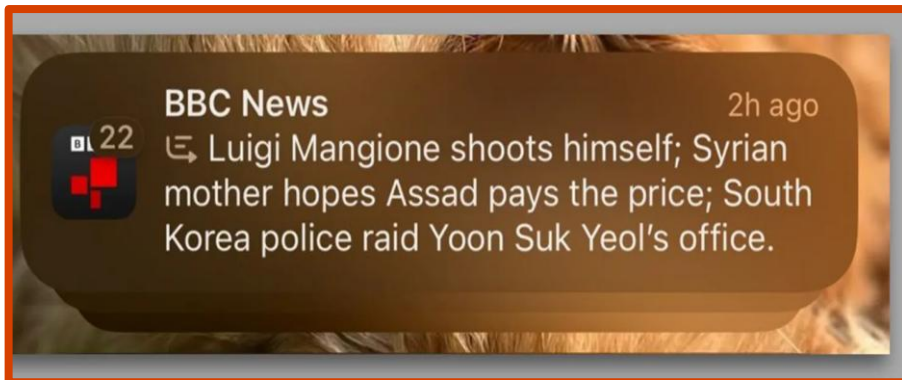
A BBC study found:

- 51% of all AI answers to questions about the news were judged to have significant issues of some form

- 19% of AI answers which cited BBC content introduced factual errors – incorrect factual statements, numbers and dates.

- 13% of the quotes sourced from BBC articles were either altered or didn't actually exist in that article.

AI can also enhance journalistic workflows
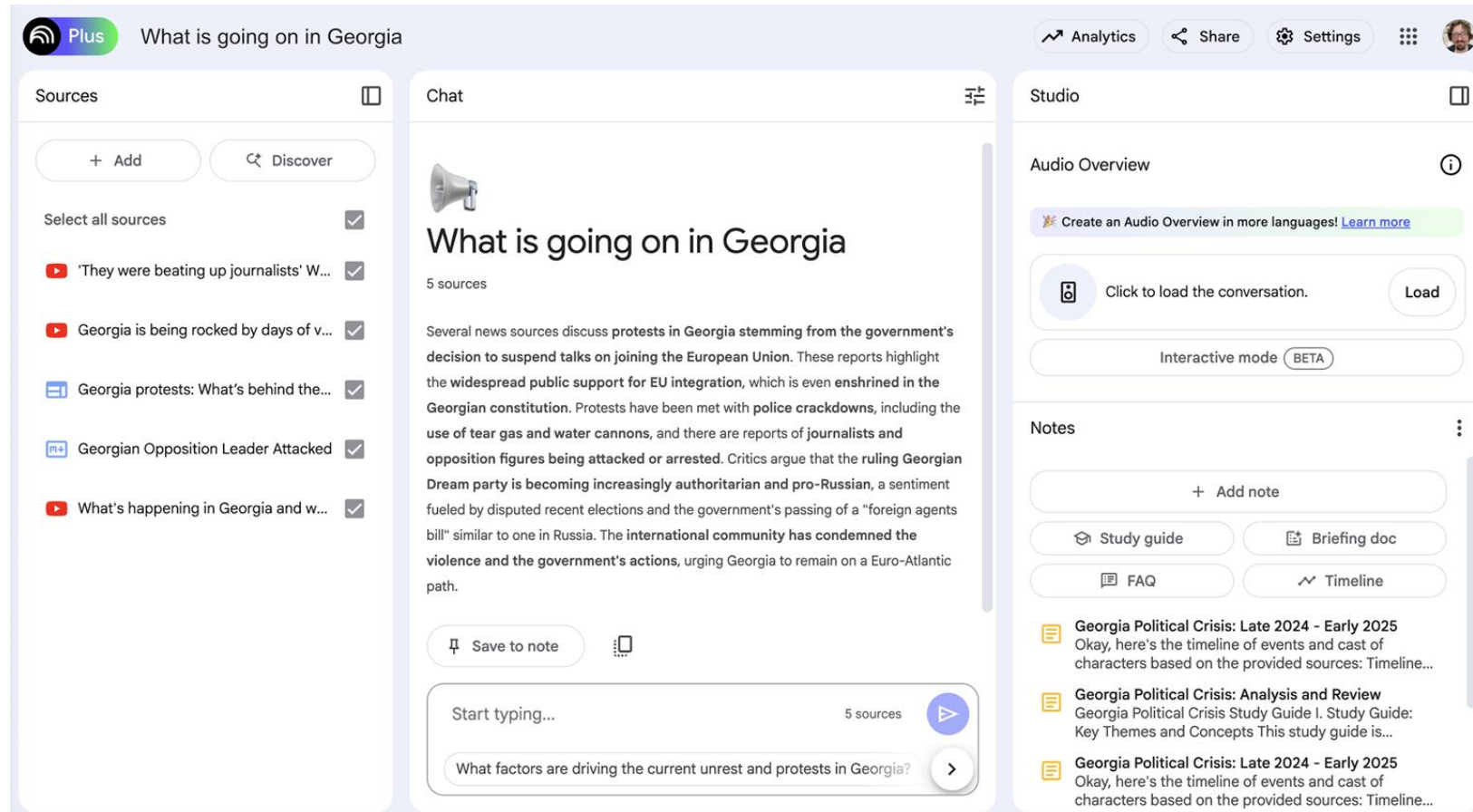
https://notebooklm.google.com/

NOTEBOOK LM (AUDIO)

NOTEBOOK LM (AUDIO)

(INTERACTIVE MODE)

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What does self-generated AI content mean for the rest of the media?

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We will tie our AI implementation strategies to the core strategic objectives of your organisation. And these strategic objectives are:

- A) Tightening data security
- B) Increasing the exposing of wrongdoing / holding the powerful to account (impact)
- C) Increasing revenue (through grants, ad revenue or developing sellable products)
- D) Reducing online harassment and physical violence / intimidation
- E) Increasing audience reach and / or engagement
- F) Improving operational efficiency (speeding up general editorial or administrative processes)

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STRATEGIC CHALLENGES DISCUSSION EXERCISE

What are the strategic challenges of your organisation and how could this be connected to AI?

- Go into break out rooms and spend ten minutes answering the following questions:

- 1) What are big strategic goals for yourself or organisation?
- 2)

- We do this because the AI prototype may need to be tweaked. And we want it to be linked to a metric that can be measured.

AI prototype building

Is your goal:

To solve a relatively small problem in your newsroom.

To scale, sell and get rich.

Or somewhere in-between.

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When should you NOT prototype? When can you simply use a traditional tool off the shelf?

- Using what is in on offer can be an effective way to work.
- And it is important to know when to put in the time and effort to build a "prototype" and when do you implement an AI process or tool.
- Research where versions of the proposed prototypes already exist.
- Can APIs be used instead of building from scratch?

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Example of prototyping challenge-

- Dropping the tool before it has been properly completed.
This can lead to lack of enthusiasm or trust. Briefly, a newsroom in South Africa, released their editing tool very quickly to their staff, expecting the larger staff to share the management's enthusiasm. Even though they had warned the staff of the tool's shortcomings the bugs and editing issues immediately caused the staff to resist the AI implementation. Winning back the trust of the staff took a long while.
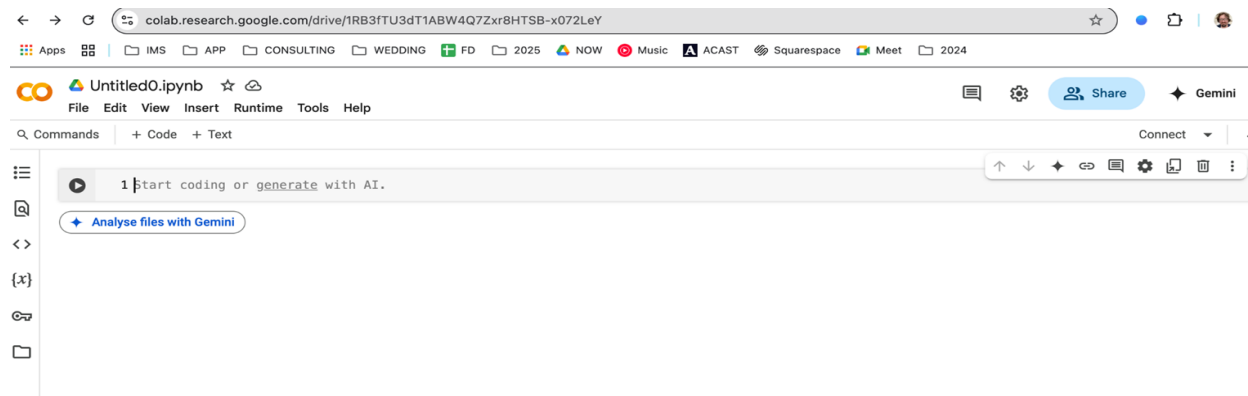
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Examples of prototyping challenges

- To have ambitions for a tool to do everything. If you demand it to do too much, then there is a chance that it won't do anything properly. This is particularly easy to do when vibe coding excessively.

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Building prototypes and coding with AI

DISCUSSION: building a prototype

Please get into your break out rooms and answer the following:

- If you built a prototype who in your organisation would be involved?
- Do you have ideas of what a good prototype would be?
- Build a rough budget (finances and time). This can naturally change in the future.
- Where do you predict resistance? Where will people, money, external factors stop you? Try and name them and place a value to how tough these hurdles will be to overcome.
- What will the eventual value be to you and your organisation?

https://www.cursor.com/

WILL THERE BE A CODING CRISIS?

If coding becomes so easy then will it even have value?

How do we predict where to put our resources?

Where will this leave the tools and applications we create as the media and as journalists?

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THANK YOU

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