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# Responsible AI

## Module 1: Introduction to AI

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# Questions to start...

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**LANDSCAPE QUESTION:** : Is AI making publishers more dependent on platforms and technology companies? And what might be ways of pushing back?

**STRATEGIC PRIORITY:** With whom and how should we be working to scale experimentation?

**PARTNER ACTIVITY:** What are the critical risks of using AI systems and how can we best equip newsrooms to mitigate those risks?

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# Are journalists prepared for AI?

JOURNALISTS using AI for work



**8 out of 10**

JOURNALISTS with training on AI



**3 out of 10**

JOURNALISTS using AI daily/weekly



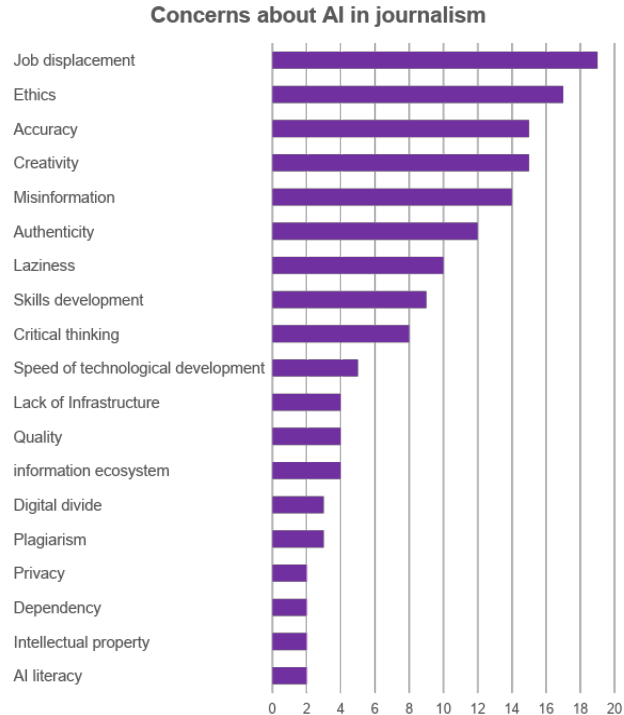
**7 out of 10**

JOURNALISTS with guidelines on AI



**1 out of 10**

# Key concerns on AI in Journalism (from newsrooms across Africa)



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# What is machine learning?

How computers learn from data. Imagine you show a computer 1,000 photos of cats and dogs, and tell it which is which. Over time, it “learns” the patterns that make a cat a cat (pointy ears, small nose) and a dog a dog (snout, size). Then, when you show it a new picture, it can guess whether it’s a cat or a dog, based on what it’s learned. Without ever seeing that exact new picture.

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# What is an LLM?

A **Large Language Model (LLM)** is an advanced AI system trained on vast amounts of text to **understand and generate human-like language**.

It can answer questions, summarize text, generate content, and assist with various language-based tasks by **predicting** the most likely words based on context.



**It is a predicting machine, not a knowledge machine.**

The sky is...

Zimbabwe is...



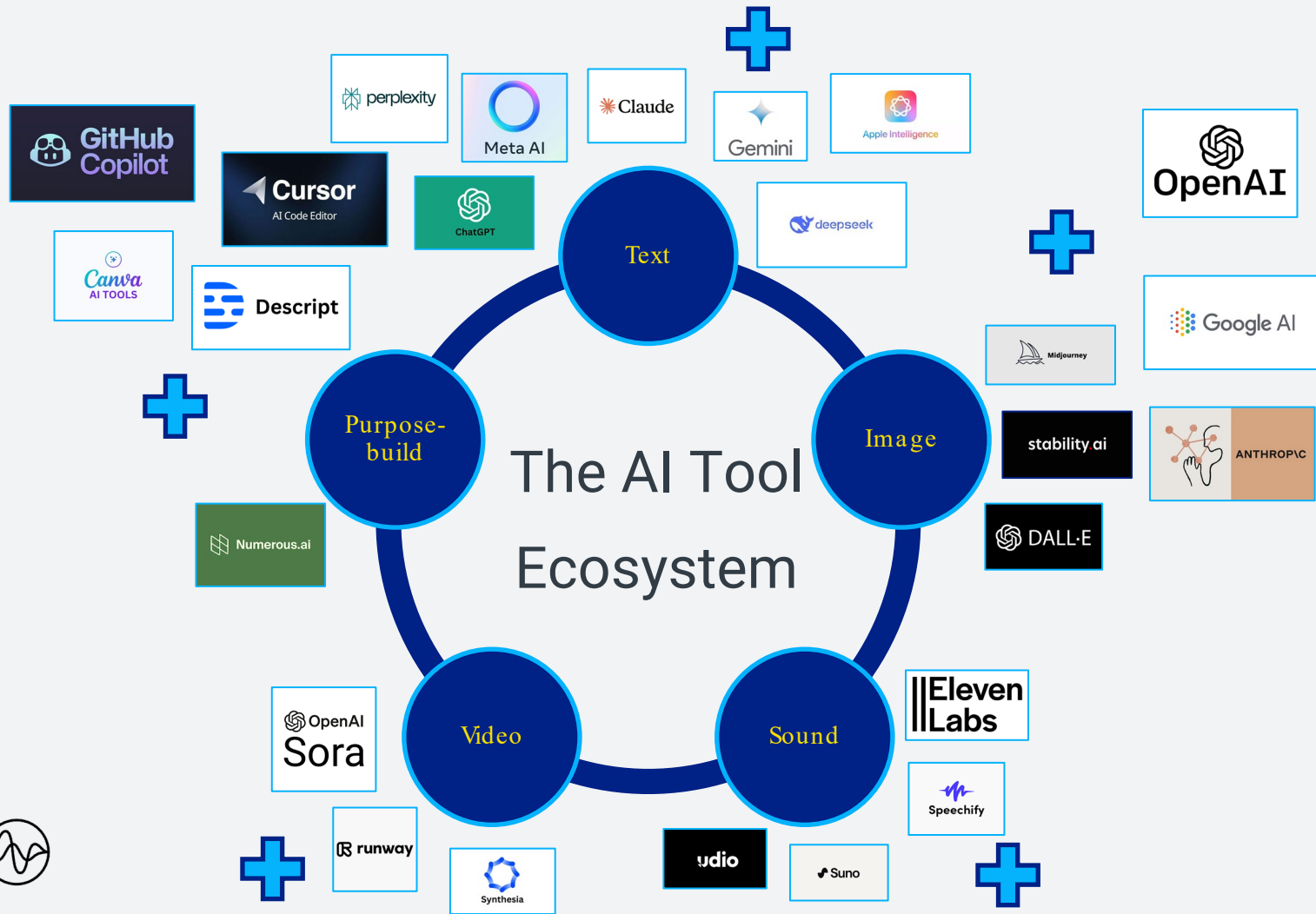
# From a BBC study...



- 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.

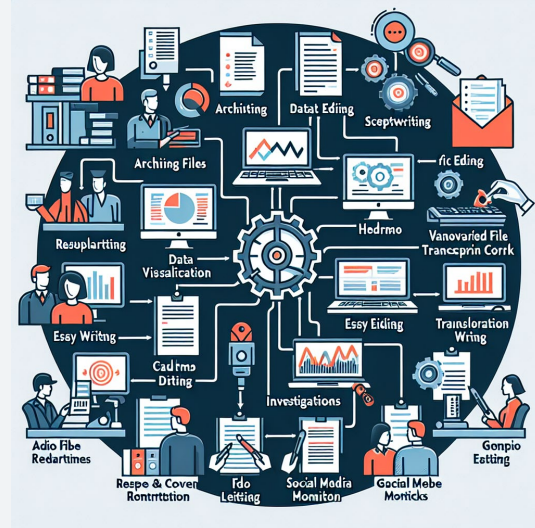
# The term “hallucination”

- The term “AI hallucination” is actually intended as a marketing term by those trying to sell us these services.
- You can only hallucinate if you have an actual accurate way of taking in information from the world, processing that information, having a perspective, and regularly making intelligent decisions based on all of that.
- When you “hallucinate”, either your senses, or your perception/processing, is malfunctioning. Meaning normally it is functioning well.
- ChatGPT (and other AI services) don’t hallucinate, they simply guess wrong.



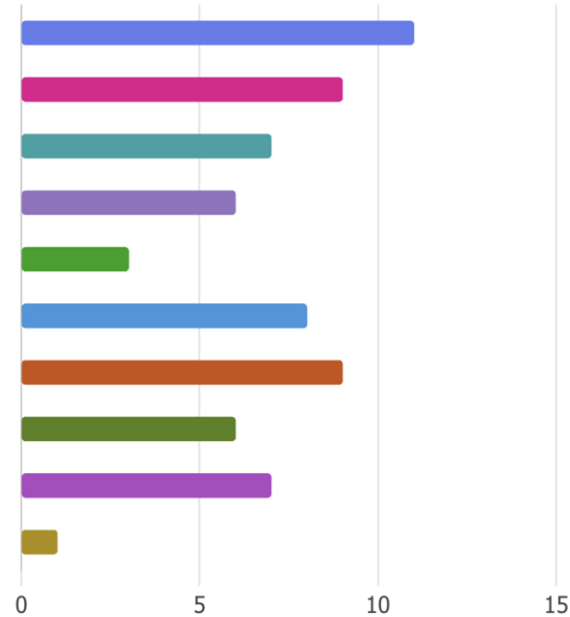
# What would you like to automate?

File Management	Data Handling	Translation and Transcription	Writing and Editing	Fact-Checking and Investigation	Routine Tasks	Creative Assistance
Archiving files	Data visualization and editing	Translation	Scriptwriting	Fact verification	Social media monitoring	Idea generation for scripts and stories
Managing investigation files with passwords	Data analysis	Transcription of audio files	News reporting and writing	Information investigations	Routine reporting tasks	Generating news ideas
Deleting files	Research and reports		Editing videos and news stories	Cutting stories shorter	Email management	Production of synthetic voices
Uploading files	Scraping news sites		Editing headlines and introductions	Guidance in research and correcting grammar	Cleaning up audio	Generating social posts
	Finding patterns in large datasets					Images



# What are the AI needs of your partners?

● Understanding AI basics	11
● How AI can combat disinformation	9
● AI prompting techniques	7
● AI, ethics and policy documents	6
● AI, coding and building products	3
● AI for data analysis	8
● AI for content creation	9
● AI for operational efficiency	6
● AI for fundraising and strategy	7
● Other	1



What can IMS offer with regards to AI to partners that others can not?

We can't do everything for everyone. We need to do what aligns with our core areas of interest.

What are our **10 core areas of interest around AI?**



1. We will make sure public interest journalists, content producers and media outlets have the AI skills and tools to source and produce fact-based, ethical public interest content.
2. We will make sure public interest journalists can distribute this content to targeted audiences using strategies that make appropriate use of emergent technologies.
3. We will help partners reach marginalised communities. Particularly, by involving minority languages to support media pluralism.
4. We will explore AI solutions where there are data issues and internet blackouts.
5. We will develop AI ethical frameworks for newsrooms and organisations on a local level.
6. We will assist with promoting data sensitive, public interest AI tools.
7. We will formulate ways to use AI to outperform and combat disinformation and misinformation at scale and counter polarisation.
8. We will emphasise the safety of journalists, physically and digitally.
9. We will explore collaborations and partnerships for pragmatic AI implementation.
10. We will track AI policies and the level of digital rights regionally and advocate for guardrails to protect journalists and citizens from AI in the future.


# Use case 1: The Daily Maverick (South Africa)

## Summaries / personalised content

**DAILY MAVERICK**

TOP READS

- TRAGIC LOSS**  
1 **Kaizer Chiefs defender Luke Fleurs murdered during a hijacking incident**
- AGE OF ACCOUNTABILITY**  
2 **'I don't pose a risk', Mapisa-Nqakula insists on R50k bail in first court appearance**
- IN PICTURES**  
3 **2024 Sony World Photography Awards: Landscape, wildlife and nature photography**
- ISS TODAY OP-ED**  
4 **Abandon ship — growing use of uncrewed vessels threatens Africa maritime security**
- COUNCIL CRISIS**  
5 **Fourth Ekurhuleni mayoral election in four years will test the ANC-EFF alliance**
- ANALYSIS**  
6 **Mapisa-Nqakula's resignation spares ANC embarrassment of having to publicly defend her**
- AGE OF ACCOUNTABILITY**  
7 **Asset Forfeiture Unit seizes four properties, bank accounts from former DRC defence attaché**



**Abandon ship — growing use of uncrewed vessels threatens Africa maritime security**

The recent deployment of maritime drones in offensive operations in the Black and Red Seas highlights the evolving landscape of naval warfare, with the US Central Command reporting Houthi rebels' unsuccessful use of uncrewed surface vessels, raising questions about African countries' readiness to tackle the growing threat posed by advanced uncrewed technologies hitting their shores.

Denys Reva and Tshegofatso Johanna Ramachela 04 Apr

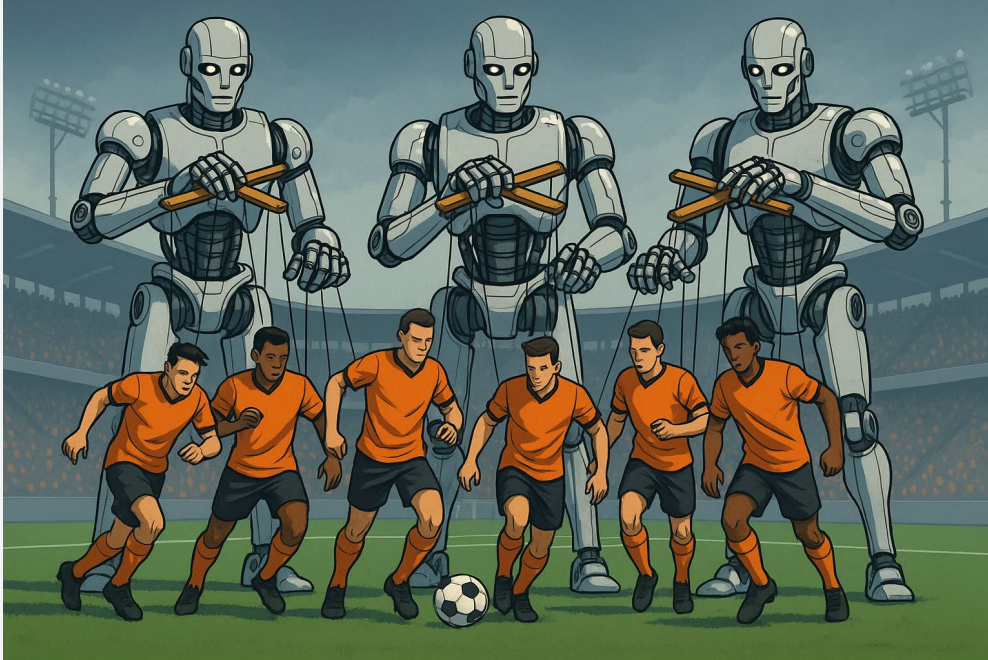
DIVE DEEPER ( 5 MIN ) SHARE

What is the pro?

What is the con?



Use case 2: BBC Football Coverage uses AI to auto-transcribe radio commentary and generate live text reports for local matches



What is the pro?

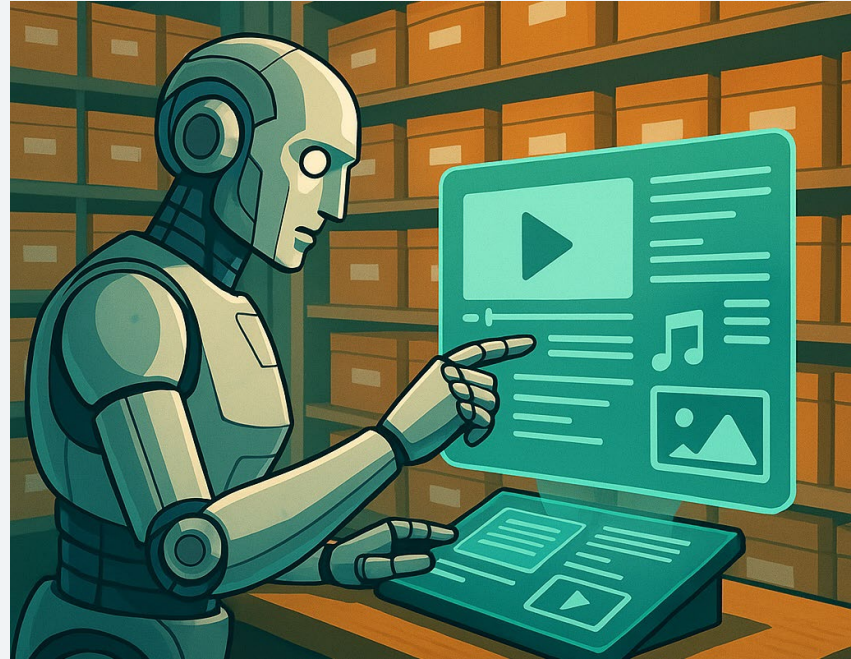
What is the con?

Use case 3: using AI to unlock the power of your media organisation's archive

AI can “look” at images and videos to identify objects, faces, and even analyze behaviors.

What is the pro?

What is the con?

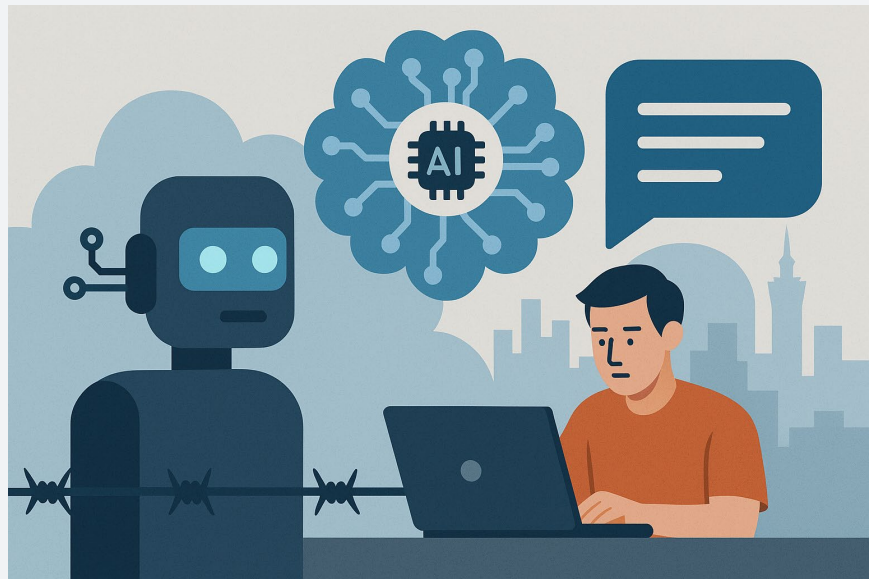


## Use case 4: using AI to help exiled media

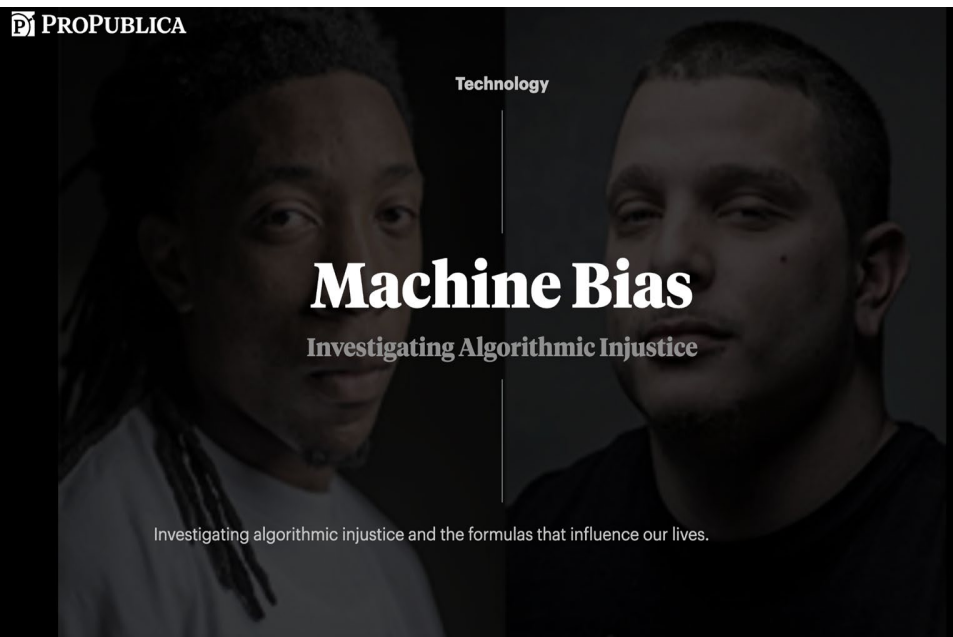
The problem with AI (removing the credit of the journalist and scrambling where the information comes from) with exiled media can be a huge asset.

What is the pro?

What is the con?



# Reporting on AI



- The algorithm, used in courts across the US to predict recidivism risk, was found to be biased against Black defendants.
- Black defendants were twice as likely to be incorrectly labeled as high risk compared to white defendants.
- White defendants were more likely to be mislabeled as low risk.
- Only 20% of those predicted to commit violent crimes actually did so.
- Overall accuracy was only marginally better than a coin flip (61%).

(1) Here is a useful tool for editing:

Use AI for editing with Descript. Here you can take in audio and video and edit the transcript like a word document, but the audio and video edits straight along with it.

<https://www.descript.com/>



If you can edit text,  
you can edit videos.





## (2) Here is a useful tool for video generation:

<https://runwayml.com/>



## (3) Here is a useful tool for research...

# Think **Smarter**, Not Harder

The ultimate tool for understanding the information that matters  
most to you, built with Gemini 1.5

Try NotebookLM

### \* Notebook guide

Help me create

- FAQ
- Study Guide
- Table of Contents
- Timeline
- Briefing Doc

Audio Overview



Generating conversation...

This may take a few minutes. No need to stick around!

#### Summary

The YouTuber behind "Develop AI" is concerned about the potential for AI to disrupt the media industry, particularly through the creation of synthetic content. He argues that the rise of AI-generated content, which can mimic human conversation and create realistic-sounding podcasts, could make traditional media outlets like YouTube and podcasts obsolete. He believes that the future of media lies in embracing live and authentic content, as well as finding innovative ways to leverage AI for good while ensuring human value remains at the core of media production.



AI can recognize patterns and connections in data sets,  
which can be crucial for uncovering hidden  
relationships in complex investigations.

## Sources



Add source

Select all sources ☒ 'They were beating up journalists' ... ☒ Georgia is being rocked by days of ... ☒ Georgia protests: What's behind th... ☒ Georgian Opposition Leader Attack... ☒ What's happening in Georgia and w... ☒

## Chat



## What is going on in Georgia

5 sources

Recent protests in Georgia stem from the government's decision to suspend talks with the European Union, a move opposed by a large portion of the population. These demonstrations are fueled by concerns that the ruling Georgian Dream party is shifting the nation towards authoritarianism and closer ties with Russia, contradicting the constitutional goal of EU membership. **Protesters have clashed with police, who have used tear gas and water cannons, resulting in arrests and injuries.** Opposition figures and journalists have also faced attacks, exacerbating political tensions. **International bodies have condemned the government's actions and called for investigations into election irregularities and violence against protesters.** The situation is further complicated by internal political divisions and the looming shadow of Russian influence.

Save to note



Start typing...

5 sources



What are the main factors driving the current political instability in Georgia?



## Studio



## Audio Overview



Click to load the conversation.

Load

Interactive mode BETA

## Notes



Add note

Study guide

Briefing doc

FAQ

Timeline

**Georgia Political Crisis: Late 2024 - Early 2025**  
Okay, here's the timeline of events and cast of characters based on the provided sources:... **Georgian Opposition Leader Attacked**  
Skip to contentRegisterSign  
InHomeNewsSportBusinessInnovationCultureArtsTra **Georgian Opposition Leader Attacked**  
Skip to contentRegisterSign  
InHomeNewsSportBusinessInnovationCultureArtsTra



# AI use cases that support the IMS 6 pillars of business viability.

## 1. Audience



Digital News Report ▾ Trends and Predictions Our Clim

Home Reporting ▾ Research ▾ Fellowships ▾ L

[Home](#) > [News](#)

### What Nikkei learnt from building its own Japanese AI chatbot

The new tool, which Nikkei created by building its own model, is embedded in articles and suggests questions to spark conversations with readers

#### Ask! NIKKEI

この機能はベータ版として一部の方に表示しています

- ・ [M&Aの定義とその重要性について教えてください。](#)
- ・ [M&Aが日本経済に与える影響は何ですか？](#)
- ・ [スタートアップ企業のM&Aの背景にはどのような要因がありますか？](#)
- ・ [連続起業家の概念とその社会への影響について教えてください。](#)

Nikkei is a Japanese newsroom.

They adopted a hybrid system: their in-house Japanese model handles query retrieval and language sensitivity, while a more powerful external LLM steps in for summarization.

NIKKEI isn't just a standalone chatbot. It's embedded directly within articles, prompting readers with suggested questions. This increases interaction and helps spark deeper conversation, enhancing stickiness and subscriber value

They encountered early “ghost” answers. AI hallucinations referencing non-existent articles. So, Nikkei implemented a confidence threshold, ensuring responses are only shown if backed by real content and accompanied by citations. This maintains reader trust and transparency .

AI strategies that support the IMS 6 pillars of business viability.

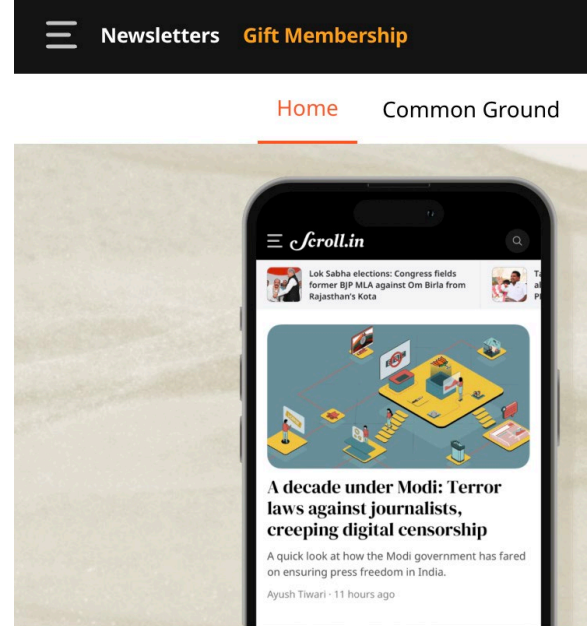
## 2. Content & Product

Scroll is an Indian digital news platform and online media outlet

They are creating seven different ways that text can be converted into another interface.

Scroll has two employees working on this project full time and plans to treat content as raw material for the user interaction.

“The broad plan is to build a system where if you put in an article, it decides what the best format could be and spits it out at the other side, depending on understanding context and understanding the type of story.”



<https://scroll.in/>

AI strategies that support the IMS 6 pillars of business viability.



INTERNATIONAL  
CENTRE FOR  
INVESTIGATIVE  
REPORTING

### **3. Organisational Capacity**

ICIR Nigeria is developing an AI-driven tool that transcribes audio-visuals into text.

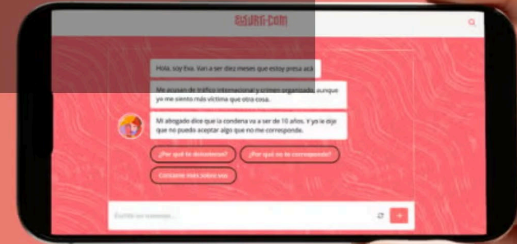
With the ability to further translate texts into the three major Nigerian languages (Igbo, Hausa and Yoruba).

Supported by the JournalismAI Innovation Challenge.

AI strategies that support the IMS 6 pillars of business viability.

#### 4. Business (Strategic Planning & Management)

**Chatbot tells story of woman imprisoned for drug trafficking in Paraguay**



*Eva is a chatbot powered by artificial intelligence (AI) developed by the team at Paraguayan media outlet El*

*Surti (Image made in Canva)*

El Surti, investigative unit in Paraguay. Most of them do not have a background in journalism.

Launched their chatbot Eva in September 2024. And the chatbot tells one story from an imprisoned woman's perspective. Feels like a lo-fi VR play.

They closely monitored the performance and tracked the depth of engagement. They treated it like a product.

AI strategies that support the IMS 6 pillars of business viability.

## 5. Revenue

The Republic (Nigeria) launched “Minim” AI voice bulletins in 2024

An AI tool converting text into indigenous-language voice bulletins.

These accessible-format bulletins attracted partnerships and sponsorships from inclusion-focused funders, creating a new revenue stream tied to audio accessibility.



THE REPUBLIC

AI strategies that support the IMS 6 pillars of business viability.

## 6. Ecosystem

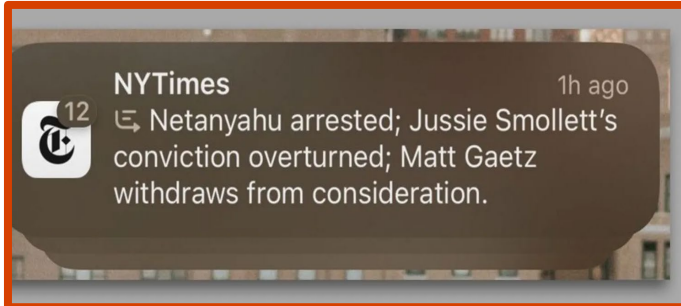
Center for Innovation and Technology (CITE) (Zimbabwe)  
Alice, the synthetic news presenter

They built a whole AI-first community around Alice and the affection people have for her.



# Challenges caused by a huge tech company...

How do you control how your journalism is consumed? Who is responsible for this?



# Prediction

## What could AI mean for media?

People will choose one AI service (like they do a streamer) and consume all their content through that one place.



# And the web could end...

Platform	Ratio (scraping: visitors)	
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.

Florent Daudens from Hugging Face posted this in April 2025

What do newsrooms want to achieve?



There is a tension between producing content **FASTER** and **CHEAPER** or upskilling their staff & increasing the quality of the product.

What should we be learning as journalists?



Should all journalists learn to code?  
Should we learn tools? Where can we start? To what extent is the role of “journalist” going to change?

## What do newsrooms want to achieve?

There is a way to “flood the zone” and repurpose as much content as possible and get the “messages” out there.

And the other side is using AI to become more investigative and drastically improving the journalism.

## What should we be learning as journalists?

The goal of a journalist may change quite drastically, depending on how cheap content becomes to produce and what audiences want to consume.

Everyone should have an understanding on the potential for coding, but don't need to be “coding” all the time.

With tools: you need to test and document your learnings, and be willing in keep changing...

Exercise. Ask yourself the following 2 questions

1) What do you think is the effect of synthetic content on the audience?

2) If your boss asked if you could clone your voice. Would they agree to that? What would you want in return?

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# Thank you!

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