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A Descriptive Analysis for the Future of Journalism Studies in Emerging Artificial Intelligence (AI) and the Case of NewsGPT Platform

Gelişmekte Olan Yapay Zeka (AI) Alanında Gazetecilik Çalışmalarının Geleceğine Yönelik Betimsel Bir Analiz ve NewsGPT platformu Örneği

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ABSTRACT

Technology has been applied in various activities almost in every field including journalism. There are visible changes in the way journalists do their professional work by the help of technology; the most important tool in the axis of these developments is artificial intelligence (AI). Today people can do news gathering and production, news reporting and news consumption among others on movable technological gadgets around the globe by the influence of AI. However, although technology can be seen as an opportunity when it comes to journalistic work, it has also been disadvantageous in some ways. Therefore, we need to rephrase journalism study programs to fit into the AI era to enable both AI and professional journalism to exist concurrently. In this line, this study has a through descriptive analysis aimed at explaining AI, *NewsGPT* platform and journalism, and how journalism studies should be re-modeled for the future to enable coming journalists know how to adopt with technology alongside professionalism. The study also adds knowledge to the discussion for the future possibilities of journalism studies. As a result of the study, it was revealed that the news on the *NewsGPT* platform has various problems such as bias and disinformation, and in this context, both algorithm journalism and journalism education should be rethought.

Keywords: Artificial Intelligence, NewsGPT, Technology, Journalism studies, Future of Journalism Studies.

ÖZ

Teknoloji, gazetecilik de dahil olmak üzere hemen hemen her alanda çeşitli faaliyetlerde kullanılmaktadır. Teknolojinin yardımıyla gazetecilerin profesyonel işlerini yapma biçimlerinde gözle görülür değişiklikler olmuştur; bu gelişmeler ekseninde en önemli araç ise yapay zekâdır (AI). Bugün insanlar, yapay zekanın etkisiyle dünyanın dört bir yanındaki taşınabilir teknolojik cihazlarda haber toplama, üretme, raporlama ve haber tüketimi gibi faaliyetleri gerçekleştirebilmektedir. Ancak, gazetecilik söz konusu olduğunda teknoloji bir fırsat olarak görülebilse de bazı yönlerden dezavantajlı da olabilmektedir. Bu nedenle hem yapay zekanın hem de profesyonel gazeteciliğin eş zamanlı olarak var olabilmesi için gazetecilik eğitim programlarını yapay zekâ çağına uyacak şekilde yeniden düzenlememiz gerekmektedir. Bu doğrultuda, bu çalışma yapay zekâ, *NewsGPT* platformu ve gelecekteki gazetecilerin profesyonelliğin yanı sıra teknolojiye nasıl uyum sağlayacaklarını bilmelerini sağlamak için gazetecilik çalışmalarının gelecek için nasıl yeniden modellenmesi gerektiğini açıklamayı amaçlayan betimsel bir analize dayanmaktadır. Çalışma ayrıca gazetecilik çalışmalarının gelecekteki olanaklarına yönelik tartışmaya katkı sağlamaktadır. Çalışma sonucunda *NewsGPT* platformunda yer alan haberlerin yanlılık ve dezenformasyon gibi çeşitli sorunlar barındırdığı ve bu bağlamda hem algoritma gazeteciliğinin hem de gazetecilik eğitiminin yeniden düşünülmesi gerektiği ortaya çıkmıştır.

Anahtar Kelimeler: Yapay Zekâ, NewsGPT, Teknoloji, Gazetecilik Çalışmaları, Gazeteciliğin Geleceği Çalışmaları..

Introduction

The development of information and communication technology (ICT) has changed almost everything surrounding human beings. Today, millions of people around the world use internet-connected smartphones, computers, and other gadgets supported by Artificial Intelligence (AI) applications to do various communication activities in different fields such as education, marketing, politics, and journalism. Particularly in journalism and communication, Biswal and Gouda (2020) stated that the wave of technology has led to the emergency of the use of AI in newsrooms and other journalistic departments which has impacted the entire information process from data gathering, news processing, news production and publication. Not only practical journalism, but the wave of AI has also impacted journalism studies in various ways and many journalism schools have adopted the technological way of teaching to muddle through the AI era (Sen, 2017). Although it is seen as a threat to journalism by some scholars, AI is at the same time seen by other scholars as an opportunity which journalism stakeholders should embrace for the development of the field. AI may led to singularity way of doing journalism work to make journalism process uniform around the globe for the same world due to unified information, balanced and fair reporting. However, uniformity of journalism and combating journalism challenges cannot be achieved without unit among journalists (Mosco, 2009: 351). Regardless of all thoughts, technology is irreversible and uncontrollable, and it cannot be avoided but to embrace it as one of the changes in human civilization (O'Connell, 2017). There is therefore a need for more research into how technology and artificial intelligence should be used in journalism.

Therefore, this study focuses on algorithmic journalism, and the aim of the study is to present algorithmic journalism today and what needs to be done in the future. In this context, artificial intelligence (AI) and how it works and journalism in the age of AI were discussed first. After this section, an evaluation of the *NewsGPT* platform was carried out. The *NewsGPT* platform was chosen as an example because it is a pure algorithm-based journalism platform. This platform was analyzed using the descriptive analysis method to discuss which news items were included under which news categories and to understand whether there was any bias or disinformation in these news items. Although Tech resider website described *NewsGPT* as an AI-empowered news channel that uses natural language processing technology and machine learning algorithms to scan relevant news from different sources around the world and create news and reports that are unbiased, accurate and up-to-date in real-time, results from an analysis of data, news and photos on this platform in this study showed that there are some elements of inaccuracy, bias and outdated information on this platform. Finally, the future of journalism studies in the emerging AI was analyzed and it is essential that journalism study be designed to overcome shortcomings of AI by preparing journalists for the future because, there is no good future for journalism without professional journalists (Mosco 2009: 350). In this context, the discussion in this study focused on how journalism training should look like in the future.

The Artificial Intelligence (AI) and how it Works

We are in an era where machines (robots) do some work that has been done by humans before. This situation is termed as Artificial Intelligence (AI), it is also well-known as machine intelligence. Despite being popular in current years, AI was invented in 1955 by computer scientist John McCarthy who used this term to refer to the scientific engineering of making intelligent machines (De-Lima et al., 2022). Yin (2021) defined Artificial Intelligence as a technology that helps machines to stimulate human actions and behaviors. Thus, manufactured machines cannot independently do human work without the support of AI technology to empower their operations. This implies that AI is the capability of machines to demonstrate human-like abilities such as planning, reasoning, creativity, and learning (Jansen, 2022:1). So, artificial intelligence is an algorithm that has human-like capabilities.

According to Shmidhuber (2017), AI is designed by artificial neural networks such as Long Short-term Memory (LSTM) which runs and improves its operations, and neural networks are a little bit like a human brain, they also have neurons. He also said, for example, like in a human brain, these artificial neurons are connected to each other which is translated into a million billion connections and each of these connections has a strength that influences another neuron to function. Schmidhuber (2017) adds that at the beginning neural network system is unsystematic and knows nothing but it learns a lot through a master learning algorithm to translate the incoming data such as audio through the microphone and video through the camera, doing news anchoring, writing, advertising and doing speech recognition on smartphones. The AI system learns to translate data into output actions because some of its neurons are output neurons that control what comes out in form of speech or actions and it can also learn to solve different problems such as driving a car only through experience. (Shmidhuber, 2017).

In addition, the artificial neural networks learn to understand speeches or actions and it gives the output in the shortest period of time. From a journalism perspective, because of this ability, AI machines or applications can learn and understand the voices of popular news anchors and imitate them (Marconi, 2020). So, any voice you hear from AI machines is not recorded but it is an artificial neural network system that has learned to do that (Shmidhuber, 2017). This implies that these AI machines are not intelligent and they actually know nothing about various fields but according to Singh et al., (2013) Neural networks such as LSTM systems can also be used to train robots including those that can behave like real humans. AI machines and system can be trained to imitate human beings and become good or even better than people to become superhuman (Saleh, 2019). In this context, AI seems to justify the advocacy of transhumanism, which argues that technology and science should be used to enhance human physical and cognitive abilities and eliminate undesirable or unnecessary aspects.

However, although various machines do their work after being instructed by people, Shmdhuber (2017) said that there are also some machines that can do without being shown by humans, these can set their own goals and are known as Artificial Curiosity (AC). The AI system also has a thinking capability that enables it to think before doing work, for example, it translates audio into letters, and it translates from one language to another and other actions after thinking (Singh et al., 2013). It is also envisaged that machine learning will enable algorithms to continue to function without the need for humans.

Journalism in the Artificial Intelligence Era

As cited in Guanah et al. (2020: 699), Hosanagar (2017) says that it is hard to talk about technology without thinking of the word Artificial Intelligence (AI). According to some literature, machines (robots) will soon dominate people's jobs which might lead to the end of humankind in workplaces. AI has redefined journalism and the media industry after penetrating into most journalism departments such as news gathering, processing, and consumption. Robot reporters, robot news anchors, robot advertisers, and machine news writers have also joined journalism work (Biswal & Gouda, 2020). This happens alongside digital journalism which journalists have been still struggling to cope with. Guanah et al. (2020) termed the use of machines to do journalism work as algorithmic journalism, automated journalism, or robot journalism and he suggested that journalists must deal with these new journalistic technologies to remain relevant to societies and that they should see this automated journalism as an improvement over the existing journalism practices which are still performed manually.

Therefore, AI should not be looked at as a mere technology by media scholars, but as a wave that has come to completely change the media industry from people to machines (Saleh, 2019). Automation is the future, journalists cannot be left out of this wave of automation but they only

need to get ready and apply technology in their work (Guanah et al., 2020). However, in the article the future of Journalism, Curran (2010) said that robots were still not fully deployed in journalism by 2022 because a lot of money is needed to run AI journalism projects. De-Lima et al., (2022: 20) also highlighted that many AI news projects depend on big technology companies such as Google for funding which makes small companies to remain out of journalism industry as a result of limited funds. This is an obstacle for technology to fully penetrate into journalism and it creates a big gap between big and small media houses which may lead to the closure of small media companies in the long run due to limited funds to adopt technology.

Additionally, factors like historical competition, resistance to change, lack of or limited skills, institutional location, and complementary ambitions of some journalism companies lead to the delay of full technological innovations in journalism and newsrooms in particular (De-Lima et al., 2022). This means all approaches to AI have not penetrated journalism yet. In the research conducted on the approaches that can be accomplished by using AI, De-Lima et al. (2022) found out that apparently there are three AI approaches being used more in journalism and news media. They mentioned computer vision, machine learning and scheduling, and planning and optimization as approaches used in journalism plus other subfields such as natural language processing, speech recognition, robotics, and expert systems that have not been fully applied in the media and journalism industry. In contradiction, Guanah et al. (2020) argue that AI already penetrated into media houses around the globe, for example, the New York Times uses an AI-based editor that works together with journalists. They added that AI-based editor identifies text details, key phrases, and headlines and this editor can also do content suggestions, can conduct content research, and do fact-checking to help in improving the quality of the article.

Harmfully, AI has caused unemployment, reduction in the number of professional journalists, separated advertising from traditional media, and it has also led to the lowering of media budgets alongside opportunities like integration of offline and online news, having the internet as a center for a variety of news sources which makes audiences to rely more on the internet than traditional media and opening up opportunities for more internet based content creation by unprofessional citizen journalists (Curran, 2010). In the same line, as a result of digitization, the Analytics Insight Website indicates that AI accommodates a total of 10-12 percent of journalism and media jobs whereby machines can write news articles although they are apparently limited to easy topics like sports scores and stock market. However, some scholars reflect that machine writing helps human writers in tiresome work such as in-depth analysis, online based investigative journalism, and long-form articles. Machines can as well do journalism jobs like conducting video and audio interviews, analyzing and getting meanings from the machine-gathered data, and also converting text into audio and audio into text which saves time for reporters (Marconi, 2020).

According to Jansen (2022), in few years machines and robots driven by AI are anticipated to perform half of productive jobs around the world including those in journalism working environments. He adds that apparently intelligent machines have entered newsrooms where they do news anchoring and examining and monitoring news sources such as large databases plus notifying journalists as soon as an anomaly occurs from the data. Advantageously, since AI machines can also detect fake news, this helps reporters to avoid feeding their readership with inaccurate information (Jansen, 2022). However, with AI, today audiences have alternative media channels like social media they use to access media content of their choices not like before when editors decided for them. In the book *Understanding Risks and Crises through the Media,* Kayıhan (2022) articulates that people can also use alternative media to verify uncited and untrustworthy digital media information on the intent to avoid the spread of fake news that consequently lead to risks and crises in societies. However, in today's information environment

of big data some people cannot differentiate between credible or true and fake news which makes journalism still more important to build societies of informed people.

As we are now experiencing journalism infiltrated with few facts and unrealistic information due to technology, AI machines can help in reviving accuracy in the news. This is because some AI machines are trained to consider accuracy in various reports and data, they can work for long hours and they can work in an environment not favorable to people which can improve the productivity of the journalism industry (Singh, 2013). However, negatively, AI journalism is likely to add new ethical problems to the existing problems which is a threat to journalism industry. This is because machines will not know our cultures and ethics as human beings (O'Connell, 2017). Still on ethics, according to Tosyalı & Aytekin (2020), news written by automated machines could cause ethical problems such as dependence on limited content as a result of less programs used to train machines. They added that automated content would be impartial in doing work since experts who feed or train these machines have their own beliefs which is a threat to future journalism.

Professional journalism may also be negatively impacted by AI because journalism is the field whose subjects are humans where human ideologies are sometimes needed in the information yet robot journalism is likely to miss out on some parts of stories. AI is also likely to increase serious legal problems in journalism since machines may not follow the rules governing traditional media processes such as privacy, editorial guidelines and policies, defamation, and protection of confidentiality. In addition, the bias in machines, transparency in content production, and data protection are some of the legal and ethical challenges media could face in automated journalism (Tosyalı & Aytekin 2020: 78). However, if are well utilized, automated machines can do challenging assignments such as investigative journalism at low costs and efficiently which makes it both cheaper and less time-consuming hence many profits in the journalism industry (Zaeem et al., 2021). In addition, AI machine-learning journalists do not need salaries, annual leaves, or vacations and do not need health insurance like human beings (Curran, 2010).

Tosyalı & Aytekin (2020) argued that although AI might be speedy with stronger data analysis capability than people, it will never fully replace journalism because journalists could produce creative narratives and journalists used to put different pieces of the stories together which is hard with machine writers. O'Connell (2017) emphasized this when he said machines have no characters, norms, or cultures and they don't know the political and social-economic values of many societies. Therefore, this is likely to decline democracy since democracy will never be personalized. This means, computerized journalism will never be fully dependable because they are some human features that machines will never know or perform perfectly such as conducting physical interviews. In relation to the internet, Curran (2012) also said that automated journalism will not outshine traditional journalism because the world has several diverse languages yet AI machines are trained in few common languages like English.

With differences in views, some scholars believe that the wave of technology and economic crisis cannot end journalism because, mass communication has been in place since people knew the need for sharing information many years back (Waisbord, 2001; Katamba, 2018: 12). This indicates that journalism is in transformation, and there is need to control its direction to make over from bad to good. However, if the situation is not handled carefully technology can weaken or probably end professional journalism since everyone has become a journalist and journalism is taking new shape where people shift from old media to the new media. With AI, professional journalism has also been replaced by citizen journalism and people access news whenever they want regardless of their locations (Reese, 2009: 358; Katamba, 2018).

As journalists, we cannot beat technology, what

we can do is to embrace technology but not technology to welcome journalism practices. Journalism in the AI era is a double-edged sword, but it is important to focus mainly on the positive part of AI and try to solve some journalistic limitations caused by AI. When journalistic digital crisis is not handled well, it is likely to paralyze media since the future of journalism businesses seems to rely on technological deployment. All journalism practices can be occupied by robots, and it will be boring to be human-journalist (Jansen, 2022: 30) but professional journalism will still be needed for democratic societies and it is still vital to consider who is a professional journalist (Brennen, 2019: 300). That is why journalism training and the continuation of the tradition of investigative journalism are very important.

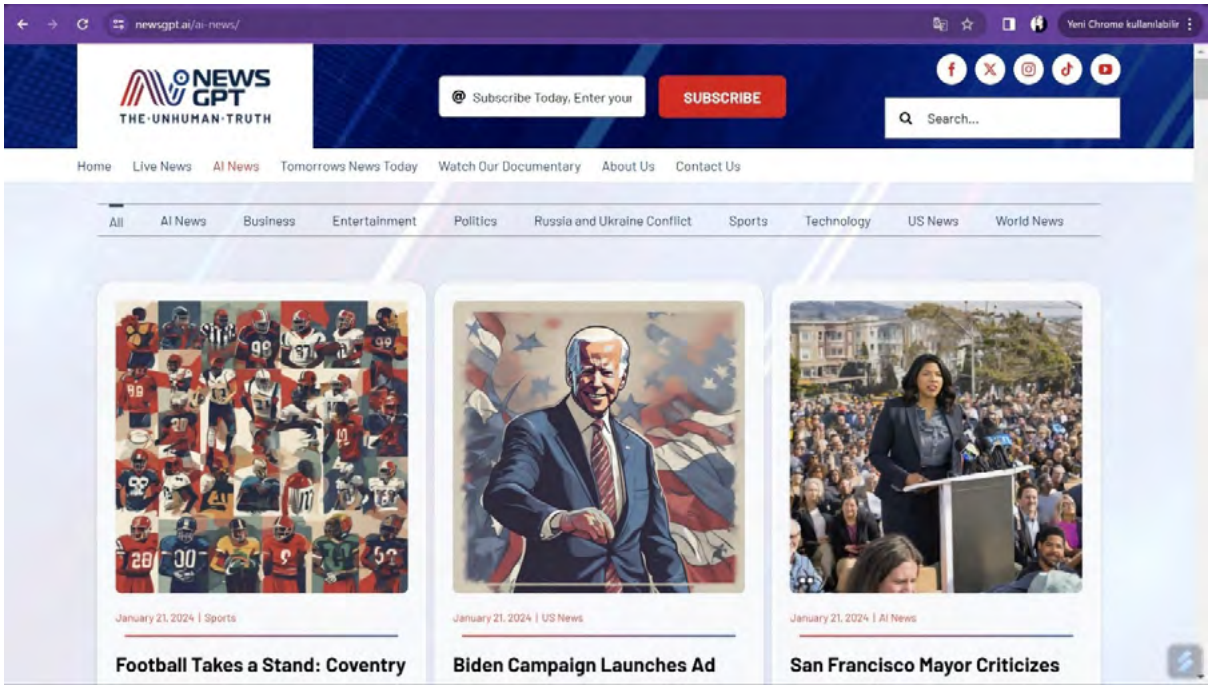
The Case of *NewsGPT* Platform

The *NewsGPT.ai* platform completely employs algorithmic approach to journalism. It distinguishes itself as a pioneering platform in the field of algorithmic journalism, and its set-ups are part of the subject of discussion in this study. Although the proprietary algorithms used by the NewsGPT platform remain undisclosed, the Artificial intelligence has described that "It is a proprietary algorithm and we have created several unique large language models (LLMs) that we have built from scratch" (personal interview with NewsGPT.ai). Guanah et al. (2020: 699) noted that the substitution of algorithms for human journalists is highly visible on this platform, as it is the algorithms, not reporters that write the news. The NewsGPT platform states that it was founded with the goal of providing an unbiased perspective, unlike traditional news sources. The platform presents itself as "the first 24/7 news channel generated entirely by AI", emphasizing that as AI-driven platform they rely on data and algorithms rather than human input to create news articles, thus eliminating personal opinions and agendas. They also state that in the future, the platform will allow for personalized news tailored to the preferences of individual viewers (https://NewsGPT.ai/about-us/).

The platform publishes both live and written news content on a variety of topics. The news is generated by algorithms under the headings of Business, Politics, Russia and Ukraine Conflict, Sports, US News and World News which determine the categories under which the content is published. When asked about how these categories are determined, the platform responded that "our proprietary AI models choose the news categories based on all the raw data it has" (personal interview with NewsGPT.ai). While

Figure 1

NewsGPT page showing AI news categories



the platform claims to be unbiased, the fact that the categories are chosen by a selection system designed by people with potentially differing views on certain issues raises concerns about bias in the selection process. The selection process is also based on secondary data that may be biased in itself. In this context therefore, it can be concluded that algorithmic journalism, in its current form, does not necessarily prevent bias, but rather can be seen as a biased ground because it relies on secondary data that is gathered and analyzed by biased AI systems. Also, since the primary data used to train these AI systems is often shaped by social, political, economic, or cultural values, it is difficult to say that any news content generated by these systems is completely independent and free from the influence of such values.

O'Connell (2017) argued that machines do not possess characters, norms, or cultural values, and are not aware of the political and socio-economic values of various societies. However, the data used by AI systems appears to have certain norms, political, economic, or social values. For example, the platform includes the category of Russia-Ukraine conflict but not of other conflicts around the world which reflects a Western-centric approach to algorithmic journalism. There is no category for the Israel-Palestine conflicts too. Although there are news reports on this issue, it does not seem to be as central as the Russia-Ukraine conflict. A similar situation is observed in the news published in the Politics category, it can be observed that much more space is given to Western-centered news. Therefore, it should be noted that impartiality is not only about objectivity in the creation of news content, but also about determining what is news and what is not. It can be seen that the vast majority of data circulating in the world is Western-centric, and that AI perpetuates this Western-centric understanding, thus failing to bring about transformation.

Bias was also identified in the coverage of the Israeli-Palestinian war. For example, in January 23, 2024, *NewsGPT* published two news articles entitled "Tragic Attack Claims Lives of 21 Israeli Soldiers in Gaza" ("Tragic Attack", 2024) and "Israeli Casualties Mount in Gaza Conflict: 21 Soldiers Killed, 4,500 Wounded" ("Israeli Casualties", 2024). Both of these news articles reported the casualties on the Israeli side but there was no coverage of the damage inflicted on the Palestinian people in the same situation. However, according to Türkiye's media TRT Haber's news report of January 24, 2024 indicated that at least 50 Palestinians were killed and 120 people were injured as a result of the Israeli forces' shelling of the western areas of Khan Younis in 24 hours ("Israeli attacks", 2024). Therefore, it was observed in this study that *NewsGPT* did not publish any news about these damages which does not reflect any element of impartial reporting as it is claimed.

In addition, it is not clear about the data or sources used in *NewsGPT*'s reporting. Basing on the current observable environment, machines have not got ability to go to the field for data gathering. So, *NewsGPT* platform is likely to be using algorithms to gather and analyses data from multiple sources which makes its content, statistical, or numerical data presented in its news articles inaccurate. According to a news article titled "China's economy slows in Q1," dated May 7, 2023, China's economy grew at its slowest pace ever in 2023. The article states that the economy slowed by 4.8% in the first quarter, down from 4.9% in the fourth quarter of 2022. However, the Trading Economics report indicates that the Chinese economy expanded by 5.2% yoy in the fourth quarter of 2023 (trading economics), which contradicts the figures used in the *NewsGPT* report. Thus, the accuracy of the figures used in the news report is questionable. In another example, the news report titled "Inflation to fall to 3.4% in 2023: Progress in Taming High Prices" (Inflation Declines, 2024) contains incorrect figures. While the figures used in the report are correct (as reported by the US Bureau of Labor Statistics in 2024), the interpretation of these figures is incorrect. Inflation in the United States did not fall to 3.4%, but instead rose to 3.4%. Therefore, the interpretation of the figures in the news report is misleading to the reader.

Figure 2

News photo used by Foxnews (left) "California Family", 2024) and news photo used by NewsGPT (right) "Middle School", 2024)

Another problem observed in *NewsGPT*'s news is the timeliness of the news. For example, the earthquake in Turkey on February 6, 2023 was reported in *NewsGPT* nine months after the event. Reading the news article dated November 22, 2013 and titled "Devastating Earthquake Hits Turkey and Syria, Causing Widespread Destruction and Loss of Life" ("Devastating Earthquake", 2023), it is perceived as if the earthquake had just occurred, even though the time of the earthquake is not mentioned. The following sentences are included in the news report: "The death toll from the earthquake has been rising steadily, and it is feared that thousands may have lost their lives. Many more have been injured, and hospitals are struggling to cope with the influx of patients." However, the number of deaths in November 2023 is known, and hospitals are not struggling with the problem. The fact that the news is outdated may also mislead the reader.

NewsGPT's news photos, like its news, are generated by artificial intelligence. In other words, no real photos are used. However, this situation leads to a distortion of the truth. For example, the news article titled "Middle School Student Sues School Over Eye Black Suspension" included a forged photo of the student which was a contradiction of *Fox News*'s report on the same subject which used the actual photo of the student. As it can be seen in Figure 2, the photo created by *NewsGPT* is quite different from the real one. In another news report, Emily Blunt's participation in an award ceremony was reported but the photo used has nothing to do with Blunt (see "Stars Shine", 2024). Similarly, in the article "Jewish Basketball Player Jared Armstrong Provides Support to Israeli Youth Amidst Conflict" ("Jewish Basketball", 2024), *NewsGPT* used an artificial intelligence-generated drawing of unidentified person while in its news report on the same topic, Fox News used a real photo of the basketball player as can be seen in Figure 3. The image used by *NewsGPT* is a drawing that uses the most common symbols of Jews (David's shield, hat, beard, etc.) and religious symbols.

In relation to above, even more striking is the photo of *NewsGPT*'s article titled "Swastika Spray-Painted at Holocaust Memorial Sparks Outrage" ("Swastika Spray-Painted", 2024) (Figure 4). *NBC News'* news photo on the same subject shows a person making simple drawings on the wall, while *NewsGPT's* news photo shows both flowers scattered everywhere and a monument painted with colorful paints. In other words, the AI-generated news photo greatly exaggerates the reality which is unethical in journalism. In short, in terms of both news content and photos, *NewsGPT's* news is both biased and disinformative.

Below each news article on *NewsGPT* platform, there is a box titled "Teach our AI". In this section,

Figure 3

News photo used by Foxnews (left) (Morgan, 2024) and news photo used by NewsGPT (right) ("Jewish Basketball", 2024)

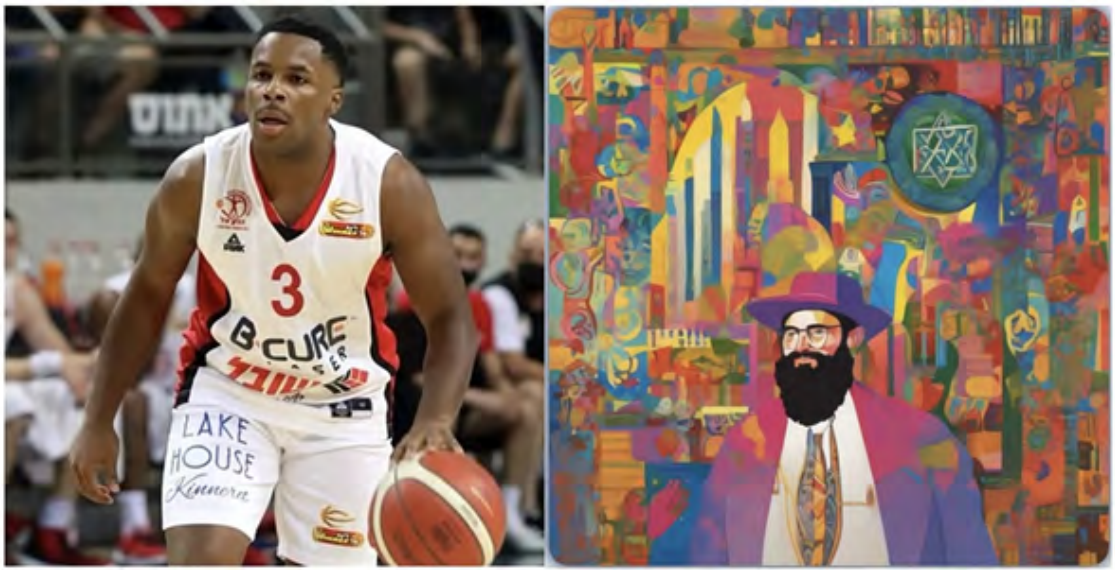


Figure 4

News photo used by NBC news (left)(Chuck & Kottke, 2024) and news photo used by NewsGPT (right) ("Swastika Spray-Painted", 2024).

users can vote on the news article by clicking on the "share the truth" or "fake news" buttons, there is also a section below each news story where users can write their comments. When asked about what happens if a news story is reported as fake news, the response was that the articles are not deleted from the platform: "The articles are not deleted, but the information provided is used for future articles and facts that the AI finds in the raw data" (personal interview with NewsGPT. ai). It seems that fake news is not removed but it is referred to for the creation of new future information, this implies that users of *NewsGPT* partly contribute to the formation of future *NewsGPT* data which is a clear indicator that users create the same information they consume on *NewsGPT* platform. Therefore, this makes users of *NewsGPT* both consumers and creators of information which proves that *NewsGPT* platform also depends on the viewers and other news feeds across the globe for continued existence. Viewers are encouraged to help the AI learn by reporting fake news and sharing the truth. In this way, the current disinformation can hardly be prevented since sources and audiences depend on each other in the midst of their biasness, however, the current rapid development of AI is an indicator that efforts are made to prevent disinformation in the future.

The most interesting aspect of the platform is its future news broadcasts. For example, in the video

news broadcast of December 16, 2023, there are predictions for the sports matches to be played the following week, these predictions are based on algorithms. From this point of view, it can be said that algorithm-based journalism will cause change in the current understanding of journalism. The current understanding of news has been based on events that have already happened but *NewsGPT* platform publishes news about events that have not yet happened. In this context, it is observed that the journalism of the future will not only be based on events that have already happened, but also on events that have not yet happened. Prediction journalism is beginning to develop within algorithmic journalism as a journalistic understanding of the future and it is the time for the future journalists to learn and understand technology.

Re-modeling the Future of Journalism Studies in the Emerging AI

Based on the example of *NewsGPT*, it seems that the study of journalism needs to be rethought. Although it is still subjected to bias and disinformation, algorithmic journalism is likely to be one of the most important dimensions of future journalism. Moreover, the advancement in technology and other social factors have led to changes in the field of journalism, characterized by continuous changes for better or for worse (Mosco, 2009). People including scholars, journalists, media personnel, and journalism students should think about the future of journalism as an industry, as a profession, and how it has changed in all aspects including financial discipline, news production, audience and news sourcing, journalism ethics, journalism infrastructures, and journalism employment among others which have to meet the current wave of AI. These changes caused by AI can be seen as a collection of challenges and opportunities (Wahl-Jorgensen et al., 2016). However, effects of AI on journalism maybe be more of a benefit if journalism schools do their role rightly through training.

Journalism studies, as a multidisciplinary field of academic inquiry, is carried out in different teaching centers around the world including universities, journalism schools, journalism and media institutes, and journalism training schools at levels like undergraduate, postgraduate, and other lower levels. Therefore, it is mainly the role of these centers to fight for the pride of journalism through revising their teaching styles, revising theoretical content, and checking content delivery methods to protect their existence and the future of journalism by producing '*professional AI journalists*' because schools are taken to be centers where knowledge is collected, studied, and expanded. Therefore, journalism study centers can join forces with media houses to determine the future of journalism studies, programs and the nature of journalists needed in the digital society.

Getting prepared to live together with AI in the journalism industry indicates that journalism schools should change their teaching programs to include technology in their core curriculum or else they might also remain of no use (Kengam, 2020). Re-modeling journalism study programs will nurture future journalists and make them ready to effectively use AI knowledge for their work. Some research on the future of journalism advises that journalists need to study some software courses such as AI software courses, the use of phones in journalism, and coding to learn how to work together with AI machine journalists in the same field (Çelik, 2022: 163). Langdon Winner (1996)'s quote from Gates, (2013) says that "as society invents new technologies, it also invents and reinvents people (Journalists) who will use that technology". Therefore, as AI invents digital journalism, journalism schools have to as well invent digital journalists to fit in the AI environment because are (schools) the foundations of journalism knowledge.

According to Wahl-Jorgensen et al. (2016), institutions of journalism studies have been part of journalism changes for years, and we expect a lot from them for a better future of journalism. Re-modeling journalism study programs is more important at this moment when journalism is shaken (Carey, 1996). The future of journalism studies is seen as the strategy to improve the quality of shrinking journalism by producing more

quality journalists who will be vital in improving the quality of information that shapes the way people see the world, its surroundings, and reality (Curran 2010). The United Nations Educational, Scientific and Cultural Organization [UNESCO], in its foreword to Model Curricula for Journalism Education for Developing Countries and Emerging Democracies (2007), shows that "journalism study programs that empower people to perform their journalistic abilities are important tools for supporting democratic values and development of the world." (Wahl-Jorgensen & Hanitzsch, 2020).

Journalism plays a vital role in modern societies, making it an essential area of study for those seeking to understand the world. The field of journalism is one of the fastest-growing areas in the communication sector, with an increasing number of journalism scholars and researchers emerging. Many of these individuals have established internet-based journals where they publish their written work, research, and other journalism-related content (Wahl-Jorgensen & Hanitzsch, 2020). In light of this, journalism schools must incorporate self-employment strategies into their curriculum by training students in the discipline of creating their own digital platforms or journals and publishing their work on these platforms. Creativity approach can help reduce unemployment within the field mostly which is caused by media convergence where journalists use same information hence fewer jobs in journalism (Bird, 2009: 294).

Furthermore, the study of journalism requires the development of new content and concepts related to both offline and online collaborative efforts (Sudhakar, 2017). Some existing content, such as media theories, may need to be updated and replaced with new content that aligns with current technology. Transformation is also necessary in the existing curriculum. For example, digital writing and digital publication should be prioritized in the current AI era. Additionally, Gates (2013) suggests that teaching journalism in the digital age requires not only an understanding of AI media but also the teaching of digital media and its professionalization. This is because digital media is considered a "third sphere" where people discuss general and personal societal issues after family and workplaces (Ercansungur & Erbay, 2022; Katamba, 2023: 351). Sudhakar (2017) emphasizes that AI equipment, such as computers and software, should not only be integrated into the structures of journalism schools, but students should be required to use them.

Including technology in journalism programs will prepare young journalists for the future technological and economical competitions. Rephrasing the future of journalism studies doesn't mean the current journalism schools have failed, but because societies demand for more different skills, technological knowledge and higher levels of journalism education than before (Sudhakar, 2017). Wahl-Jorgensen and Hanitzsch (2020) stated that in this wave of technology, students should not only be equipped with skills that enable them getting jobs but also to equip them with skills on which they can spend a long career to help them in transforming along the way in line with the new changes in the journalism industry.

Additionally, students can also be prepared for a long widening career by creating a common language of working together, exploring design thinking, and storytelling design of writing (Palilonis, 2020). This can be done by giving them more group assignments to help them develop their thinking capability as a team. Equipping them with skills of future journalism storytelling is vital in this situation where breaking the news is done by everyone, and storytelling is no longer limited to a deadline or covering a particular event but a capability of building experience (Chan, 2017). Teamwork can be transferred online where they can share breaking stories to attract followers, because today, the more the followers the more the adverts and profits and vice versa. Also, schools should not only train journalists to fit in traditional working situations but also to learn how they can digitally self-employ themselves than looking for jobs after school.

The future of journalism studies can be built on the experience of studying the audience than before, students to understand who the audiences are? How to reach up to them? Where are they? And what do they want? (Palilonis, 2020). Studying the nature of audience should be conducted in practical-based experiences to limit theory classes. Practical projects can help students to directly interact with audience to enable them know the nature of targeted audiences in this technological era, how, where, when, through which channel, and what they are interested in (Milojević et al., 2015), then merely waiting to know them through feedbacks. This enables professional journalism to win back the interests of the gone audiences, and to secure the prevailing ones.

Future journalists have to practically understand that traditional media mostly focuses on large audiences, but by observation, new media focuses on both larger and niche audiences. In addition, for example majority of journalism students in Türkiye are citizens, and being citizens, they can engage with their fellow citizens (the audience) to know them well and to understand their beliefs about journalism as a professional. Also, audience awareness can help to know societal settings, systems and cultures, it helps in quick development of nations because journalists work basing on facts, current and relevant information got direct from the local people.

Digital communication courses have to be thought of plus revising and re-modeling some old fashioned courses. Strategic campaigns on social media, digital media, multimedia, online news writing, web design, citizen journalism, and internet sourcing among others were proposed by Palilonis, (2020) mainly to be done practically than theory. Teaching students about the challenges, threats, and opportunities of the new shape of journalism and its probable future will emphasize brainstorming solutions to large-scale problems in journalism. This can be achieved through systematic design thinking strategies in restructuring journalism studies and teaching advanced problem-solving skills to students (Milojević et al., 2015).

According to Wahl-Jorgensen and Hanitzsch (2020), localizing journalism study programs should also be well thought-out as one of the strategies for a better future journalism study. They added that opportunities in local journalism itself are matched by new chances to energize our study of local news. Various researchers have encouraged locally produced news that aims mainly at local content production and audience studies because locally prepared content is declining which probably leads to the shifting of the audience from traditional media to the internet-based media (Wahl-Jorgensen & Hanitzsch, 2020). However, understanding local content and its formation might not be changed at work, it can be trained in journalism teaching schools to help students know the vital role of local news over global news, and how to globalize local news. For example, globalization of news makes students think and act in global perspective of news production and delivery.

In the same incident, the implementation of globalization can theoretically be grounded in local content, cultures, audience needs, and journalistic norms, while operating on a global scale and targeting global audiences (Sevinç & Özdemir, 2015). To address this, journalism study centers around the world must adopt a comprehensive approach to teaching the globalization of local media content, including its risks, threats, and opportunities, from various operational and theoretical perspectives across the globe. By utilizing the internet, local news can be accessed globally, thus limiting the American and Western-centric approach to journalism that has dominated the field and created a gap between theory and practice (Josephi, 2005). However, transforming the traditional Western system and teaching methods in journalism is likely to be a gradual process that requires multiple stages.

Studying journalism from a local or regional perspective can provide solutions to the challenges posed by the professional ideologies, epistemologies, and values that have tainted journalism globally (Wahl-Jorgensen & Hanitzsch, 2020). By localizing the epistemology of journalism

studies, the nature and system of journalism research may also change, resulting in a reduction of theorization and a de-westernization of the field of inquiry (Curran and Park, 2000). The results of such research can be observable, and future journalism students must engage in social research to address the changing image of journalism, as it will require the participation of social actors.

Teaching mindset change to students should be considered in AI era too. This will help to change students' mentality from traditional way of doing work to modern systems. For example, future journalists have to understand and differentiate free zone studios from our traditional studios. Not like traditional, with free zone studios journalists can create and publish content from everywhere at any time they want because some gadgets like smart phones, laptops, tablets etc. became mobile studios. It is also vital for students to be taught attitude control and management and personal capabilities and interests to help them understand their strengths (Milojević et al., 2015). Basing on strengths and capabilities, students can make their right choices of specialization in journalism rather than choosing for them courses for example broadcast yet their strengths are in print journalism or public relations. Course selections on behalf of students has been a culture in some school set ups but technology seems to wash it away.

However, Gates, (2013) sighted digital divide as an obstacle to the new global journalism study restructuring. He argues that some economies are richer in technology compared to others which creates digital gap between nations. According to Katamba (2023: 353), digital gap can also happen as a result of low education levels, income gap, geographical locations and resource inequalities. This can make teaching and learning in digital societies simple in some environments and difficult in other environments hence knowledge gap of students and inequality in content production and teaching systems of using technology. Low developed countries in technology, for example, some African and Asian countries are likely to have low education levels in journalism compared to other developed European countries. This is because, grounding on regression analysis, "the practices of acquiring knowledge vary according to the education level of the students, and the practices of acquiring knowledge change as the education level rises" (Olgun, 2022). Therefore, as we try to welcome technology in journalism education system, we should also look at solving some challenges like inequalities that may hinder the process.

Conclusion

According to some literature, the technology of AI has come and it is going nowhere. Therefore, we can only find possibilities on how to survive and live with it. When we hesitate to cope up with it, machines will leave us alone (Zaeem, 2021). Everything is likely to change, machines will replace people to become doctors, journalists, teachers, accountants, and drivers. So, it will be painful for the journalists who rely on doing work manually (Guanah et al., 2020: 705). And after some years, we are going to have animals-like AI, this is possible because technological evolution is about a million times faster than biological evolution (Schmidhuber, 2017). However, we should not worry, some scholars believe that AI is all about making human life longer, healthier, and easier and making humans more addicted to technology to help people live in a competitive technological economy with machines. Therefore, we need to train journalists to learn how to live and work with AI machines because, machines are penetrating into journalism but they cannot replace people completely (O'Connell, 2017) in doing professional work. Although we are likely to face some challenges, we urgently need to rephrase the current journalism teaching system to simultaneously move with AI wave by changing in the content, curriculum and programs, and teaching styles among others.

If we use the example of *NewsGPT* to make predictions for the future of algorithmic journalism, it is clear that it is not yet perfect from a journalistic perspective. There is a tendency to focus more on Western-centric news, and it is important to

remember that impartiality in journalism involves not only the objective creation of news content but also the determination of what is news and what is not. It is observed that the vast majority of data circulating in the world is Western-centric, and that artificial intelligence perpetuates this Western-centric understanding, thus failing to bring about transformative change. Furthermore, according to the results in this study, it is unclear what data or sources are being used on the internet, particularly in *NewsGPT*'s news, and there is inaccurate, outdated, and distorted content and biased news on the internet. Statistical or numerical data presented in the news may be incorrect and the use of photos created by artificial intelligence can further distort reality. Therefore, it is evident that bias and disinformation are present in algorithm-based news, which poses a challenge to the future of journalism. Although algorithms are also being used to combat disinformation, it can be seen that they are not sufficient for the current field of journalism and they should be developed further in this regard. In light of these findings, it is essential that journalism education be designed to overcome these shortcomings.

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Genişletilmiş Özet

Teknoloji, gazetecilik de dahil olmak üzere hemen hemen her alanda çeşitli faaliyetlerde kullanılmaktadır. Teknolojinin yardımıyla gazetecilerin profesyonel işlerini yapma biçimlerinde gözle görülür değişiklikler olmuştur; bu gelişmeler ekseninde en önemli araç ise yapay zekâdır (AI). Bugün insanlar, yapay zekanın etkisiyle dünyanın dört bir yanındaki taşınabilir teknolojik cihazlarda haber toplama, üretme, raporlama ve haber tüketimi gibi faaliyetleri gerçekleştirebilmektedir. Yapay zekâ, haber toplama, işleme ve tüketim gibi gazetecilik departmanlarının çoğuna nüfuz ettikten sonra gazeteciliği ve medya endüstrisini yeniden tanımlamıştır. Bu durum, gazetecilerin hâlâ başa çıkmakta zorlandığı dijital gazetecilikle birlikte gerçekleşmektedir. Guanah ve diğerleri (2020), gazetecilik yapmak için makinelerin kullanılmasını algoritma gazeteciliği, otomatik gazetecilik veya robot gazetecilik olarak adlandırmış ve gazetecilerin toplumlarla alakalı kalabilmek için bu yeni gazetecilik teknolojileriyle başa çıkmaları gerektiğini ve bu otomatik gazeteciliği hala manuel olarak gerçekleştirilen mevcut gazetecilik uygulamalarına göre bir gelişme olarak görmeleri gerektiğini öne sürmüştür.

Bu nedenle, yapay zekâya medya akademisyenleri tarafından yalnızca bir teknoloji olarak değil, medya endüstrisini insanlardan makinelere tamamen değiştirmeye gelen bir dalga olarak bakılmalıdır (Saleh, 2019). Otomasyon geleceğin ta kendisidir, gazeteciler bu otomasyon dalgasının dışında kalamazlar, ancak sadece hazır olmaları ve teknolojiyi işlerine uygulamaları gerekmektedir (Guanah ve diğerleri, 2020). Bununla birlikte, Gazeteciliğin Geleceği makalesinde Curran (2010), robotların 2022 yılına kadar gazetecilikte hala tam olarak kullanılamayacağını, çünkü yapay zekâ gazeteciliği projelerini yürütmek için çok fazla paraya ihtiyaç olduğunu söylemiştir. De-Lima ve diğerleri (2022: 20) ayrıca birçok YZ haber projesinin finansman için Google gibi büyük teknoloji şirketlerine bağlı olduğunu ve bunun da küçük şirketlerin sınırlı fonlar nedeniyle gazetecilik endüstrisinin dışında kalmasına neden olduğunu vurgulamıştır. Bu durum, teknolojinin gazeteciliğe tam olarak nüfuz etmesinin önünde bir engel teşkil etmekte ve büyük ve küçük medya kuruluşları arasında büyük bir uçurum yaratarak, teknolojiyi benimsemek için sınırlı fonlar nedeniyle uzun vadede küçük medya şirketlerinin kapanmasına yol açabilmektedir.

Görülmektedir ki; gazetecilik söz konusu olduğunda teknoloji bir fırsat olarak görülebilse de bazı yönlerden dezavantajlı da olabilmektedir. Bu nedenle hem yapay zekanın hem de profesyonel gazeteciliğin eş zamanlı olarak var olabilmesi için gazetecilik eğitim programlarını yapay zekâ çağına uyacak şekilde yeniden düzenlememiz gerekmektedir. Bu doğrultuda, bu çalışma

yapay zekâ, *NewsGPT* platformu ve gelecekteki gazetecilerin profesyonelliğin yanı sıra teknolojiye nasıl uyum sağlayacaklarını bilmelerini sağlamak için gazetecilik çalışmalarının gelecek için nasıl yeniden modellenmesi gerektiğini açıklamayı amaçlayan betimsel bir analize dayanmaktadır. NewsGPT.ai platformu tamamen algoritmaya dayalı gazetecilik yaklaşımını kullanmaktadır, bu nedenle çalışma kapsamında incelenmiştir. Platform kendisini "tamamen yapay zekâ tarafından üretilen ilk 7/24 haber kanalı" olarak tanıtmaktadır ve yapay zekâ odaklı bir platform olarak haber makaleleri oluşturmak için insan girdisi yerine verilere ve algoritmalara güvendiklerini, böylece kişisel görüşleri ve gündemleri ortadan kaldırdıklarını vurgulamaktadır.

Çalışma sonucunda *NewsGPT* platformunda yer alan haberlerin yanlılık ve dezenformasyon gibi çeşitli sorunlar barındırdığı ve bu bağlamda hem algoritma gazeteciliğinin hem de gazetecilik eğitiminin yeniden düşünülmesi gerektiği ortaya çıkmıştır. Robot gazeteciliğin geleceğine dair öngörülerde bulunmak için *NewsGPT* deneyimini örnek alırsak, gazetecilik açısından henüz mükemmel olmadığı görülmektedir. Daha çok Batı merkezli haberlere odaklanma eğilimi vardır ve gazetecilikte objektifliğin sadece haber içeriğinin nesnel bir şekilde oluşturulmasını değil, aynı zamanda neyin haber olup neyin olmadığının belirlenmesini de içerdiğini unutmamak önemlidir. Dünyada dolaşan verilerin büyük çoğunluğunun Batı merkezli olduğu ve yapay zekânın da bu Batı merkezli anlayışı devam ettirdiği, dolayısıyla dönüştürücü bir değişim yaratamadığı görülmektedir. Ayrıca bu çalışmadaki sonuçlara göre, *NewsGPT*'nin haberleri başta olmak üzere internette hangi verilerin ya da kaynakların kullanıldığı belirsizdir ve internette yalan, güncel olmayan, çarpıtılmış içerikler ve yanlı haberler yer almaktadır. Haberlerde sunulan istatistiksel ya da sayısal veriler hatalı olabilmekte ve yapay zekâ tarafından yaratılan fotoğrafların kullanılması gerçekliği daha da çarpıtabilmektedir. Dolayısıyla, algoritma tabanlı haberlerde önyargı ve dezenformasyonun mevcut olduğu ve bunun gazeteciliğin geleceği açısından bir zorluk teşkil ettiği açıktır. Algoritmalar dezenformasyonla mücadele için de kullanılıyor olsa da mevcut gazetecilik alanı için yeterli olmadıkları ve bu konuda daha da geliştirilmeleri gerektiği görülmektedir. Bu bulgular ışığında, gazetecilik eğitiminin bu eksiklikleri giderecek şekilde tasarlanması gerekmektedir.

Multidisipliner bir akademik araştırma alanı olan gazetecilik çalışmaları, lisans, lisansüstü ve diğer alt seviyelerdeki üniversiteler, gazetecilik okulları, gazetecilik ve medya enstitüleri ve gazetecilik eğitim okulları dahil olmak üzere dünyanın dört bir yanındaki farklı öğretim merkezlerinde yürütülmektedir. Bu nedenle, okullar bilginin toplandığı, çalışıldığı ve genişletildiği merkezler olarak kabul edildiğinden, bu merkezlerin temel rolü, öğretim tarzlarını gözden geçirerek, teorik içerikleri revize ederek ve içerik sunum yöntemlerini kontrol ederek gazeteciliğin itibarı için mücadele etmek ve 'profesyonel yapay zekâ gazetecileri' üreterek varlıklarını ve gazeteciliğin geleceğini korumaktır. Bu nedenle gazetecilik eğitim merkezleri, gazetecilik çalışmalarının, programlarının ve dijital toplumda ihtiyaç duyulan gazetecilerin doğasının geleceğini belirlemek için medya kuruluşlarıyla güçlerini birleştirmelidir.

Yazar Bilgileri

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