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CONTENT ANALYSIS OF POSTGRADUATE THESES WRITTEN ON ARTIFICIAL INTELLIGENCE IN THE FIELD OF JOURNALISM IN TÜRKİYE [1]

TÜRKİYE'DE GAZETECİLİK ALANINDA YAPAY ZEKÂ ÜZERİNE YAZILAN TEZLERİN İÇERİK ANALİZİ

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ABSTRACT

This study examines the relationship between artificial intelligence and journalism in the context of graduate theses. This study aims to identify the content of postgraduate theses written on AI in the field of journalism in Türkiye and to identify gaps in the literature. It is believed that this study is important in terms of comprehensively researching the relationship between AI and journalism, revealing general trends, and providing a roadmap for future theses. Based on the assumption that there are a limited number of postgraduate theses focusing on AI in journalism in Türkiye and that interest in this topic has increased in recent years, theses listed in the National Thesis Center database of the Turkish Council of Higher Education (CoHE) were were coded using MAXQDA 24 and examined using content analysis. The research findings revealed that a total of 14 postgraduate theses, comprising 11 master's theses and 3 doctoral theses, were written on AI in journalism. It was determined that qualitative methods were preferred in most of the theses, focusing on the impact of AI on journalism, and that a significant portion of them were written at universities based in Istanbul. Additionally, it was observed that interest in AI in the field of journalism in Türkiye is limited and that there is a need for more diversified studies from different perspectives.

ÖZ

Bu araştırma yapay zekâ ve gazetecilik ilişkisini lisansüstü tezler bağlamında ele almaktadır. Araştırmada Türkiye'de gazetecilik alanında yapay zekâ üzerine yazılan lisansüstü tezlerin muhtevasını ortaya koyarak literatürdeki boşluğu tespit etmek amaçlanmıştır. Yapay zekâ gazetecilik ilişkisinin kapsamlı bir şekilde araştırılarak genel eğilimin ortaya konması ve ileride yapılacak tezler için bir yol haritası sunması açısından bu araştırmanın önemli olduğu düşünülmektedir. Türkiye'de gazetecilik alanında yapay zekâya odaklanan lisansüstü tezlerin sınırlı sayıda olduğu ve bu konuya ilginin son yıllarda arttığı varsayımından hareketle Yükseköğretim Kurulu (YÖK) Ulusal Tez Merkezi veri tabanında yer alan tezler MAXQDA 24'te kodlanarak içerik analizi yöntemiyle incelenmiştir. Araştırma bulguları, gazetecilik alanında yapay zekâ üzerine 11'i yüksek lisans, 3'ü ise doktora olmak üzere toplamda 14 lisansüstü tez yazıldığını ortaya koymuştur. Tezlerin çoğunluğunda nitel yöntemler tercih edilerek yapay zekânın gazeteciliğe etkisine odaklanıldığı ve önemli bir kısmının İstanbul merkezli üniversiteler bünyesinde yazıldığı saptanmıştır. Ayrıca, Türkiye'de gazetecilik alanında yapay zekaya ilginin sınırlı olduğu ve farklı perspektiflerden değerlendiren çalışmalara ihtiyaç olduğu gözlemlenmiştir.

INTRODUCTION

Artificial intelligence (AI), which can solve complex problems by mimicking human intelligence and can collect and analyze data in order to perform given tasks, has opened the doors of transformation in journalism, as it has in every sector. Like every technological innovation, AI presents both opportunities and risks in the field of journalism. Although graduate theses are evaluating the impact of AI on journalism, it has been observed that there are not enough studies on this subject. This study examines the content of theses on AI in the field of journalism in Türkiye, analyzes trends and shortcomings, and aims to provide a roadmap for future theses. With this aim in mind, this study seeks to answer questions such as what perspectives are used to focus on AI in postgraduate theses written in the field of journalism, what methods and techniques are used, and at which universities these theses were written. The theses were accessed from the Higher Education Council (CoHE) National Thesis Center database, and the data were coded using a deductive approach by creating categories based on research questions in the qualitative and mixed methods analysis program MAXQDA 24.

In the literature, the integration of AI into journalism is generally described as maximizing engagement through automated and personalized content production, taking over routine news tasks to allow journalists to spend more time on research and analysis, and offering numerous opportunities for news verification, fake news detection, and data visualization. Fake news detection, and data visualization, and creating disinformation, algorithms making biased decisions, targeted content trapping individuals in filter bubbles and deepening social polarization, media organizations becoming dependent on AI-producing technology companies, creating anxiety among journalists about losing their jobs, and risks related to transparency and data security (van Dalen, 2012; Broussard et al., 2019; Diakopoulos, 2019; Stray, 2019; Kayıhan et al., 2021; Tejedor & Vila, 2021; Túñez-López et al., 2021; Kayıhan et al., 2021; Noain-Sánchez, 2022; de-Lima-Santos & Ceron, 2022; Nguyen, 2023; Pavlik, 2023; Gökbel, 2024; Marconi, 2024; Eşitti, 2024; Etike, 2023; Yıldızgörür, 2023; Møller et al., 2024a; Møller et al., 2024b; Gül, 2024; Ningish, 2024; Albizu-Rivas et al., 2024; George, 2024; Zalova, 2025; Lewis et al., 2025).

On the other hand, some studies examine international studies focusing on artificial intelligence in the field of communication and journalism using bibliometric analysis methods. These studies reveal that the majority of publications on artificial intelligence in the field of communication and journalism originate from Spain and the US; parallel to the increasing use of this technology in the media field, academic interest in the subject has also been steadily increasing. (Zhou & Liao 2020; Parratt-Fernández et al., 2021; Tosyalı 2021, Başfırıncı &Koç 2023; Sonni et al., 2024; Ioscote et al., 2024; Trejos-Gil & Gómez-Monsalve 2024; Ertem-Eray & Cheng 2024; Sharma et al., (2024).

Babacan et al. (2025) examined the integration of AI into the curricula of undergraduate and graduate programs in new media and journalism in Türkiye, based on the course catalogs and institutional reports of 72 universities. They found that AI education in these departments is generally limited and theoretical in nature. E. Yıldız (2021), Kavut (2022), and H. N. Yıldız (2024) in their research conducted using document and content analysis methods, revealed that the number of theses on AI in the field of communication has increased in recent years in Türkiye. It was found that the majority of these theses were concentrated in the field of Radio, Television, and Cinema, while the least amount of work was done in the field of journalism. The studies in the literature have focused on those written between specific years that focus on AI in the field of communication in Türkiye. In this study, however, all these studies focusing on AI in the field of journalism were examined. Furthermore, the lack of comprehensive and up-to-date studies in the literature that address the relationship between AI and journalism in the context of graduate theses indicates a gap in the literature and makes this research important. In this respect, it is considered important for this research to identify the general trend in thesis studies on AI in the field of journalism and to guide future research.

CONCEPTUAL FRAMEWORK

Artificial Intelligence and Journalism

AI is generally defined as "the simulation of human intelligence through computer programs and calculations" (Gökbel, 2024, p. 143). In other words, AI is defined as computer systems that produce automatic solutions to complex problems by imitating the thinking and problem-solving abilities of the human brain, creating systems, and utilizing these systems in various applications (Zinderen, 2024, p. 651). In short, AI is "Intelligent machines that are enabled by computer formulas known as algorithms, capable of human-level reasoning" (Marconi, 2024, p. 15). As can be understood from the definitions, AI refers to algorithms and computer systems that can produce solutions to complex problems by reasoning like humans, and that can collect and analyze data to perform a task (High-Level Expert Group on Artificial Intelligence (AI HLEG), 2019, p. 1). AI has become an effective technology for journalism and media, transforming news reporting routines (Kayıhan et al., 2021, p. 298). While this transformation created by AI in journalism offers many opportunities, it has also caused some risks and ethical problems.

AI is generally used in the news gathering, production, and distribution stages of journalism. This technology collects information by scanning digital spaces such as social media and public records, news archives, forms, etc., making journalists' work easier and offering them new perspectives (Marconi, 2024, p. 19). In AI-driven journalism, which is based on data analytics and natural language processing, algorithms both collect data and report and publish noteworthy events (Berkit, 2024, p. 104). In other words, AI technology enables automatic news production, saving time and resources and allowing journalists to focus on more important tasks. Intelligent machines can automatically produce news about weather, sports competitions, natural disasters, etc., without human intervention (Tejedor & Vila, 2021, p. 832).

In addition, AI algorithms analyze readers' news reading habits, preferences, behaviors, and engagement patterns to personalize and distribute news according to their interests. This strategy increases user engagement by presenting news and content according to readers' interests. On the other hand, AI makes it easier for journalists to make their distribution strategies efficient by delivering content to the target audience through effective distribution channels (Gökbel, 2024, p. 148). In summary, AI-supported algorithms perform many functions, from news gathering and production, data analytics, visual production, translation of foreign texts, content editing and disinformation detection, to personalizing and distributing news according to people's preferences based on simultaneous feedback (Tejedor & Vila, 2021, pp. 832–833; Zinderen, 2024, p. 655). These opportunities allow journalists to lighten their workload, save time, and spend more time on news that requires research and analysis (van Dalen, 2012, p. 653).

In addition to the opportunities that AI technology offers to the field of journalism, it also brings some risks. When used by people with malicious intentions, these technologies lead to the production and spread of disinformation. With open-source code and tools making the technology accessible, the mass use of applications that produce deepfake content deepens the ambiguity between truth and misinformation. With this technology, which enables the easy production/manipulation of sound, image, and style in videos, fabricated content is produced by making it appear as if people said things they did not say or were in a place they were not in (Marconi, 2024, pp. 106–107). The fact that deepfake technologies make it possible to produce disinformation by manipulating reality causes both journalism to lose trust and social perception to be shaped incorrectly with the disinformative content produced. In addition, the manipulative content produced has negative consequences such as polarization, social chaos, marginalization, violence, etc. (Eşitti, 2024, p. 7). On the other hand, AI algorithms personalize news and content according to users' preferences, trapping them in a filter bubble. The fact that people are always exposed to the same type of content that appeals to their ideologies and prejudices polarizes them and paves the way for disinformation to spread widely. Narrowing the spectrum of people's information according to their preferences and eliminating diversity limits the professional codes of journalism (impartiality, transparency, objectivity, etc.) and

weakens the argument that journalism is an activity in the public interest as the fourth power (Etike, 2023, p. 988).

AI technologies developed for the purposes and interests of humans reflect the values of those who develop them. Therefore, these technologies can produce biased judgments both because they reflect the prejudices and values of their designers and because they are applications that learn from humans (Broussard et al., 2019, p. 7). Along with all these, the privacy of this data is violated by companies that collect and process data by algorithms. This is because data is collected by tracking the digital footprints of users through algorithms and converted into a commercial product by sharing it with advertising companies (Gül, 2024, p. 315). In the capitalist economic system, media companies are known to act with profit motivation. In this system, the preference of AI technologies in terms of low-cost news production potential and economic benefit, and the fact that robot journalists start to produce news without the need for human support, create concerns about journalists losing their jobs. At the same time, the fact that news organizations are dependent on large companies (Google, Amazon, Apple, etc.) that produce and determine the future of AI technologies creates concern for the future of journalism. While media organizations with strong capital structure can easily access AI technologies, local media organizations experiencing economic difficulties have difficulty accessing these technologies. For this reason, the increasing digital gap between media organizations and journalists who can access AI technologies and those who cannot casts a shadow on the fairness and impartiality of news flow in the national and international arena (Yıldızgörür, 2023, pp. 572-576). In summary, the integration of AI technologies into journalism has brought many opportunities and risks. The correct and efficient use of this technology offers many opportunities, such as alleviating the workload of journalists, allowing them to spend more time on news that requires research and analysis, and effectively delivering the content they produce to the target audience. However, in addition to the opportunities offered by AI technologies, their misuse and use for different purposes lead to some problems, such as the production of disinformation, targeted content presentation, trapping people in a filter bubble, biased behavior of algorithms, transparency problems, and data security risks.

METHOD

This research aims to reveal the content of these on AI in journalism in Türkiye, identify general trends, and fill gaps in the literature. The effective use of AI technologies in journalism is transforming the sector. To understand how this change is addressed in graduate theses, the research sought answers to the following questions:

RQ1- How many theses focusing on AI in the field of journalism in Türkiye?

RQ2- In which years were these theses written and at which universities?

RQ3- Which keywords and methods were used in the theses?

RQ4 - From which perspectives was the relationship between AI and journalism addressed in the theses?

The data was collected using a document review technique. The document review technique involves analyzing written materials that contain information related to the subject being researched. Documents, which are an important source of information in qualitative research, save time and money by allowing researchers to access data without resorting to observation and interviews (Yıldırım & Şimşek, 2021, pp. 189-190). The documents within the scope of the research were accessed on February 20, 2025, by searching the Higher Education Council YÖK National Thesis Center database using the keywords “AI, robot journalism, algorithmic journalism.” The theses accessed were limited to the subject category of journalism. The search resulted in 18 theses, and 4 theses that did not focus directly on the relationship between AI and journalism were excluded. The universe of research consists of 14 theses. In addition, theses that are still in progress and not accessible were excluded. Since the data obtained was manageable, no sample selection was made, and a complete census was conducted. The theses accessed were transferred to MAXQDA 24, a qualitative and mixed methods analysis program, and examined in detail. The data was coded based on a coding guide prepared in line with the research questions. The coding process was carried

out using an inductive approach. The data were analyzed using content analysis. Content analysis is a method developed to analyze written, visual, and auditory recorded texts; it enables the analysis of the explicit and implicit meanings carried by messages and draws inferences about the invisible aspects of the context from the visible aspects of the text (Gökçe, 2019, pp. 21, 30). In this context, coding was performed based on the explicit meanings in the thesis texts. Interpretations were made based on the statistics presented, thereby bringing to light the implicit meanings in the theses. Thus, the theses examined were subjected to both quantitative (classical) and qualitative content analysis.

RESEARCH FINDINGS

In this section, in the context of the research questions, the statistics of postgraduate theses in the field of journalism in Türkiye (in which year, type, university, subject, keywords, methods, and techniques) are presented in tables and visuals, and the data are described and interpreted.

Figure 1 shows the distribution of postgraduate theses on AI technologies in the context of journalism in Türkiye according to years. Looking at the distribution of these according to years, it is seen that the highest number of these was written in 2024, with 69%. This was followed by 2021 with 14%, and one thesis was written in other years, with a rate of 7%. In the context of the data, it is seen that most of these in the field of journalism were written in 2024. As stated in the theoretical section, AI technologies have been widely used by media organizations and journalists in the stages of news gathering, production, and distribution, especially in recent years (Marconi, 2024). Due to the increasing use of AI technologies in journalism, there has been a significant increase in postgraduate theses in this field.

When the distribution of these according to their types is analyzed, it is seen that 78.6% are at the master's level and 21.4% are at the doctoral level. This shows that the majority of these on AI in the field of journalism in Türkiye are at the master's level. Master's theses are studies at the beginning of an academic career and are generally superficial studies. PhD theses, on the other hand, are comprehensive and original studies in terms of both theoretical and methodological aspects and are

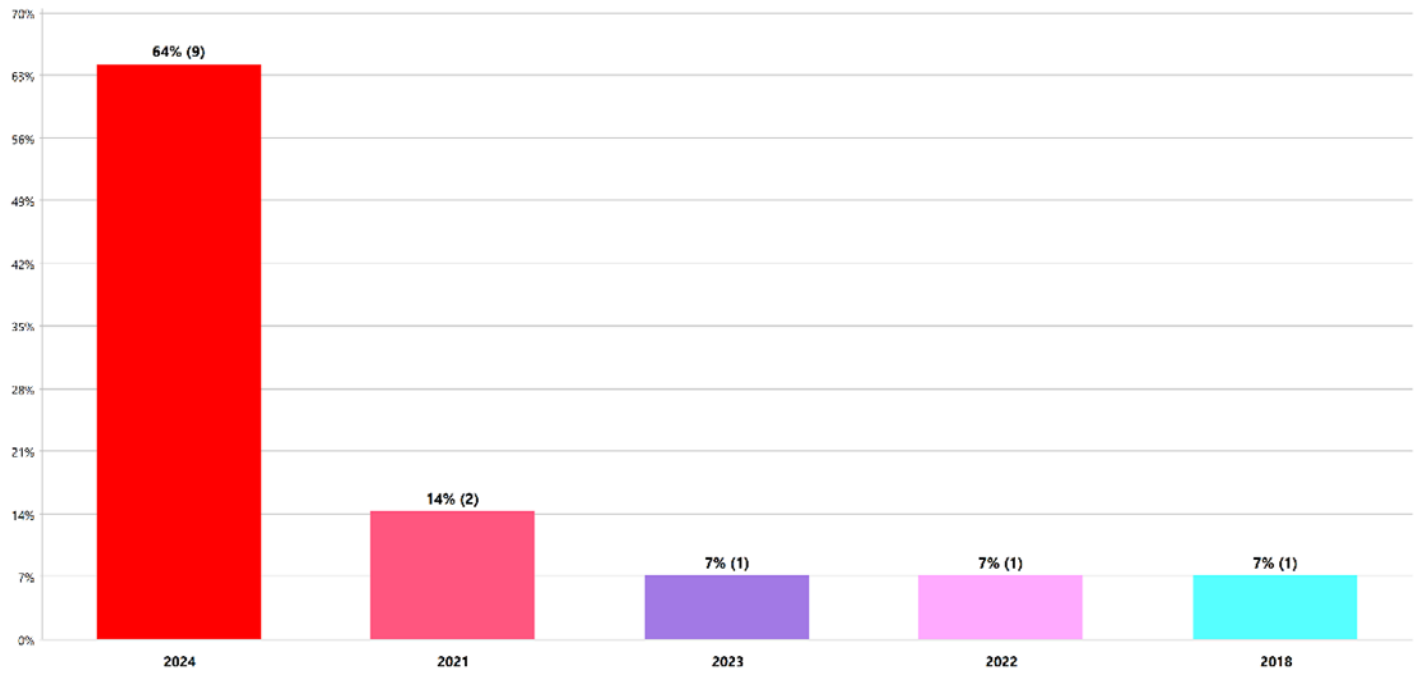

Figure 1. Distribution of Theses by Years

meticulously followed by both the thesis monitoring juries and the advisor from the beginning to the end. Both the quantitative scarcity of theses (Figure 1) and their concentration at the master's level indicate that the relationship between journalism and AI has not been extensively examined at the graduate level.

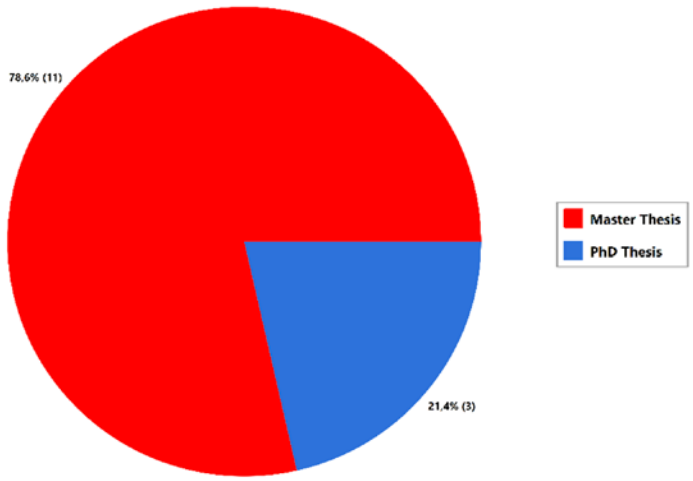

Figure 2. Distribution of Theses by Type

Figure 3 shows the distribution of graduate theses according to universities. It is seen that theses focusing on AI in the field of journalism were written in 11 universities in Türkiye, 9 of which are public and 3 of which are foundation universities. Marmara University has the highest number of theses with a rate of 28.6%, while other universities (Sakarya University, Üsküdar University, Yozgat Bozok University, Selçuk University, Gazi University, Akdeniz University, Istanbul Bilgi University, Istanbul Commerce University, Atatürk University, Ankara Hacı Bayram Veli University) have only 1 thesis each with a rate of 7.1%. It is observed that theses dealing with the relationship between journalism and AI are concentrated in universities in Istanbul, especially Marmara University, while the number of theses written in universities in other provinces and regions is limited. The fact that Türkiye's media sector is centered in Istanbul (Lal et al., 2023, p. 20) plays a significant role in this. The fact that researchers are close to the sector allows them to both closely observe the developments in the field and collect data more easily than those who are not close to the sector. On the other hand, the fact that theses focusing on the relationship between journalism and AI are limited to a few universities in Istanbul and Anatolia shows that this issue has not become widespread enough at the graduate level in the field of journalism in Türkiye.

In the analysis of the use of keywords in theses, the keyword 'artificial intelligence' was used the most with a rate of 16.42%, followed by the keywords 'robot journalism' with a rate of 10.45% and 'machine learning' with a rate of 5.97%. It is seen that the keywords big data, ethics, education, journalism, and news production data journalism were preferred with a rate of 2.99%. Based on the data, it is determined that AI is generally discussed in the field of journalism in the context of robot journalism and machine learning. Based on the use of keywords, it is

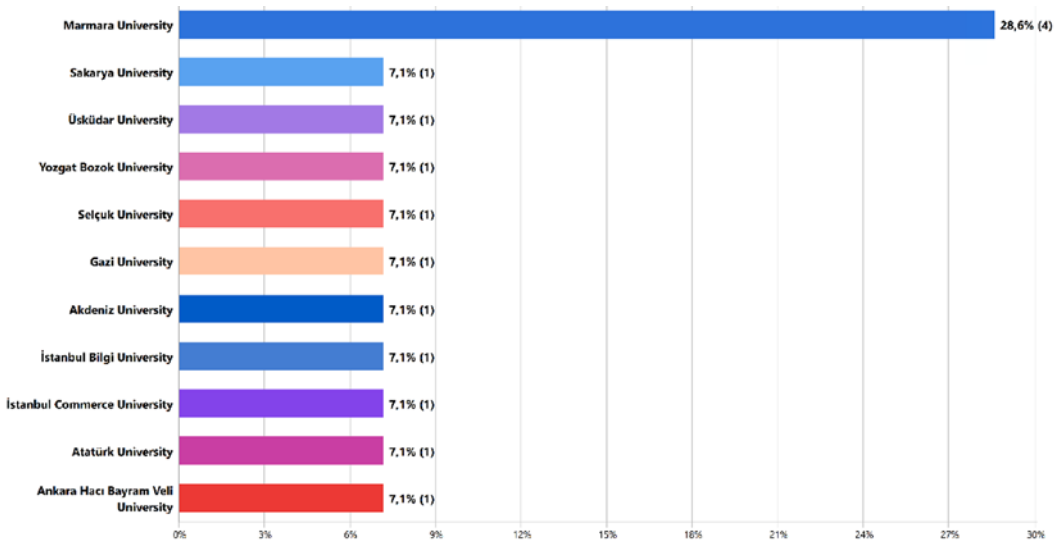

Figure 3. Distribution of Theses According to Universities

seen that in the theses, topics such as the relationship of AI with journalism, big data, ethical problems arising from the use of this technology, education, its effect on the news production process, data visualization and its effect on the field of journalism stand out. In one master's thesis, no keywords were used.

Table 1. Distribution of Keywords

Keywords	F	%
Artificial intelligence	11	16,42
Robot journalism	7	10,45
Machine learning	4	5,97
Big data	2	2,99
Ethics	2	2,99
Education	2	2,99
Journalism	2	2,99
News production	2	2,99
Data journalism	2	2,99
Other	33	49,25
TOTAL (N)	67	100,00

When the theses dealing with AI in the field of journalism were evaluated in terms of their subject matter, it was determined that 50% of them dealt with the impact of AI on journalism, 28.06% dealt with the use or representation of AI in the media, and 14.02% dealt with the current situation and future of robot journalism. One thesis (7.14%) focused on the ethical problem arising from the use of AI. Therefore, it is seen that half of the postgraduate studies in the field of journalism focus on the impact of AI technologies on journalism, and a significant portion of them focus on the use of this technology in journalism. On the other hand, while some theses examined how robot journalism is used in the sector and how big data technologies will be transferred to digital journalism practices, how it shapes language in the news production process, and the presentation of AI in the media, some theses focused on the current situation and future of robot journalism. Only one master's thesis investigated the ethical problems arising from the use of AI in journalism.

In the graduate theses examined within the scope of the research, determinations were made in the context of opportunities, threats, and ethical problems offered by AI technologies in the context of journalism. The transformative effect of AI technologies on journalism was evaluated in terms of accelerating news production and distribution processes, providing advantages in terms of efficiency and competition, reducing costs, the potential to produce routine news (sports, weather, etc.) and the opportunities it offers in terms of news production, analysis, etc. in the media. In terms of risks, it was emphasized that algorithms can be biased, produce false information, these technologies can push people to the background, cause journalists to worry about losing their jobs, reduce the quality of news, and lead to ethical problems in transparency and accountability. Based on the theses examined, it has been observed that AI technologies can manipulate people by facilitating the production of synthetic media, polarize people by imprisoning them in echo chambers by enabling targeted content production and distribution, and that there are no studies evaluated in the context of political economy, and it has been determined that there is a gap in the context of graduate studies on these issues.

Table 2. Distribution of Theses According to Topics

Thesis Topic	F	%
The impact of artificial intelligence on journalism	7	50,00
Use/presentation of artificial intelligence in media	4	28,06
Current state and future of automated/ robot journalism	2	14,29
Ethical issues raised by the use of artificial intelligence	1	7,14
TOTAL (N)	14	100,00

It was observed that the majority (f:9) of the theses examined within the scope of the research were written with a qualitative method and some (f:4) with a quantitative method. In one thesis, it was not specified which method and technique were used. When evaluated in terms of the method and analysis technique used, in qualitative studies, the semi-structured interview technique was used in 3 theses, content analysis in 2 theses, descriptive analysis in 2 theses, critical discourse analysis in 1 thesis, and content analysis and semi-structured

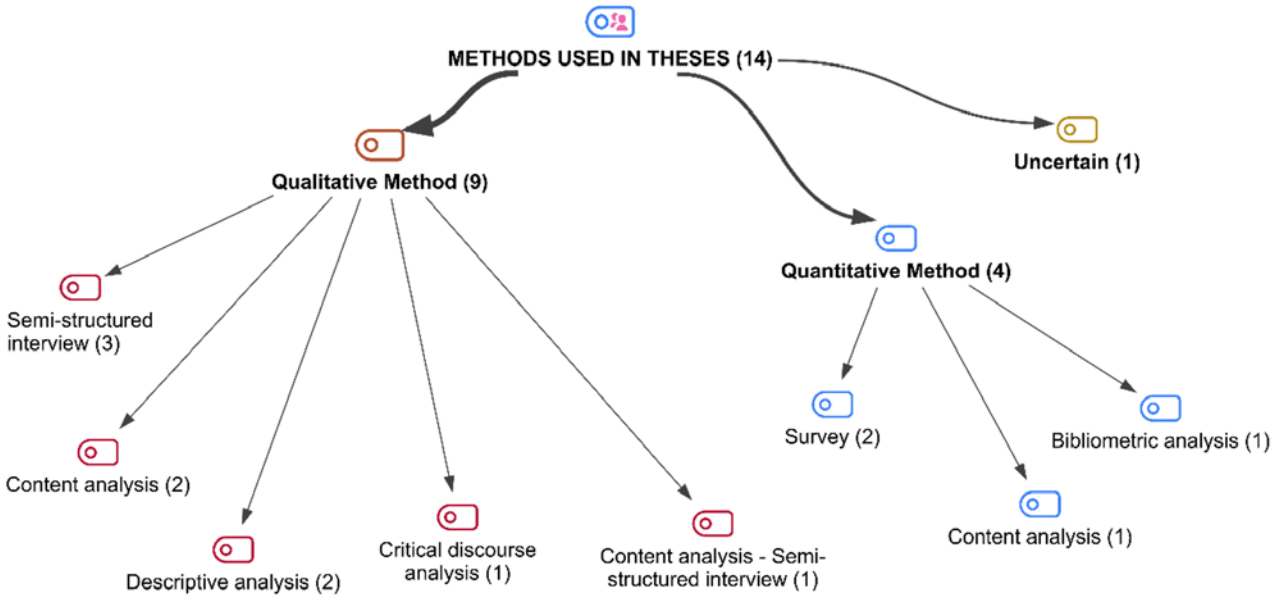

Figure 4. Methodology Used in Theses

interview technique in one study. In 2 of the quantitative studies, the survey method was preferred, in 1 of them, quantitative content analysis, and in 1 of them bibliometric analysis method was preferred. Although methodological problems were generally not encountered in doctoral theses, methodological problems were generally found in master's theses, except for a few. For example, in some studies, the population-sample relationship was not clearly explained, while in some studies, the method and data collection/ sampling technique were confused. Especially in some of the quantitative studies, the boundaries of the population were not drawn. In some of the theses, although the purpose and research questions were presented, it was observed that the method and technique were not specified. In all qualitative studies, the research design (case study, ethnography, phenomenology, etc.) was not specified.

DISCUSSION AND CONCLUSION

AI technologies, which mimic human intelligence and perform many tasks through reasoning and analysis, are being used effectively in journalism. The integration of these technologies into journalism has brought with it various opportunities and risks. Scientific research focusing on the relationship between journalism and AI aims to understand this technological transformation in terms of opportunities, threats/risks, and ethics. Many studies have been conducted in national and international literature on the relationship between journalism and AI, the threats, risks, and ethical problems it poses, and where this technological integration will evolve in the future. This study aims to provide insight into the context, methods, and techniques used in these addressing AI in journalism in Türkiye and to reveal the trends at the graduate level and gaps in the literature on this subject. To this end, open-access theses focusing on AI in journalism in the Higher Education Council (CoHE) National Thesis Center database were examined using content analysis methods.

The research findings revealed that there were a total of 14 theses focusing on AI in journalism, and the majority of these (78.4%) were at the master's level. Only three theses (21.4%) were at the doctoral level, indicating that AI in journalism has not been studied in depth. The research findings are consistent with the findings of E. Yıldız (2021), Kavut (2022), and H. N. Yıldız (2024). The authors found that most of the postgraduate theses on AI in the field of communication in Türkiye were written at the master's level, while doctoral studies were limited. Relevant studies also revealed that AI was most frequently addressed in the fields of communication sciences, radio, television, cinema, and public relations, while this topic did not receive sufficient attention in the field of journalism.

Within the scope of the research, it was determined that the first thesis on AI in journalism in Türkiye was written in 2018, and the highest number of theses will be written in 2024. This shows that the topic of AI in journalism has started to gain attention in recent years. These findings confirm the research hypothesis and are consistent with the existing literature. Research focusing on the relationship between AI and communication and journalism has revealed that, in parallel with the development of this technology and its widespread use in the media, there has been a marked increase in studies conducted in recent years, both in Türkiye and worldwide (Zhou & Liao, 2020; Tosyalı, 2021; Başfırıncı & Koç, 2023; Trejos-Gil & Gómez-Monsalve, 2024; Sonni et al., 2024; Ertem-Eray & Cheng, 2025).

It has been observed that a total of 11 universities have written theses on AI in the field of journalism, with theses concentrated in universities in Istanbul, particularly Marmara University, while the number of theses on this subject in universities in other provinces and regions has been very limited or has received no interest at all. Abanoz (2024) in his study examining theses prepared in the field of journalism in Türkiye between 1985 and 2021, determined that Marmara and Istanbul Universities are the most productive higher education institutions. The fact that these examining the relationship between AI and journalism in Türkiye were written at only 11 universities, most of which are based in Istanbul, shows that this topic has not received the necessary attention in the field of journalism. The integration of AI technologies into journalism and the increasing massification of these technologies are leading to their preference in local and national media institutions. This situation requires a comprehensive assessment of the impact of AI on the sector from different perspectives.

It has been observed that qualitative methods, particularly content analysis and semi-structured interview techniques, were preferred in the majority of the theses examined in the scope of the research. H.N. Yıldız (2024) and E. Yıldız (2021) also found that qualitative methods were preferred in the majority of theses on AI in the field of communication. Similarly, Parratt-Fernández et al. (2021) stated that qualitative methods were the most frequently used in studies focusing on AI in journalism indexed in the Web of Science, Scopus, and Google Scholar databases. Kavut (2022) observed that the survey and in-depth interview methods were the most preferred in these studies focusing on AI in the field of communication in Türkiye. Ertem-Eray & Yang Cheng (2025) found that the survey method was the most preferred method in studies indexed in the Web of Science database and focusing on AI in the field of communication. In research conducted using qualitative methods, small sample groups are preferred due to the nature of the method, and the results of the research cannot be generalized to the population (Yıldırım and Şimşek, 2021, p. 39). Therefore, it can be said that most of the theses examined in the scope of the research were conducted with a limited number of participants using qualitative methods, which is insufficient to understand the impact of AI on journalism in Türkiye. It is clear that to understand the relationship between AI and journalism in depth, studies using not only qualitative but also quantitative and mixed methods are needed. On the other hand, methodological problems such as the inability to establish a universe-sample relationship and the lack of a clear indication of the method and design were identified in some of the theses examined in the scope of the research.

While half of the theses examined focused on the impact of AI on journalism, a significant portion focused on the use of this technology in the media, its current status, and its future. These assessments were made within the framework of the opportunities, risks, and ethical problems that AI presents to the sector. In general, the frequent use of keywords such as AI, robot journalism, and machine learning in the theses reveals that the relationship between journalism and AI is not evaluated from different perspectives. Tosyalı (2021) similarly found that the most frequently used keywords in the abstracts and keywords of studies conducted in the field of communication were automatic journalism, computational journalism, and robot journalism. Trejos-Gil and Gómez-Monsal (2024) analyzed studies indexed in Web of Science and Scopus, focusing on AI in the fields of social communication and journalism and written by Spanish and Latin American researchers. They found that the most prominent concepts in these studies were artificial, journalism, intelligence,

bots, algorithms, and fake. Chu et al. (2024) stated that in studies focusing on AI in the field of communication and journalism in China, keywords such as AI, smart media, smart communication, media convergence, news production, big data, smart technology, and algorithms were frequently preferred. Kavut (2022) observed that these focusing on AI in the field of communication in Türkiye were shaped around communication technologies, films, and digital platforms, and that the most frequently used keywords in the theses were AI systems, embodied AI, gender, gender discrimination, and gender.

AI technologies are seen as the greatest global risk in the next two years (Global Risks Report, 2025, p. 14) due to their ability to facilitate the production and dissemination of disinformation and to target users in virtual environments based on their digital footprints, thereby trapping them in echo chambers and contributing to societal polarization. It has also been observed that AI-supported synthetic media and deepfake technologies, which enable the manipulation of reality, have not been evaluated in terms of economic policy and surveillance. Based on the findings of this study, future research can evaluate the relationship between AI and journalism from these perspectives. In addition, it is recommended that these be written using quantitative and mixed methods to obtain more comprehensive and generalizable results on the impact of AI on journalism.

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