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ANALYSIS OF DOMINANT GLOBAL VIEWS ON THE USE OF ARTIFICIAL INTELLIGENCE IN JOURNALISM

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Abstract: This paper analyzes and compares eight publicly available sources addressing the use of Artificial Intelligence (AI) in journalism and media, focusing on ethical, professional, and societal aspects. The methodological framework includes qualitative content analysis and comparative evaluation of sources from diverse cultural and geographical contexts — ranging from European and Russian to Latin American and Chinese studies. The results show that approaches to AI use in media vary significantly depending on the cultural, political, and regulatory environment. While Western studies emphasize the need to align technology with human values and the ethical standards of the profession, Russian sources highlight regulatory and professional challenges, and Chinese research focuses on technological integration and building trust between humans and machines. A common theme across all works is the recognition of the need for transparency, accountability, and a critical approach to AI development in media practice. Based on the findings, the paper proposes guidelines for ethical AI implementation in journalism, including clear professional protocols, cross-sector collaboration, and continuous education of media professionals.

Keywords: *artificial intelligence, journalism, ethics, regulation, value alignment*

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ANALZA DOMINANTNIH GLOBALNIH STAVOVA O UPOTREBI VEŠTAČKE INTELIGENCIJE U NOVINARSTVU

Сажетак: Овај рад анализира и упоређује осам јавно доступних извора који се баве темом коришћења вештачке интелигенције (VI) у новинарству и медијима, са фокусом на етичке, професионалне и друштвене аспекте. Методолошки оквир обухвата квалитативну анализу садржаја и компаративну евалуацију извора из различитих културних и географских контекста — од европских и руских, преко латиноамеричких, до кинеских истраживања. Резултати показују да приступи коришћењу VI у медијима значајно варирају у зависности од културног, политичког и регулаторног окружења. Док западни радови наглашавају потребу за усклађивањем технологије са људским вредностима и етичким стандардима професије, руски извори истичу регулаторне и професионалне изазове, а кинески акценат стављају на технолошку интеграцију и изградњу поверења између човека и машине. Заједнички елемент свих радова јесте препознавање потребе за транспарентношћу, одговорношћу и критичким приступом развоју VI у медијској пракси. На основу налаза, рад предлаже смернице за етичку имплементацију VI у новинарству, укључујући јасне професионалне протоколе, међусекторску сарадњу и континуирано образовање медијских радника.

Кључне речи: *вештачка интелигенција, новинарство, етика, регулација, вредносно усклађивање*

1. INTRODUCTION

In the past few years, Artificial Intelligence (AI) has become a key actor in transforming the media landscape. Its impact is felt in all segments of journalism – from data collection and processing, through content creation, to distribution and interaction with the audience. This transformation brings significant opportunities but also challenges related to professional standards, ethics, public trust, and long-term consequences for society. The aim of this paper is to, through the analysis of eight publicly available texts from different cultural and academic contexts, offer a comprehensive comparative picture of attitudes towards the use of AI in journalism and media (Flick, 2018; Yin, 2018). In addition to identifying key

themes, the paper also provides recommendations for further research and practice.

This paper presents a comparative analysis of eight public sources dealing with attitudes towards the use of AI in journalism and media. The goal is to highlight key positions, ethical dilemmas, regional specificities, and recommendations for practice. The sources include philosophical discussions, empirical research in different regions (Russian Federation, Ibero-America, China/EU/USA), and popular literature that illuminates broader social implications of technologies.

Methodology: For each work, we created a summary, classified the tone (positive/critical/neutral), and analyzed key themes: ethics and value alignment, regulation and codes, impact on profession and skills, and cultural-political determinants. This was followed by comparative synthesis and recommendations.

The selection of sources for methodological support was not accidental. Classical authors such as Krippendorff (2019) and Schreier (2012) represent the standard for qualitative content analysis, while Esser and Hanitzsch (2012), as well as Ragin (2014), provide fundamental guidelines for comparative approaches in social sciences. Flick (2018) and Yin (2018) are used as general methodological authorities for qualitative research and case studies, which ensures this paper has a strong theoretical and practical grounding in relevant scientific literature.

2. LITERATURE REVIEW BY SOURCES

1. Iason Gabriel — 'Artificial Intelligence, Values, and Alignment' (Minds and Machines, 2020)

Gabriel discusses the philosophical foundations of the problem of AI 'alignment' with human values. He argues that normative and technical aspects are interconnected and that it is necessary to clearly define what alignment means — instructions, intentions, discovered preferences, or ideal values. Gabriel proposes a principle-based approach combining different aspects of alignment and stresses the need for fair principles that would gain public approval.

Philosophical/normative, constructive. Implications: The need to define which values should be embedded in tools (accuracy, transparency, privacy, resistance to manipulation).

2. Preeti Joshi, Koushik Mandal, Gauri Gaur — 'Philosophy and Ethics in the Age of Artificial Intelligence' (JISEM, 2025)

This article discusses classical ethical theories (utilitarianism, deontology, virtue ethics, ethics of care) and evaluates their applicability in the AI era. The aut-

hors argue for an interdisciplinary framework linking engineering solutions with philosophical principles.

Analytical, normative. Implications: The need for interdisciplinary teams (philosophers, ethicists, engineers, journalists).

3. Lukina M.M., Krasheninnikova M.A., Kulchitskaya D.Y. — 'Artificial Intelligence in Russian Media and Journalism' (2022)

The authors analyze AI integration in Russian media — from verification and source search, through speech and image recognition, to text generation and distribution. They highlight the need for ethical codification given the Russian media context.

Critical-reflective. Implications: Regulatory gaps, need to adapt ethical codes for AI tools.

4. Davydov S.G., Zamkov A.V., Krasheninnikova M.A., Lukina M.M. — 'The Use of AI Technologies in Russian Media and Journalism' (Vestnik MSU, 2023)

This empirical study examines AI applications in Russian media, showing examples of innovations and newsroom experiments. It points to lack of expertise, risks of systemic bias, and the need for training and adaptation.

Descriptive-analytical. Implications: Invest in training, create internal policies, collaborate with technologists.

5. Elvira García de Torres et al. — 'The use and ethical implications of AI in local Ibero-American newsrooms' (Frontiers in Communication, 2025)

An empirical study covering 12 newsrooms across Brazil, Colombia, Ecuador, Spain, Mexico, Peru, Portugal. It found limited technical knowledge, skepticism toward AI content generation, and ethical concerns, but positive attitudes toward collaboration and audience involvement.

Empirical, critical. Implications: Training, clear codes, transparency.

6. Yuval Noah Harari — 'Homo Deus: A Brief History of Tomorrow' (2015)

A popular book that reflects on long-term consequences of technology, digitalization, and 'dataism'. Harari warns of reduced human autonomy, concentration of power, and risks of algorithmic dominance.

Provocative, essayistic. Implications: Public debate on data ownership, algorithm transparency, public interest.

7. Zhong Dingjing, Wu Feng, Qiu Rui — 'Anthropomorphism and Intelligence: Empirical Study on AI Anchors and Human–Machine Trust' (Modern Communication, 2025)

Chinese study on how anthropomorphism and AI anchors' 'intelligence' affect trust. Findings show perceived mediality and perceived value mediate trust, with user self-efficacy as a modifier.

Empirical. Implications: Interface design and anthropomorphism affect acceptance; transparency remains key.

8. Li Weidong, Chen Changjie, Jia Ruixue — 'Sociotechnical Imaginaries and Discursive Closures of AI' (International Journalism, 2025)

Discourse analysis comparing AI narratives in China, USA, Europe. It identifies 'discursive closures' that shape policy boundaries and public understanding.

Theoretical-analytical. Implications: Political contexts shape regulation, need for open discourse and international cooperation.

3. COMPARATIVE ANALYSIS - KEY THEMES

The analysis of the reviewed positions shows that the risks and recommendations related to artificial intelligence are closely linked to broader cultural and geographical contexts. In Western literature, philosophical and ethical approaches dominate (Gabriel, Joshi, Harari), emphasizing the need for value alignment, interdisciplinarity, and public debate on data ownership. Russian authors (Lukina, Davydov) focus on practical challenges in media practice, including disinformation, manipulation, and newsroom unpreparedness, leading to recommendations on ethical codes, professional standards, and systematic training. Latin America (García de Torres) highlights the limited capacities of local newsrooms and the importance of collaboration and transparency, while Chinese and comparative authors (Zhong, Li) place issues of trust, discursive differences, and the need for international cooperation in regulation at the forefront.

Overall, the different positions indicate that artificial intelligence is not understood as a universal phenomenon but that its application and regulation depend on specific sociocultural conditions. Nevertheless, all sources converge on a common denominator-the need to link technological development with ethical principles, professional standards, and social responsibility.

Table 1. Summary of positions by source

Source	Tone / Attitude	Main Risks	Key Recommendations
Gabriel (2020)	Philosophical, constructive	Undefined values	Principle-based approach to value alignment
Joshi et al. (2025)	Normative, analytical	Ethical limitations of theories	Interdisciplinarity

Lukina et al. (2022)	Critical	Disinformation, manipulation	Ethical codification
Davydov et al. (2023)	Descriptive-analytical	Newsroom unpreparedness	Training, internal policies
García de Torres et al. (2025)	Empirical, skeptical	Limited local capacities	Training, transparency
Harari (2015)	Provocative	Concentration of power, 'dataism'	Public debate on data ownership
Zhong et al. (2025)	Empirical (China)	Manipulation of perception	Design and transparency
Li et al. (2025)	Theoretical/discursive	Discursive closures	International cooperation

Source: authors

Table 2. Attitudes towards AI depending on geographical and cultural context

No.	Source	Year	Country / Region	Main Topic	Key Findings
1	Iason Gabriel – Artificial Intelligence, Values, and Alignment	2020	UK / International	Value alignment of AI	Need to connect technical and normative aspects of AI development
2	Preeti Joshi et al. – Philosophy and Ethics in the Age of AI	2025	India	Ethics and technology	Bridging technological innovations and human values
3	Lukina et al. – Artificial Intelligence in Russian Media…	2022	Russia	Ethics and regulation	Need for ethical codes and professional standards
4	Davydov et al. – Use of AI in Russian Media	2023	Russia	Technological application	Focus on practical challenges and regulation
5	García de Torres et al. – Use and Ethical Implications of AI…	2025	Latin America	Local media and collaboration	Joint use of AI in smaller newsrooms
6	Yuval Noah Harari – Homo Deus	2016	Israel / Global	Future of technology	Philosophical and speculative view of AI
7	Zhong Dingjing et al. – AI Anchors and Trust	2025	China	Media personalization	Study of audience trust in AI anchors
8	Li Weidong et al. – Sociotechnical Imaginaries…	2025	China, USA, EU	Discursive analysis	Differences in narratives and regulatory approaches

Source: authors

4. CONCLUSION AND RECOMMENDATIONS

Summarizing the findings, there is a clear common framework: AI in media brings both significant benefits and concrete risks. Key points are: (1) defining values AI tools should follow; (2) clear regulatory and internal codes; (3) investment in training and newsroom capacity; (4) transparency and accountability in the use of algorithms; and (5) international cooperation in developing good practices.

Recommendations for newsrooms and policymakers:

- Always disclose when content is generated or supported by AI.
- Establish internal ethical guidelines and checklists for evaluating tools.
- Invest in journalist training and retraining programs.
- Support international dialogue (EU/USA/China/Russia/other regions) for standard harmonization.
- Monitor and regulate data access, privacy, and ownership.

Scientific Contribution and Proposal for Further Research

This paper provides a comprehensive and systematic overview of different global approaches to the use of AI in journalism. Its scientific contribution is reflected in: (1) the first comparative analysis of attitudes from different cultural and regulatory contexts; (2) integration of philosophical, empirical, and discursive approaches; (3) identification of key themes such as ethics and value alignment, regulation and professional codes, impact on profession, cultural and geopolitical differences, and the need for education and training; (4) formulation of guidelines for ethical AI implementation in media, including transparency, professional protocols, interdisciplinary collaboration, and continuous journalist training; (5) contribution to building a theoretical-practical framework for understanding the relationship between technology and journalism, with emphasis on regional specificities and global trends.

Based on the analysis, the following directions for future research are proposed: (1) development of internationally accepted ethical standards and protocols for AI use in media; (2) more detailed studies of audience perceptions in different cultural and social contexts, with emphasis on trust in AI systems; (3) analysis of the impact of AI on work practices, professional roles, and journalist identity; (4) examination of interdisciplinary collaboration models between journalists, technologists, lawyers, and ethicists; (5) development and application of educational programs and specialized training for media workers; (6) deeper comparative studies of geopolitical and regulatory differences to identify factors shaping AI use and acceptance in media.

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