THE RISKS OF ARTIFICIAL INTELLIGENCE IN JOURNALISM

Viola Gjylbegaj[1], Omar Chaalal[1*,] Cecile Vrain[2] and Abdedou Malika[3]

[1]*College of Arts, Education &SS Abu Dhabi University, United Arab Emirates. viola.gjylbegaj@adu.ac.ae*
[1]*Abu Dhabi University, Chemical Engineering, United Arab Emirates. Omar.chaalal@adu.ac.ae*
[2]*Directrice de la publication Le Podcast Journal Université de Tour, France. vrainhamard@gmail.com*
[3]*Journaliste France 24 Télévision Paris. France.*

ABSTRACT

The mass media is based on the principle of spreading reality and not lies. A good journalist must respect the ethics of the journalism profession. He cannot in any way defend and reproduce what is false. Today, artificial intelligence in journalism presents both benefits and risks. It is essential to find a balance between the effectiveness and accessibility of information, and the preservation of journalistic ethics and responsibility. Artificial Intelligence can be used as a tool for cheating and twisting the news. The Chinese talk about their truthGPT in contrast to ChatGPT. The words chat and truth are antagonistic. Chat is used in social networks the Truth is in the books. These two words predict the danger of artificial intelligence in the world of information. It means that the (AI) can move away from reason and human thought. Academicians are afraid that artificial intelligence will move in directions they do not want. For example, showing false information and encouraging disorder in the world. Elon Musk is against artificial intelligence (AI) mainly because of the risks it poses to humanity. He fears that (AI) will spiral out of control and pose existential threats similar to those of nuclear weapons.

1. INTRODUCTION

It is useful to start with some definitions as an introduction to this paper.

Artificial Intelligence According to the father of Artificial Intelligence John McCarthy, it is "The science and engineering of making intelligent machines, especially intelligent computer programs". Artificial Intelligence is a way of making a computer, a computer-controlled robot, or a software think intelligently, in the similar manner the intelligent humans think

Misinformation is false information that is spread by people who think it's true. This is different from 'fake news' and disinformation.

Fake news refers to websites that share mis or disinformation. This might be via satire sites like The Onion, but it also refers to those pretending to be trustworthy news sources.om 'fake news' and disinformation.

Disinformation is false information that someone or a group spreads online while knowing it's false. Generally, they do this for a specific intention, usually for the purpose of influencing others to believe their point of view.

Even though rumors, tricks and propaganda have always existed, it is crucial to be aware that the value of truth in the digital age is becoming very important [1,2 , 3]. Nowadays, in a media landscape saturated with disinformation, access to unbiased information is crucial for any organization. Everybody is concerned and is aware that with the rise of artificial intelligence (AI) and its integration into many digital tools, fake news has reached a new level of sophistication. Axel Gelfert, argues that 'fake news' should be reserved for cases of deliberate presentation of (typically) false or misleading claims as news, where these are misleading by design. The phrase 'by design' here refers to systemic features of the design of the sources and channels by which fake news propagates and, thereby, manipulates the audience's cognitive processes. [4]

"Fake news" was chosen in 2017 as the word of the year by the Collins Dictionary and the American Dialect Society, due to its extraordinary popularity. Fake news has the tendency to become viral among the public. With the presence of social media platforms like Twitter, it becomes easier for false information to diffuse quickly. Research has found that false political information tends to spread three times faster than other false news. [5]

Fake news has become a matter of scientific research. Although it has mainly concerned political communication scholars, **this phenomenon has also interested a broader range of researchers** It first drew together experts from the social sciences in general (philosophers, semioticians, psychologists, anthropologists, sociologists, pedagogues); secondly came the doctors, biologists, environmentalists, economists, computer science and AI technologists, and generally almost any practitioner from the "hard" sciences [6.7.8].

Furthermore, digital media has brought about a revolution in communication and information sharing. However, the rise of fake news in the digital age is of major concern. Fake messages, images, news, videos, and different kinds of disinformation are extensively distributed on a variety of digital platforms.

2. HOW AI IS USED TO CREATE FAKE NEWS?

Large language models (identical to ChatGPT) can generate convincing but false articles that can be used to spread propaganda and half-truth. Further deep-fake videos and images are used in misleading perspectives. The problem of appearance and perception of rumors is of great interest of many psycholinguists, sociolinguists and researchers of other scientific fields who study different aspects of influence on [9, 10,11] The analysis of factual material (printed and electronic media messages) shows that the process of rumor spreading was brought to the level of state policy with generous funding of researches in that field at the beginning of the 21st century.

Rumors, tricks and propaganda have always existed. However, the advent of the Internet and social networks has multiplied their reach and speed of dissemination. A simple click is now enough to massively share erroneous or even manipulated information. In addition, our brains are particularly fond of sensational and new content. Both characteristics are frequently found in fake news. Add to this recommendation algorithms that favor emotional or sensational content (which contributes to the virality of fake news).

In addition, a vulnerable public that are children and teenagers in the process of building their bearings and we get an explosive cocktail of disinformation. AI can produce the best as well as the worst. It can therefore be exploited to create and spread malicious and/or false content. Sophisticated language models are able to produce compelling texts in seconds. Sometimes they even imitate the writing style of experts, further blurring the lines between true and false. AI can create fake videos or realistic images (for example, a speech by a public figure that never happened). These manipulations

can influence public opinion, discredit a person or stir up conflicts. Bots, these automated computer programs, use AI algorithms to quickly spread misleading messages, sometimes targeting specific communities, including young people and teenagers.

3. HOW AI IS USED TO CORRECT FAKE NEWS?

The use of artificial intelligence (AI) in the media has reached a milestone in recent years. Experiments are multiplying, to correct, translate or write articles, produce images or even create clones of television journalists. AI helps with fact-checking by quickly scanning and analyzing huge amounts of data. It uses NLP to understand and interpret content, then cross-references it with various trusted sources to confirm accuracy. AI can highlight any potential inaccuracies and provide suggestions for correction. AI fact-checking tools make the entire process much more efficient and thorough. Using AI for fact-checking offers several benefits, including increased efficiency, accuracy, and scalability. AI can process and analyze information much faster than we humans could. It also reduces the manual effort required for fact-checking. Ultimately, this saves you valuable time and resources. [12. 13. 14]

To seek the truth, the Chinese talk about their truthGPT in contrast to ChatGPT. TruthGPT offers a glimmer of hope by providing a tool to counter bias and misinformation online. However, concerns remain about its ability to be truly impartial and transparent. Challenges include the difficulty of achieving absolute impartiality due to inherent subjectivity, as well as the possibility of bias in data and algorithms. Additionally, it is essential to consider the ethical implications of using TruthGPT, particularly regarding control and use of technology.

4. WHY IS PREVENTION CRUCIAL IN THE AGE OF FAKE NEWS?

Harun Bingol [15] in a paper, Rumor Detection in Social Media Using Machine Learning Methods, started that today, with the development of social networks, the amount of information circulating on the internet has increased rapidly. Thus, efficiently detection of rumor is an important and hot topic. In this study, the detection of rumor in online social media is modeled as a classification problem, and the success of supervised machine learning methods in real data is assessed. OneR (One Rule), Naive Bayes, ZeroR, JRip, Random Forest, Sequential Minimal Optimization, and Hoeffding Tree algorithms are applied on rumor detection problem and comprehensive evaluation is provided. [16]

According to Isabelle Féroc Dumez [17] the question is no longer whether it is desirable or not to use the AI, which has now become part of everyday life, facilitating many tasks in a very effective way, whether in professional or school activities, or even in leisure activities. However, when citizens seek information, it is necessary for them to be aware of the different tools at their disposal, their operating principles, and the technical and ethical logic that supports them. They also need to be aware of what these tools can bring in terms of added value – and there are many – but also in terms of risks, which can constitute threats to the exercise of critical thinking and distort the relevance of possible decisions, depending on whether these are taken after receiving truthful and verified information, or erroneous, or even falsified. We have to Develop critical thinking in order to use the AI in our information and education systems. Children and teenagers (as well as adults) must learn to question and analyze the content they consult.

5. THE IMPORTANCE OF TRUTH IN THE DIGITAL AGE

In a media landscape saturated with disinformation, access to unbiased information is crucial for society. TruthGPT [18. 19 . 20] offers a glimmer of hope by providing a tool to counter bias and misinformation online. However, concerns remain about its ability to be truly impartial and transparent. Challenges include the difficulty of achieving absolute impartiality due to inherent subjectivity, as well as the possibility of bias in data and algorithms. Additionally, it is essential to consider the ethical implications of using TruthGPT, particularly regarding control and use of the technology.

AI, or artificial intelligence, is making its presence felt in various industries, and journalism is no exception. In today's fast-paced digital world, AI has revolutionized the way news and information are collected, analyzed and disseminated. From automated news writing to personalized content delivery, AI has had a significant impact on modern journalism in numerous ways.

In a world where misinformation thrives online, the emergence of TruthGPT promises a revolution in the quest for truth. Designed by Elon Musk, this chatbot based on GPT technology aims to offer "unbiased truth" without being subject to the pressure of political correctness. While Musk co-founded OpenAI, the company behind ChatGPT, he criticized the latter for its closed source policies and its control by Microsoft. Thus, TruthGPT represents

a decentralized and transparent alternative.

6. CONCLUSION

In the age of modern technology and artificial intelligence it is very difficult to separate the wheat from the tares. Here are some points to apply when checking if what you are reading is real information

- Always consider whether the information has a named, reliable source.
- Develop a critical mindset when reading news stories.

- Think about what might be missing from the story. Fake news often leaves information out of the story.
- Double check whether quotes attributed to a particular person or group have been represented accurately.
- Look for fake images. If it is a fake news story it maybe includes a fake image or images that might not be relevant to the story. If you believe it is fake, check the image on Google reverse.

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