

Journalism Relevance in AI Boom

The writer has raised a serious question regarding relevancy of traditional journalism in presence of artificial intelligence (AI) boom. AI is able to perform journalism tasks efficiently which raises a question: why would end users prefer traditional journalism in presence of AI? The recent trends show that youngsters are more inclined towards personalized and algorithmically created journalism. However, writer explains the difference between journalism and mere transmittance of information by AI. No doubt, AI can easily receive realistic data, interpret it and deliver it to the audiences, but it cannot ensure the authenticity of delivered information. Here comes the role of a journalist. Major question is; are these journalists able to integrate AI in their workfield? Journalists need professional skills to understand these algorithmic systems to detect data biasness and discriminatory information that can harm the citizens. AI will never make journalism irrelevant, but the journalists who are not evolving are in danger.