

Artificial Intelligence Adoption in Media Organizations: Emerging Practices, Opportunities and Implications for Social and Cultural Development

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Abstract

Artificial Intelligence (AI) is becoming an increasingly visible part of the modern media environment. Its role is no longer limited to automated or computational journalism; it is now being explored across several stages of media production, including content writing, editing, transcription, translation, fact-checking, audience analysis, recommendation, and personalization. As generative AI and large language models have developed, academic interest in their use within journalism and media organizations has also increased considerably. Recent studies and reviews show that research in this area has expanded from early discussions of automated journalism to broader questions concerning how AI is changing newsroom practices and professional work. This review examines existing research on AI adoption in media organizations, focusing particularly on changes in newsroom practices, organizational processes, journalistic roles, editorial decision-making, and the social and cultural dimensions of AI use. The paper brings together earlier research on automated and algorithmic journalism with more recent literature on generative AI, journalist–AI collaboration, newsroom implementation, ethical concerns, and organizational barriers. The literature suggests that AI can help media organizations handle repetitive and data-intensive tasks more efficiently, allowing journalists to devote greater attention to activities that require interpretation and editorial judgement. However, the growing use of AI also raises important concerns about human oversight, algorithmic transparency, accountability, professional autonomy, and the quality and context of media content.

Particular attention is given to India and other countries of the Global South, where the adoption of AI takes place within different economic, organizational, linguistic, and cultural settings. Research from these contexts indicates that AI adoption is developing, but its implementation is not always uniform. Limited resources, inadequate training, organizational preparedness, and the absence of clear ethical guidelines can influence how effectively media organizations integrate AI into their professional practices. Overall, the review suggests that AI adoption in media should not be understood simply as a technological shift aimed at improving speed and efficiency. It is also influencing the nature of journalistic work, editorial responsibility, and the relationship between media organizations and the communities they serve. Therefore, understanding AI adoption requires attention not only to its operational benefits but also to its implications for the social and cultural responsibilities of media.

Keywords: Artificial Intelligence, AI Adoption, Media Organizations, Journalism, Newsroom Automation, Algorithmic Journalism, Generative AI, Social Development, Cultural Development, Media Ethics

1. Introduction

Media organizations have always had a central role in informing people, shaping public conversations, representing different communities, and contributing to society's understanding of cultural and social issues. Over time, changes in technology have influenced the way these functions are performed. The shift from traditional broadcasting to digital journalism, and later to social media platforms, has changed not only how information reaches audiences but also how media content is produced. Artificial Intelligence (AI) can be seen as another important stage in this technological development because its role extends beyond distributing information. AI-based systems are increasingly involved in tasks that were once largely handled by journalists, editors, and other media professionals.

The use of AI is gradually becoming part of everyday newsroom practices. Depending on the organization and its technological capabilities, AI tools may be used for data processing, transcription, translation, content generation, editing, recommendation, audience analysis, and personalization. As these applications have expanded, academic research on AI and journalism has also grown. Recent systematic reviews show that the field now covers a broad range of issues, including automated news production, audience responses, content analysis, ethical and legal concerns, and the organizational challenges associated with introducing AI into newsrooms. One recent systematic review of 121 peer-reviewed studies identified four broad areas of research: news production and automation, audience perception and content analysis, ethical and legal issues, and implementation-related concerns. [<https://doi.org/10.3390/journalmedia7030164> (journal article)]

The emergence of generative AI has added another dimension to this development. Earlier forms of automated journalism generally relied on structured datasets, predefined rules, and templates to produce relatively standardized stories. Generative AI, in contrast, can work with more varied forms of information and can produce content in a more flexible manner. This has expanded discussions about what AI can do within newsrooms and, at the same time, raised questions about how journalists should work with these systems. A recent systematized review covering 185 peer-reviewed studies published between 2012 and 2024 found that issues such as credibility and trust, human-machine collaboration, newsroom adoption, transparency, disclosure, and ethical and regulatory concerns have become important areas of research. [<https://doi.org/10.3390/journalmedia7010039> (journal article)]

The growing presence of AI presents media organizations with both possibilities and practical concerns. On the organizational side, AI can help reduce the time spent on repetitive tasks and assist journalists in processing large amounts of information. It may also support faster content production and help organizations respond to changing audience needs. At the same time, the introduction of AI can change established journalistic roles and create new expectations regarding technological skills. Journalists may increasingly need to understand how AI systems work, how their outputs should be evaluated, and where human intervention remains necessary. The relationship between journalists and AI therefore involves more than simply replacing manual work with automated processes; it also involves a gradual redefinition of professional practices. The implications of AI also extend beyond the internal functioning of newsrooms. Algorithms can influence which stories are selected, how information is prioritized, what content is recommended, and which stories become more visible to particular audiences. In this sense,

AI can indirectly influence the information environment in which people form opinions and understand social issues. Questions of human judgement, editorial independence, transparency, and accountability therefore become increasingly important when AI is incorporated into media decision-making. The issue becomes even more significant when AI adoption is considered from the perspective of cultural representation. Media organizations do not merely deliver information to audiences. They also portray communities, identities, languages, values, traditions, and different forms of social experience. The way these elements are represented can influence how communities are understood by wider society. Therefore, greater reliance on AI in content production, selection, and distribution raises an important question: how can media organizations benefit from technological efficiency without weakening the contextual and cultural sensitivity required in representing diverse communities?

This question is particularly relevant to the present study because the proposed doctoral research examines AI adoption within the broader context of the social and cultural development of media. The first objective of the doctoral research is to study the extent and impact of AI adoption in media organizations in this context. The synopsis also identifies applications such as writing, editing, content recommendation, and audience communication, while drawing attention to issues surrounding editorial judgement, cultural representation, and the social responsibilities of media organizations. Against this background, the present paper reviews existing research on AI adoption in media organizations. The purpose is not to present primary survey findings or to measure AI adoption through new empirical data. Instead, the review brings together existing scholarship to understand how AI is being adopted, what changes it is bringing to newsroom practices and professional roles, what opportunities it offers, and what concerns have emerged around its wider social and cultural implications. In doing so, the paper also identifies areas where existing research remains limited and where further investigation is needed, particularly in relation to the Indian and wider Global South media context. This review therefore provides a foundation for understanding AI adoption not simply as a technological development, but as a change that can influence the professional, social, and cultural functions of media.

2. Conceptual Understanding of AI Adoption in Media Organizations

AI adoption in media organizations is not simply a matter of bringing an AI tool into the newsroom and starting to use it. In practice, adoption can be a gradual process. It may begin with experimentation and small-scale use and eventually become part of regular newsroom workflows. As organizations become more dependent on AI-based systems, the change can also affect how work is organized, what skills journalists need, how professional roles are defined, and what policies are developed to guide the use of these technologies.

Early research on automated journalism largely focused on the use of computer-based systems to generate news from structured information. Carlson (2015), for instance, discussed automated journalism in relation to journalistic labour and authority, drawing attention to the ways in which automation could change the boundaries of traditional journalistic work. Similarly, Dörr (2016) examined the emerging field of algorithmic journalism and showed how algorithms were becoming increasingly connected with different stages of news production and distribution.

From this perspective, AI adoption is better understood as an ongoing organizational process rather than a one-time technological decision. Chan-Olmsted (2019), in her review of AI adoption in the media industry, highlighted that AI can be applied to a wide range of media functions, including content creation, recommendation, advertising, and audience-related activities. This suggests that the meaning of

adoption depends not only on whether an organization has access to AI tools, but also on how those tools are actually used within its operations.

The emergence of generative AI has made this process even broader. Earlier forms of automation were often designed for particular tasks and depended on structured data or predefined processes. Generative AI has opened the possibility of using AI for activities such as drafting, summarizing, rewriting, translation, research assistance, and the creation of different forms of media content. Recent research therefore increasingly looks at how journalists and AI systems can work together, rather than viewing AI only as a means of replacing human labour. Jun, Dharejo, and Alivi (2026), for example, highlight the growing attention given to AI applications, limitations, and human-machine relationships in journalism research. [<https://doi.org/10.3390/journalmedia7030164> (journal article)]

Based on the existing literature, AI adoption in media organizations can be understood through four closely connected dimensions:

1. **Technological adoption:** whether an organization is using AI and which types of AI tools are being introduced.
2. **Organizational adoption:** how these tools are incorporated into existing newsroom processes, workflows, and decision-making structures.
3. **Professional adoption:** how journalists and other media professionals adjust their roles, responsibilities, and skills in response to the increasing use of AI.
4. **Social and editorial adoption:** how AI may influence decisions about content selection, representation, editorial judgement, audience communication, and the wider responsibilities of media organizations.

These dimensions show why AI adoption cannot be measured simply by asking whether a media organization uses artificial intelligence. An organization may have access to sophisticated AI tools but use them only occasionally or for limited tasks. In another organization, AI may be deeply integrated into everyday newsroom activities and may influence how content is produced, evaluated, and distributed. The real significance of adoption therefore lies in how deeply AI becomes part of the organization's professional and editorial practices, rather than merely in the presence of the technology itself.

3. Evolution of AI in Journalism and Media

The use of Artificial Intelligence in journalism has not developed all at once. It has gradually changed as technologies have become more capable and as media organizations have found new ways of using them. What began mainly as automated production of simple, data-based stories has gradually moved towards algorithmic decision-making, AI-assisted journalistic work, and, more recently, generative AI. Each stage has changed the relationship between technology and journalistic work in a different way.

3.1 Early Automated Journalism

The early development of automated journalism was largely based on structured and predictable data. When information followed a clear format, computer systems could convert it into short and relatively standardized news reports. Sports results, financial figures, weather information, and election results were some of the areas where this approach was particularly useful.

Carlson (2015) discussed this development in terms of changing journalistic labour and authority. As automated systems began performing tasks that had traditionally been carried out by reporters, questions emerged about where the role of the journalist ended and where the role of the machine began.

The early discussion was not limited to the capabilities of the technology. Researchers were also interested in how audiences responded to computer-generated news. Clerwall (2014), for example, examined readers' perceptions of automated content and showed that audiences could respond differently to computer-generated and traditionally produced news. This helped shift the discussion from a purely technological question towards a broader consideration of how automated journalism might affect readers and their understanding of news.

3.2 The Rise of Algorithmic Journalism

As computational technologies developed, the role of algorithms in journalism expanded beyond the automatic production of short news stories. Algorithms increasingly became involved in processes such as identifying potential news, selecting and organizing content, recommending stories, and targeting information towards particular audiences.

Dörr (2016) described algorithmic journalism as an emerging area in which computational processes were becoming involved in different stages of journalistic production. This represented an important change because algorithms were no longer simply being used to produce content; they could also influence **what content was identified, prioritized, and made visible**.

This development brought a new set of questions concerning transparency and accountability. Diakopoulos (2015) emphasized the importance of algorithmic accountability, particularly because computational systems can influence information environments without their decision-making processes always being visible to journalists or audiences. The discussion therefore moved beyond the question of whether algorithms could perform particular tasks and towards questions about **who designs them, how they operate, and what consequences their decisions may have**.

3.3 The Shift Towards AI-Assisted Journalism

A further development occurred with the increasing use of AI as a tool to assist journalists rather than simply replace specific automated tasks. Modern AI systems can support activities such as research, transcription, summarization, translation, editing, coding, data analysis, and content preparation.

This has encouraged a more collaborative model of journalism in which journalists and AI systems work alongside one another. In this arrangement, AI may handle time-consuming or repetitive aspects of a task, while journalists continue to provide interpretation, verification, contextual understanding, and editorial judgement.

However, simply making an AI tool available does not necessarily mean that it will become a useful part of newsroom practice. Research on the integration of AI into journalistic routines suggests that implementation depends on how well the technology fits existing workflows and professional practices.

[Revista de Comunicación](#)

3.4 The Emergence of Generative AI

The arrival of **generative AI** has expanded this relationship even further. Unlike earlier forms of automation that were generally designed for specific and relatively predictable tasks, generative AI can produce new text, images, and other forms of content. This makes it relevant to a much wider range of newsroom activities.

The development of generative AI has consequently changed the nature of the discussion surrounding AI in journalism. The focus is no longer limited to whether routine reporting can be automated. Researchers are increasingly examining how journalists can work with generative systems, how news organizations should introduce these tools, and what safeguards are needed to maintain credibility and editorial responsibility. Bartleman, Schapals, and Dubois' systematic review of research on automated journalism

highlights human–machine collaboration, newsroom adoption, transparency, credibility, and institutional responses as important areas of current research. [DOI: 10.3390/journalmedia7010039](https://doi.org/10.3390/journalmedia7010039)

Taken together, these stages show that the evolution of AI in journalism has involved a gradual movement from automation towards collaboration and organizational transformation. The central question today is therefore not simply whether a newsroom should use AI. It is also about where AI should be used, what role it should play, how much decision-making authority it should have, and which aspects of journalism must continue to depend on human judgement. These questions become particularly important when AI is used in areas involving social issues, cultural representation, and matters where context and sensitivity cannot easily be reduced to automated processes.

4. Major Applications of AI in Media Organizations

AI is now being used across several parts of the media production process. Its role is not limited to automatically writing news stories; it can also support editing, transcription, translation, verification, and understanding audience behaviour. The extent to which these tools are used, however, varies from one organization to another. The following applications are among the most commonly discussed in the literature.

4.1 AI-Assisted News Production

One of the earliest and most visible uses of AI in journalism has been in the production of news content. AI-based systems can process structured information and turn it into news reports, summaries, captions, and similar forms of content. This can be particularly useful when journalists have to deal with large amounts of repetitive information within a short period of time.

Caswell and Dörr (2018), for example, examined event-driven automated narratives and showed how automated systems could move beyond simple data descriptions to produce more structured forms of news stories. More recent research suggests that news production and automation remain central to discussions about AI in journalism. A 2026 systematic review of 121 studies identified news production and automation as the largest thematic area within current AI-and-journalism research. [<https://doi.org/10.3390/journalmedia7030164> (journal article)]

At the same time, not every type of news can be treated in the same way. Stories involving investigation, interpretation, social conflict, or culturally sensitive issues often require background knowledge and human understanding that cannot easily be reduced to structured data. This makes the distinction between **routine information processing and context-dependent journalism** particularly important when considering AI adoption.

4.2 Editing and Content Enhancement

AI is also being used to support journalists during the editing process. Depending on the tool, it can assist with grammar correction, summarization, rewriting, headline suggestions, translation, and other routine editorial activities. For media organizations working under tight deadlines, such assistance can reduce some of the repetitive work involved in preparing content for publication.

However, editing is not simply a matter of correcting grammar or improving sentence structure. The way a sentence is rewritten can sometimes change its meaning, emphasis, or tone. A headline generated to attract attention, for instance, may unintentionally make an issue appear more dramatic than it actually is. For this reason, AI-assisted editing still requires human review, particularly when the content deals with sensitive social or cultural issues.

4.3 Transcription and Translation

Transcription is another area where AI can be particularly useful. Journalists regularly work with interviews, press conferences, video recordings, and broadcast material that need to be converted into written form. AI-based speech-to-text tools can make this process considerably faster and can also help journalists search through large amounts of recorded material.

Translation has similar importance, especially in multilingual media environments. AI can help organizations prepare content for audiences who use different languages and can make the distribution of information across linguistic groups easier. However, language cannot always be separated from culture. A direct or literal translation may be grammatically correct while still missing a local expression, cultural reference, or intended meaning.

This becomes especially relevant in a country such as India, where media organizations work across multiple languages and communities. The usefulness of AI translation therefore needs to be considered alongside the need for **linguistic accuracy and cultural context**.

4.4 Fact-Checking and Verification

AI can also assist journalists in the process of checking and verifying information. It can help process large amounts of material, compare information from different sources, identify patterns, and draw attention to claims that may require further investigation.

However, the availability of AI does not mean that verification can simply be automated. AI systems themselves can produce incorrect, incomplete, or misleading information. As a result, journalists may have to verify not only the original information but also the output generated by the AI system.

This makes human oversight particularly important in areas such as political reporting, public health, communal issues, and other socially sensitive forms of journalism. AI can assist the verification process, but the final responsibility for determining whether information is suitable for publication remains an important editorial consideration.

4.5 Audience Analysis and Personalization

Another growing application of AI is the analysis of audience behaviour. Media organizations can use algorithmic systems to examine patterns such as what audiences read, watch, share, or engage with and can use this information to recommend content that may be relevant to individual users.

Personalization can make the audience experience more relevant and may help organizations improve engagement. However, it also creates an important editorial concern. Content that receives high levels of engagement may be given greater visibility simply because it performs well with audiences, while content that has considerable social importance may receive less attention because it attracts fewer clicks or interactions.

For this reason, AI-based personalization is not only a technological issue. It can also influence **what audiences see and what types of stories receive greater visibility**. The recent systematic review by Jun, Dharejo, and Alivi identifies audience perception and content analysis as one of the major areas of current research on AI and journalism. [<https://doi.org/10.3390/journalmedia7030164> (journal article)]

Overall, these applications show that AI is becoming involved at several points in the media production process. Its value is particularly clear where organizations need to process large volumes of information quickly. At the same time, the more AI becomes involved in decisions that affect **meaning, context, representation, and audience visibility**, the greater the need for human judgement and editorial oversight.

5. AI Adoption and Transformation of Newsroom Work

The adoption of AI is changing more than just the way individual newsroom tasks are completed. It can also influence how work is organized, how different professionals interact with one another, and how responsibilities are distributed within a media organization.

Traditionally, newsrooms have operated through relatively distinct roles. Reporters gather information, editors review and shape stories, photographers and videographers provide visual material, while producers and other professionals handle different stages of preparing and distributing content. With the introduction of AI, these boundaries are becoming less rigid. Journalists are increasingly expected to work with technological systems as part of their regular professional activities.

Lewis, Guzman, and Schmidt (2019) discuss this change through the idea of **human-machine communication**. Their work suggests that automation does not simply replace particular tasks; it can also change the relationship between journalists and the technologies they use. As AI becomes more involved in news production, journalists may increasingly need to understand, evaluate, and respond to machine-generated outputs.

The successful use of AI also depends on how well the technology fits into existing newsroom practices. Gutierrez Lopez et al. (2023), for example, examined ways of incorporating AI-driven tools into journalistic routines and highlighted the importance of workflow integration and organizational design. In other words, providing journalists with access to an AI tool does not automatically make it useful. The organization needs to consider how the tool fits into existing responsibilities, how journalists are trained to use it, and where human review should remain part of the process.

AI adoption can therefore be understood as a broader organizational change rather than simply a technological upgrade. As AI becomes part of everyday newsroom work, organizations may need to rethink workflows, professional responsibilities, training requirements, and forms of human oversight. The extent to which this transformation is successful will depend not only on the capabilities of the technology but also on how effectively media organizations integrate it into their existing professional culture. Buying an AI tool is only the first step. For real adoption to take place, journalists need to know how to use it effectively, managers need to incorporate it into everyday newsroom workflows, and the organization must clearly decide where final editorial responsibility lies.

6. Organizational Factors Influencing AI Adoption

The adoption of AI does not happen in the same way in every media organization. Some newsrooms may actively experiment with new AI tools, while others may adopt them only for specific tasks or may still be in the early stages of exploring their usefulness. The difference is often related to the organizational environment in which the technology is introduced.

A number of factors can influence how easily a media organization adopts AI. These include financial resources, technological infrastructure, management support, organizational culture, availability of trained professionals, access to technical expertise, newsroom size, existing digital capabilities, professional attitudes towards AI, and the presence of clear ethical and organizational guidelines.

Financial and technological resources are particularly important because AI adoption often requires more than purchasing software. Organizations may also need suitable infrastructure, technical support, training, and regular maintenance. Larger organizations may have greater capacity to invest in these areas, while smaller newsrooms can face difficulties because of limited resources.

The attitude of management and journalists also matters. When managers are willing to experiment with new technologies and provide appropriate support, journalists may find it easier to incorporate AI into their daily work. On the other hand, uncertainty about job roles, concerns about professional autonomy, or a lack of confidence in AI-generated outputs may make journalists more cautious about using these systems.

Research from different national contexts shows that AI adoption is not always a smooth or uniform process. For example, research on Egyptian newsrooms found increasing awareness of AI but relatively fragmented and experimental implementation, with limitations in formal training and organizational guidelines. Financial constraints, institutional pressures, and changing audience behaviour were also identified as factors shaping the adoption process. [https://doi.org/10.1386/jammr_00115_1 (journal article)]

Research from India also points towards an emerging process of experimentation with AI, while journalists and media organizations continue to consider how these technologies may affect professional roles, editorial practices, and human judgement.

These observations suggest that having access to AI technology is only one part of the adoption process. An organization may have sophisticated tools but still struggle to use them effectively if its employees lack training, workflows are not clearly defined, or management has not established appropriate guidelines. In this sense, organizational readiness is just as important as technological availability when determining how successfully AI becomes part of media practice.

7. AI Adoption and Changing Journalistic Roles

One of the most noticeable effects of AI adoption is the way it is beginning to change the work of journalists. Traditionally, journalism has involved activities such as gathering information, reporting, writing, editing, and preparing stories for publication. As AI tools become more common in newsrooms, some of these activities can now be supported or partly performed by automated systems.

Thurman, Dörr, and Kunert (2017) explored journalists' experiences with automated writing systems and examined both the possibilities and the concerns associated with what is often referred to as *robot-writing*. Their work shows that the introduction of automated systems is not simply a technical change; it can also influence how journalists understand their own work and professional responsibilities.

As AI takes over or assists with more routine tasks, the role of journalists may gradually shift towards areas where human judgement and contextual understanding remain particularly important. These areas include:

- investigative reporting;
- interpreting information within its wider context;
- evaluating sources;
- making ethical decisions;
- verifying information;
- conducting interviews;
- understanding cultural and social contexts; and
- providing final editorial supervision.

This shift does not necessarily mean that journalists will simply be replaced by machines. A more realistic possibility is that some tasks will be redistributed between journalists and AI systems. AI may handle repetitive or data-intensive work, while journalists continue to take responsibility for

interpretation, verification, judgement, and decisions about what should ultimately be communicated to the public.

This changing relationship is increasingly discussed in terms of human AI collaboration. Recent research suggests that successful AI adoption depends not only on the capabilities of the technology but also on how well it fits into journalists' existing workflows and professional practices. The recent systematic literature further highlights collaboration and workflow redesign as important aspects of contemporary AI adoption rather than viewing complete automation as the only goal.

[<https://doi.org/10.3390/journalmedia7030164> (journal article)]

Therefore, the impact of AI on journalism may be better understood as a change in the distribution of professional tasks. As routine activities become increasingly automated, the value of human journalists may become even more closely associated with critical thinking, contextual understanding, ethical judgement, and the ability to interpret issues that involve complex social and cultural realities.

8. AI Adoption, Editorial Judgement and Human Oversight

Editorial judgement has always been an important part of responsible journalism. Journalists and editors do not simply collect and process information. They make decisions about which issues deserve public attention, which sources can be relied upon, how a story should be presented, and when information needs to be checked more carefully. These decisions often involve professional experience as well as an understanding of the social context in which a story will be received.

The increasing use of AI in newsrooms makes these responsibilities more complex. When an AI system is involved in selecting, organizing, summarizing, or recommending information, it becomes important to understand how the system reaches or influences its outputs. Diakopoulos (2015) introduced the idea of algorithmic accountability, emphasizing the need to examine the computational systems that increasingly influence information and journalistic processes.

Similarly, Diakopoulos and Koliska (2017) examined algorithmic transparency in news media and highlighted the importance of understanding how algorithms shape different aspects of journalism. For media organizations, this means that simply using an AI system is not enough. There should also be some understanding of how its recommendations or outputs are produced and what limitations they may have.

These concerns become particularly relevant when AI is used to recommend or prioritize content. If an algorithm is designed mainly around predicted audience engagement, stories that are likely to attract more clicks, views, or shares may receive greater visibility. This can create a tension between what is popular and what is socially important. A less sensational story concerning a significant community issue, for example, may receive less algorithmic attention even though it has considerable public value.

For this reason, AI adoption should not mean transferring editorial authority entirely to automated systems. A clear distinction needs to be maintained between AI assistance and editorial responsibility. AI can support journalists by processing information, identifying patterns, or suggesting content, but decisions involving accuracy, context, public interest, and sensitive social or cultural issues require meaningful human oversight.

Ultimately, responsible AI adoption depends on maintaining an appropriate balance between the efficiency offered by technology and the professional judgement expected from journalism.

9. AI, Efficiency and Productivity

Improving efficiency is one of the main reasons media organizations are interested in adopting AI. Newsrooms often work under tight deadlines and have to process large amounts of information within a limited period. AI can help with some of this workload by carrying out repetitive tasks quickly and by processing volumes of information that would be difficult to handle manually.

Sonni et al. (2024), in their systematic review of AI and newsroom transformation, found that existing research covers a wide range of applications, including automated writing, data analysis, personalization, changing journalistic roles, and the ethical issues associated with these developments. [MDPI article](#)

However, greater efficiency does not automatically mean better journalism. Producing a story more quickly can become a problem if the pressure for speed leaves less time for fact-checking, source evaluation, or understanding the wider context of an issue. Similarly, while automation may reduce the amount of routine work journalists have to perform, it can also create new responsibilities, such as checking AI-generated material, identifying errors, and making necessary corrections.

This suggests that the value of AI should not be judged only by how much time or effort it saves. The more important question is whether greater efficiency can be achieved while maintaining accuracy, context, editorial quality, and professional responsibility. For media organizations, effective AI adoption therefore involves finding a balance between the speed offered by technology and the standards that journalism is expected to maintain.

10. AI Adoption and Social Development of Media

The connection between AI and the social development of media deserves particular attention because media plays an important role in helping people understand social issues and events. By processing information quickly, identifying patterns, and distributing content to particular audiences, AI can help media organizations respond to changing information needs and make relevant content available more efficiently.

At the same time, the social role of media cannot be measured only by how much attention a particular story receives. Media is also expected to bring visibility to a wide range of social concerns, including issues that may not immediately attract large audiences. This creates a possible tension when AI-based systems rely heavily on previous user behaviour, popularity, or predicted engagement to decide what content should receive greater visibility.

For example, content that generates frequent clicks, views, or shares may be repeatedly recommended because the system recognizes it as engaging. However, an issue can be socially important even when it does not generate the same level of audience interaction. If such considerations are overlooked, algorithmic recommendations may gradually influence which social issues receive greater public attention and which remain less visible.

This makes AI-based content recommendation and distribution an important part of the social impact of AI adoption. Visibility itself has social significance: audiences are more likely to discuss, understand, or respond to issues that they encounter through media. Therefore, the use of AI in media needs to consider not only audience engagement but also the broader public-interest role of journalism and the need to provide space for diverse social concerns.

11. AI Adoption and Cultural Development

The cultural side of AI adoption deserves particular attention, especially in societies where people belong

g to different linguistic, regional, and cultural backgrounds. Media does more than provide information; it also helps shape how communities, traditions, identities, and values are seen and understood. As AI becomes involved in content creation, translation, recommendation, and story selection, it can therefore have an indirect influence on cultural representation.

This does not necessarily mean that AI systems intentionally exclude particular communities. A more important concern is that AI systems may reflect patterns already present in the data on which they are trained or in the media content from which those systems learn. If some communities, languages, or perspectives are already less visible in existing media, AI-based systems may reproduce these patterns rather than automatically correcting them.

This concern becomes particularly relevant in the Indian context, where media operates across a wide range of languages, regions, communities, traditions, and cultural practices.

For this reason, responsible AI adoption in media needs to go beyond technical performance. Organizations also need to consider whether AI-generated and AI-assisted content reflects the diversity of the audiences it serves. Particular attention should be given to:

- linguistic diversity and the accurate use of different languages
- minority and less-visible voices in media coverage
- local cultural knowledge and context
- accuracy in representing communities and traditions
- avoiding stereotypes and one-dimensional representations
- ensuring that communities receiving less media attention are not further marginalized; and
- maintaining human review when content involves culturally or socially sensitive issues.

Ultimately, the cultural impact of AI will depend not only on what the technology can produce but also on how media organizations choose to use it. Human understanding remains important because cultural meaning often depends on context, experience, language, and local knowledge that cannot always be captured through automated systems. Therefore, AI adoption should be accompanied by sufficient human oversight to ensure that technological efficiency does not come at the cost of cultural sensitivity and inclusive representation.

12. AI and Professional Training

The growing use of AI in media is also changing what journalists need to know and what kind of training they require. Learning to use an AI tool is only one part of this process. Journalists also need to understand how these systems work, where they can go wrong, and when their outputs should not be accepted without further checking.

In practical terms, AI literacy for media professionals may involve the ability to:

- understand how AI systems generate and present information;
- identify inaccurate, misleading, or fabricated outputs;
- recognize possible forms of algorithmic bias;
- verify information and check original sources;
- understand privacy and data-related concerns;
- critically evaluate AI-generated content;
- protect confidential or sensitive information; and
- recognize situations where human judgement should take priority over an AI recommendation.

This becomes particularly important because AI-generated content can appear convincing even when some of its information is incorrect or lacks sufficient context. Journalists therefore need the skills to question and verify AI outputs rather than treating them as automatically reliable.

Recent research on AI training in media has also highlighted the technical as well as ethical challenges that journalists and other media professionals face while adapting to AI. This suggests that providing access to AI tools without preparing professionals to use them responsibly may create new risks instead of simply improving newsroom efficiency.

The importance of professional preparation can also be seen in research from Egypt, where limited formal training and the absence of clear organizational guidelines were identified as challenges to responsible AI implementation in newsrooms. [https://doi.org/10.1386/jammr_00115_1 (journal article)] Training, therefore, should not be treated as something that comes after AI has been introduced. It is an important part of the adoption process itself. Media organizations need to provide continuous opportunities for journalists to develop both technical understanding and ethical awareness so that AI can be used as a support to professional journalism rather than as a substitute for professional responsibility.

13. Ethical Dimensions of AI Adoption

As AI becomes more involved in media production and decision-making, questions about its responsible use become increasingly important. The issue is not simply whether an AI system can perform a particular task, but whether its use is consistent with the professional and ethical responsibilities of journalism. The literature points to several concerns, including bias, transparency, accountability, privacy, and the need for human oversight.

13.1 Algorithmic Bias

One of the major concerns is the possibility of algorithmic bias. AI systems learn from data and from processes designed by humans, and these may contain existing biases. When such systems are used in journalism, these biases can influence which stories receive attention, how particular communities are represented, what language is used, or which content is recommended to audiences.

The concern is particularly important in diverse societies because even an unintended bias in an AI system can affect the visibility and representation of particular groups.

13.2 Transparency

Transparency is another important issue. Audiences may want to know whether a news story has been generated, edited, or substantially modified with the help of AI. Clear disclosure can help audiences understand how content was produced and make more informed judgements about it.

Recent research continues to identify transparency and disclosure as recurring concerns in AI journalism. The systematic literature also highlights these issues as important themes in research on automated journalism. [<https://doi.org/10.3390/journalmedia7010039> (journal article)]

However, transparency should not be limited to simply stating that AI was used. Media organizations may also need to develop clearer internal practices regarding when AI use should be disclosed and what level of human involvement is expected.

13.3 Accountability

The question of responsibility becomes particularly important when AI-assisted content contains an error. An AI system may have produced the incorrect information, but responsibility cannot simply be shifted to the technology.

Media organizations and their editorial teams remain responsible for the content they publish. This makes it important to establish clear procedures for reviewing AI-generated material and determining who has the final authority to approve content before publication.

13.4 Privacy

Privacy is another concern because AI systems may process large amounts of information during research, content production, audience analysis, or other newsroom activities. Some of this information may involve confidential sources, personal details, or other sensitive material.

For this reason, media organizations need to consider what information is entered into AI systems, where that information is processed, and whether its use is consistent with appropriate privacy and data-protection practices. This is particularly important when journalists are dealing with confidential sources or sensitive investigations.

13.5 Human Oversight

Across the literature, human oversight remains one of the most consistent requirements for responsible AI adoption. AI can assist with repetitive tasks, identify patterns, or generate suggestions, but it does not remove the need for professional judgement.

Research concerning Indian television newsrooms, for example, has highlighted concerns related to algorithmic bias, reduced editorial control, transparency, and the continuing need for human oversight.

[European Economic Letters study](#)

Taken together, these concerns suggest that ethical AI adoption requires more than technical guidelines. Media organizations need to establish clear responsibilities around how AI is used, what information it can process, when its outputs must be checked, and who remains accountable for the final content. In this sense, ethical considerations should be incorporated into AI adoption from the beginning rather than addressed only after problems occur.

14. AI Adoption in India and the Global South

A large part of the earlier research on AI and journalism has focused on technologically advanced media markets. As a result, there has been comparatively less attention to the ways in which AI is being introduced and used in developing media environments, where organizations may face different economic, technological, linguistic, and institutional conditions. More recent research has started to address this gap.

In India, Das and Upadhyay (2024) examined the emergence of new forms of journalism and technological innovation in the newspaper industry. Their work shows that Indian media organizations are engaging with technological change, while journalists and editors are also trying to understand how these developments may affect their professional roles and established ways of working.

More recent research by Sarisakaloğlu (2025) further contributes to this discussion by examining journalists' perceptions of AI and technology adoption in a Global South context. Such studies are important because they provide evidence from media environments that may differ considerably from those in which much of the earlier AI-journalism research was developed.

Evidence from other parts of the Global South points in a similar direction. Research on Egyptian newsrooms, for example, found that AI implementation remains relatively fragmented and experimental and is influenced by economic, institutional, and professional conditions. [https://doi.org/10.1386/jammr_00115_1 (journal article)] Research focusing on African journalism has likewise emphasized the importance of considering the region's particular technological and institutional

circumstances rather than assuming that AI adoption will follow the same pattern observed in Western media markets.

These studies suggest that AI adoption is strongly shaped by context. The availability of an AI tool does not automatically determine how it will be used. Two media organizations may have access to the same technology but use it differently depending on their resources, newsroom culture, staff capabilities, management priorities, and professional expectations.

This context becomes particularly important when considering the social and cultural role of media. In countries with considerable linguistic and cultural diversity, questions of representation, local context, and accessibility may influence the way AI is adopted. Therefore, understanding AI in media requires attention not only to what the technology can do, but also to the organizational and social environment in which it is being introduced.

15. Research Gap

The existing literature provides a useful understanding of how AI has entered journalism and media, but it also leaves several areas that need further attention.

First, much of the earlier research focused on automated journalism and the technical capabilities of AI. This work was important in establishing how machines could assist with or perform particular journalistic tasks. However, the meaning of AI adoption has now become much broader. With the development of generative AI and other advanced systems, AI is increasingly involved in areas such as content creation, editing, recommendation, audience analysis, and newsroom decision-making.

Second, more recent studies have started to examine issues such as ethics, transparency, credibility, trust, and changes in professional roles. Even so, the relationship between AI adoption within media organizations and the wider social and cultural development of media remains comparatively less explored. Much of the discussion still treats AI mainly as a technological or organizational tool rather than examining how its adoption may influence the broader social role of media.

Third, there is also a geographical imbalance in the available research. Although scholarship on AI and journalism has grown rapidly, a significant proportion of the literature continues to come from technologically advanced media markets. Recent systematic research points to the need for greater attention to different regional and institutional contexts, including those of the Global South. [<https://doi.org/10.3390/journalmedia7030164> (journal article)]

Another area that requires greater attention is the relationship between the extent of AI adoption and the ability of media organizations to maintain social responsibility and cultural sensitivity. It is important to understand not only whether organizations are using AI, but also whether increasing reliance on these systems affects the way communities, languages, identities, and social concerns are represented.

The Indian context is particularly relevant in this regard. India's media environment operates across considerable linguistic, regional, and cultural diversity. This creates questions about whether AI-based systems can adequately account for local contexts and less-visible communities while media organizations continue to pursue greater efficiency and audience engagement.

Taken together, these gaps indicate the need to move beyond asking whether media organizations are adopting AI and to examine how that adoption is changing the social and cultural functions of media. This provides the basis for the present review and also supports the broader direction of the proposed doctoral research.

16. Discussion

The literature reviewed in this paper shows that Artificial Intelligence is gradually becoming a more established part of contemporary media organizations. Its use is no longer restricted to producing routine, data-based news reports. AI is now being explored for a much wider range of activities, including research assistance, content generation, editing, translation, transcription, recommendation, audience analysis, and verification. This broader use suggests that AI adoption should be understood as a change in newsroom practices and professional work, rather than simply as the introduction of another technological tool.

One of the most consistent themes in the literature is the potential of AI to improve efficiency. Automated systems can handle repetitive tasks quickly and can help journalists work with large amounts of information within limited time. Earlier research on automated journalism established this potential, while more recent studies show that the emergence of generative AI has expanded the range of tasks that can be supported by these systems. For media organizations working under continuous deadlines, this ability to save time can be particularly valuable.

At the same time, faster production does not necessarily mean better journalism. The literature repeatedly draws attention to concerns about accuracy, context, transparency, professional autonomy, and accountability. An AI system may generate content within seconds, but the output may still need careful checking before it can be published. As a result, AI may reduce some routine responsibilities while creating new ones. Journalists may spend less time on repetitive production tasks but more time reviewing, correcting, and supervising AI-generated material.

This change also has implications for what it means to be a journalist. Traditional skills such as reporting, writing, interviewing, and source evaluation remain important, but journalists may increasingly need an additional understanding of AI systems and their limitations. They need to be able to recognize unreliable outputs, identify possible biases, and decide when information generated by an AI system requires further verification. Research on professional training therefore suggests that AI adoption should be accompanied by both technical knowledge and ethical awareness.

Another important theme emerging from the literature is the idea of human–AI collaboration. The research does not suggest that the future of journalism can simply be understood as a choice between humans and machines. Instead, AI and journalists can perform different but connected functions. AI can assist with repetitive, computational, and data-intensive activities, while journalists remain particularly important for investigation, interpretation, verification, contextualization, and ethical decision-making.

This distinction becomes even more important when journalism deals with socially or culturally sensitive subjects. An AI system may be able to identify patterns in information or prepare a draft, but understanding the significance of an event may require knowledge of local history, language, cultural practices, and relationships within a community. These aspects are not always easily captured by automated systems. Human review is therefore particularly important when AI-generated or AI-assisted content concerns communities, identities, traditions, or other sensitive issues.

The literature also makes it clear that organizational readiness plays an important role in successful AI adoption. Having access to AI technology does not automatically mean that an organization is prepared to use it effectively. Infrastructure, management support, employee training, technical expertise, organizational culture, and clear professional guidelines can all influence the way AI becomes part of newsroom practice. Studies from different national contexts show that adoption may remain limited or experimental when these supporting conditions are not sufficiently developed.

The Indian context adds another important dimension to this discussion. India's media environment includes a wide range of languages, communities, regional identities, and cultural practices. AI systems developed or trained largely on dominant forms of data may not always capture local expressions or less-visible perspectives adequately. This does not mean that AI will inevitably produce culturally insensitive content. Rather, it highlights the importance of contextual verification and cultural sensitivity when AI is used in diverse media environments.

Overall, the literature suggests that the impact of AI adoption depends greatly on how the technology is introduced and managed, rather than simply on whether an organization uses AI. The benefits of automation and efficiency can be significant, but they need to be balanced with accuracy, editorial independence, accountability, and cultural sensitivity. Responsible adoption therefore requires media organizations to establish a workable balance between technological assistance and human judgement, ensuring that AI supports the functions of journalism without weakening its wider social and cultural responsibilities.

17. Implications for Media Organizations

The discussion above points to several practical implications for media organizations that are considering or already using AI. The key issue is not simply whether an organization adopts AI, but whether it creates the right conditions for using the technology responsibly and effectively.

17.1 AI Should Support Rather Than Replace Editorial Judgement

AI can be particularly useful for repetitive, data-intensive, and time-consuming tasks. However, its use should not remove human responsibility from the editorial process. Journalists and editors should continue to review AI-supported content and make the final decisions, particularly when stories involve sensitive social, cultural, or community-related issues.

17.2 Organizations Need Clear AI Policies

As AI becomes part of everyday newsroom work, organizations need clear internal guidelines for its use. Such guidelines can help journalists understand:

- which tasks can appropriately be supported by AI;
- when human approval is required before publication;
- how AI-generated information should be checked and verified;
- when and how the use of AI should be disclosed to audiences;
- how confidential or sensitive information should be protected; and
- who is responsible when an AI-assisted news product contains an error.

Clear policies can reduce uncertainty and help ensure that the use of AI remains consistent with professional journalistic standards.

17.3 Continuous Training Is Necessary

AI technologies are changing rapidly, which means that a single training session is unlikely to be sufficient. Journalists and editors need opportunities to update their knowledge as new tools and applications become available.

Such training should cover not only how to use AI tools, but also how to identify inaccurate outputs, recognize potential bias, verify information, protect data, and make appropriate editorial decisions. Technical competence and ethical understanding therefore need to develop together.

17.4 Cultural Sensitivity Should Be Part of AI Evaluation

The success of an AI tool should not be judged only by how quickly it completes a task or how much pr-

oductivity it generates. Media organizations should also consider whether AI-supported content represents communities, languages, identities, and cultural contexts accurately.

This is particularly important when reporting involves groups that may already receive limited media visibility. Including cultural sensitivity in the evaluation of AI systems can help organizations identify problems that may not be visible through conventional measures of efficiency or performance.

17.5 Smaller Media Organizations Require Attention

AI adoption may also create differences between organizations with different levels of resources. Large media organizations may have greater financial capacity, technical expertise, and infrastructure for experimenting with new AI systems. Smaller and regional organizations may face greater difficulties in accessing technology, training staff, or developing specialized AI policies.

For this reason, discussions about responsible AI adoption should not focus only on large and technologically advanced newsrooms. Smaller and regional media organizations also need access to appropriate training, technical support, and practical guidelines if AI is to contribute meaningfully to the wider development of media.

Overall, the implications suggest that successful AI adoption requires more than technological investment. Media organizations need to develop appropriate policies, skilled professionals, human oversight, and sensitivity towards social and cultural contexts alongside the technology itself.

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18. Recommendations

The literature reviewed in this paper suggests that media organizations need to approach AI adoption with a balance between technological efficiency and professional responsibility. Based on the issues identified in existing research, the following recommendations can be considered.

18.1 Establish Human-in-the-Loop Editorial Systems

AI-generated or AI-assisted content should be reviewed by a qualified journalist or editor before it is published. The level of human review can vary depending on the nature of the content. Routine and low-risk material may require basic checking, while stories involving sensitive social, cultural, political, or community issues should receive more careful editorial scrutiny.

18.2 Develop AI Literacy Programmes

Media organizations should provide regular training to help journalists understand both the possibilities and limitations of AI. Training programmes can include areas such as:

- generative AI and AI-assisted newsroom tools;
- effective use of prompt-based systems;
- verification of AI-generated information;
- identifying algorithmic bias;
- misinformation and fabricated content;
- copyright and intellectual-property concerns;
- privacy and data protection;
- appropriate disclosure of AI use; and
- responsible use of AI in journalistic work.

Such training can help journalists use AI more confidently while still maintaining professional judgement.

18.3 Introduce Appropriate AI Disclosure Practices

When AI plays a substantial role in creating or modifying media content, organizations should consider appropriate ways of informing audiences about its use. Transparent disclosure can give audiences a clearer understanding of how content was produced and may also contribute to greater trust in AI-assisted journalism.

However, disclosure practices need to be developed carefully so that they are meaningful rather than simply becoming a formal label attached to every piece of content.

18.4 Conduct Cultural and Linguistic Review

AI-supported content dealing with religion, caste, gender, ethnicity, regional communities, traditions, or local languages should receive additional human review. These subjects often depend on cultural and social context, and errors or inappropriate wording can affect how communities are represented.

Particular attention should therefore be given to whether AI-generated content accurately reflects local meanings, terminology, traditions, and community perspectives.

18.5 Maintain Clear Editorial Accountability

The introduction of AI should not make responsibility for published content unclear. Even when AI has contributed substantially to the production process, a designated journalist, editor, or other responsible professional should remain accountable for the final content.

Clear responsibility can also make it easier for organizations to identify and address errors when they occur.

18.6 Develop Organizational AI Guidelines

Media organizations adopting AI should ideally establish a documented framework explaining how the technology is expected to be used. Such guidelines can cover permitted applications, verification requirements, data protection, disclosure practices, accountability, and human oversight.

Having these principles in writing can provide journalists and editors with a clearer basis for making decisions and can reduce uncertainty about the appropriate use of AI in everyday newsroom work.

19. Limitations of the Review

This paper is based on a review of existing literature and does not include primary survey or interview data. As a result, it cannot establish the actual level or pattern of AI adoption within individual media organizations in Delhi NCR.

The studies included in the existing literature also differ in their research methods, geographical settings, types of media organizations, and technological environments. Therefore, findings from media organizations in Western countries cannot automatically be applied to the Indian context.

Another limitation is the rapidly changing nature of AI technology. New tools, applications, and organizational practices are developing continuously. Consequently, some of the practices and concerns discussed in the existing literature may change as media organizations gain more experience with AI.

The review should therefore be understood as providing a current understanding of the literature rather than a final assessment of AI adoption in media organizations. These limitations also point towards the need for further context-specific empirical research.

20. Future Research Directions

The existing literature provides a useful foundation, but several questions remain open for further investigation. Future research should move beyond the general question of whether media organizations

are using AI and examine how extensively it is being used, where it is being used, and what consequences its adoption may have for journalistic practice.

Several areas appear particularly relevant for future research:

1. Extent of AI adoption across different types of media organizations;
2. Differences between large and small media organizations, particularly in terms of resources, infrastructure, and training
3. Comparison of national, regional, and digital newsrooms in their approaches to AI
4. Use of AI across different newsroom functions, such as content production, editing, translation, fact-checking, recommendation, and audience analysis;
5. Journalists' perceptions and experiences of AI, including their expectations, concerns, and willingness to work with AI systems;
6. Organizational readiness and professional training, including the availability of AI-related skills and institutional support;
7. The influence of AI on editorial decision-making, particularly where algorithms are involved in content selection and recommendation;
8. Cultural and linguistic representation, especially the representation of diverse and less-visible communities;
9. Audience trust in AI-assisted journalism and the possible influence of AI disclosure on audience perceptions; and
10. Ethical and governance mechanisms that can support responsible AI adoption in media organizations.

These areas are closely connected with the broader doctoral research on the Delhi NCR media environment, particularly its focus on AI adoption and the social and cultural development of media. The proposed empirical research can therefore build on the gaps identified in this review by examining how AI is actually being adopted by media professionals and organizations within the specific social, cultural, and organizational context of Delhi NCR.

21. Conclusion

Artificial Intelligence is becoming an increasingly important part of the contemporary media environment. Its role has gradually moved beyond automated news reporting and now extends to a wide range of activities, including research, writing, editing, transcription, translation, fact-checking, content recommendation, personalization, and audience analysis. This broader use of AI is changing not only the tools available to media organizations but also the way journalistic work is organized and carried out.

The literature reviewed in this paper shows that AI can offer clear practical benefits. It can reduce the amount of time spent on repetitive tasks, help journalists process large volumes of information, and support faster media production. At the same time, greater reliance on AI does not reduce the importance of human expertise. Instead, it creates additional responsibilities for journalists and editors, particularly in relation to verification, monitoring AI-generated outputs, transparency, and ethical decision-making.

The implications of AI also extend beyond newsroom productivity. Media organizations play an important role in shaping social understanding and representing different communities. As AI becomes involved in the production, selection, and distribution of media content, it can therefore influence how social issues, identities, communities, and cultural experiences are presented to audiences. This issue is particularly relevant in the Indian context, where media operates across considerable linguistic, regional,

and cultural diversity. AI-supported content may need additional attention to local language, cultural meaning, and the representation of communities that may receive less visibility in mainstream media. Human judgement remains especially important when content involves sensitive social or cultural issues.

Overall, the literature suggests that AI is best understood as a tool that can augment journalistic work rather than replace journalistic responsibility. The success of AI adoption should therefore not be measured only by speed, productivity, or cost reduction. It should also be considered in terms of professional practice, editorial independence, transparency, accountability, cultural sensitivity, and the wider social responsibilities of media organizations. The existing research provides a strong foundation for understanding the changing relationship between AI and journalism. However, important questions remain about how extensively AI is being adopted, how organizations are integrating it into their workflows, and how this adoption affects the social and cultural functions of media in specific contexts. This gap creates a clear need for further empirical research, particularly within Indian and regional media environments. Such research can provide a more grounded understanding of the extent and impact of AI adoption and its relationship with the social and cultural development of media.

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