INTERSECTIONS OF ARTIFICIAL INTELLIGENCE AND JOURNALISM: TRANSFORMATION, RISKS, AND OPPORTUNITIES IN THE MEDIA ENVIRONMENT

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Abstract: The article examines the impact of rapidly evolving artificial intelligence (AI) technologies on journalism, with particular attention to the attitudes towards AI adoption in Uzbek journalism. It emphasizes both the benefits and risks of these technologies as well as the potential ethical dilemmas they create. The study explores the extent to which AI is currently being applied in content creation, editing, and distribution, while also highlighting the opportunities and challenges emerging from these transformative processes. To achieve this, in-depth interviews were conducted with journalists, students, and focus groups.
Keywords: artificial intelligence, journalism, human-AI collaboration, digital technologies, transformation, information and communication

1. Introduction

The advancement of artificial intelligence (AI) technologies is reshaping not only industrial and service sectors but also crucial social domains such as information and mass communication, elevating them to a new stage. In journalism, AI is increasingly used for generating, editing, and distributing information, significantly influencing news consumption patterns. These transformative processes confront the core principles of journalism–accuracy, truthfulness, responsibility, and transparency–with new challenges and opportunities.

The concept of artificial intelligence, first articulated nearly seventy years ago at the Dartmouth Conference, has since developed into a powerful set of tools with expanding applications. In the field of information, the use of AI for news generation, text editing, fact-checking, data analysis, and predicting user behavior is growing at a rapid pace. However, this also raises concerns regarding media law and freedom, information reliability, and journalistic ethics.

A notable development in this regard is the adoption of the Artificial Intelligence Act by the European Union in 2024, which seeks to regulate AI in a safe, trustworthy, and human-centered manner. The Act introduces classifications of neural

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systems, establishes sanctions, and provides guidelines for responsible usage. Similarly, in Uzbekistan, the draft law adopted in 2025 – "On introducing amendments and additions to certain legislative acts of the Republic of Uzbekistan in connection with the regulation of relations arising from the use of artificial intelligence" – emphasizes that legal decisions affecting human rights and freedoms cannot be based solely on outputs generated by AI-driven systems (O'zbekistonda, 2025).

The media sector in Uzbekistan is gradually integrating AI technologies. In 2024, the Uzbekistan National News Agency launched «Sobira Kholdorova», a robot-journalist capable of delivering news in nine languages. In 2025, the National Center for Legal Information "Adolat" introduced the first AI-assisted newspaper "Inson va Qonun AI" (Human and Law AI). These examples illustrate the expanding role of AI in the country's media landscape.

Accordingly, this article aims to analyze the intersections between artificial intelligence and journalism, to uncover the transformative processes that result from their interaction, and to assess the associated risks and opportunities. Furthermore, it seeks to identify theoretical, ethical, and practical challenges emerging from the use of AI in journalism and to propose possible solutions.

Artificial intelligence, by replicating human cognitive functions such as learning, reasoning, and decision-making, is most prominently applied in journalism through automated or robot journalism. In this process, news content is produced and distributed with minimal or no human involvement. Yet, journalism is not limited to information dissemination–it carries an essential social responsibility. Therefore, the adoption of AI in journalism inevitably raises complex ethical questions. For instance: Who owns the copyright of AI-generated content? To what extent can algorithmic neutrality and transparency be ensured? Moreover, reliance on data-driven systems poses risks of inaccuracies, biases, or even harmful information dissemination without human oversight–one of the most pressing issues today. This study seeks to address such questions through surveys and analytical assessments, ultimately presenting scientific conclusions.

In August, the Agency for Statistical Research presented a report analyzing AI data sources using the Semrush platform. The study found that Reddit, Wikipedia, and YouTube constituted the top three data sources for AI models (Reddit, 2025). For journalists and marketers alike, this indicates the platforms where content placement is most likely to influence AI systems. This observation resonates with Nick Couldry and Andreas Hepp's (2017) theory of "deep mediatization", which argues that journalism is becoming increasingly dependent on digital platforms and their algorithms.

Journalism is thus transforming not only technologically but also institutionally: newsroom structures, professional associations, credibility standards, and modes of audience engagement are evolving in response to AI integration.

The relevance of these debates is underscored by legal scholar Frank Pasquale's influential book The Black Box Society (2016). Pasquale convincingly argues for greater transparency regarding how algorithms function, what decisions they make, and how the underlying data is selected. His theory – that AI-generated content consumed by the public must be accompanied by disclosure of its sources, selection criteria, and development process – is directly applicable to current discussions on journalism and artificial intelligence. It highlights the urgent ethical and social challenges that arise from AI-driven media transformations, which this article aims to critically analyze.

2. Methodology

This study employed a quantitative survey method to examine the application of artificial intelligence (AI) technologies in Uzbekistan's mass media. The research was conducted in two stages.

In the first stage, a survey was administered to 30 media professionals, including journalists, editors, and PR specialists. The questionnaire covered their demographic characteristics, professional experience, the type of media outlet they work for, and their practices of using AI.

In the second stage, 20 specialists participated, focusing primarily on the specific applications of AI tools such as text generation, video and audio editing, fact-checking, and data analysis. The sample was selected using purposive sampling, encompassing representatives from television, online media, and social media platforms.

This approach allowed the research findings to be grounded in practical professional experience rather than purely theoretical assumptions. Furthermore, international scholarly literature emphasizes that survey-based methods are among the most widely used approaches for studying AI adoption in journalism.

3. Results and discussion

This research problem focuses on the ethical, technical, and social challenges of developing and deploying AI systems in journalism to ensure fair, transparent, and accountable newsgathering, production, and distribution. In the questionnaire, 30 respondents took part: 16 female respondents (53.3%) and 14 (46.7%). It addresses the use of AI in journalism.

3.1. Overview

The table provides a snapshot of AI usage among three different media organizations: kun.uz (website), RTV (TV channel), and UzA (news agency). The data shows the total number of respondents for each role, the number of AI users, and the number of non-users or those unaware of AI.

Table 1: AI Usage by Professional Role

Professional Role	Total respondents	AI Users	Non-Users	Unaware
Reporter (Muxbir)	17	13	3	1
Project manager (Loyiha rahbari)	3	3		
Muharrir (Editor)	6	4	1	1
Journalist, Announcer (Jurnalist, diktor)	1	1		
Deputy Chief Editor (Bosh muharrir o'rinosari)	1	1		
Teacher(O'qituvchi)	1	1		
---------	1		1	
Total	30	23	5	2

Source: author's survey (Sun'iy, 2025)

3.2. Research in this area can make significant contributions by

Developing new economic models for news organizations: Create and test new business models that leverage AI for efficiency (e.g., automated routine reporting) while preserving the unique value of human-led investigative and narrative journalism. This could contribute to a new theory of "platform-agnostic journalism" that is not reliant on a single technology or business strategy.

Analyzing the changing roles of journalists: Conduct longitudinal studies to track how the roles and responsibilities of journalists are evolving. This could lead to a new theoretical framework for "computational journalism" that defines the unique skills and ethical competencies required for journalists working alongside AI systems.

Investigating the "value chain" of AI-generated content: Empirically research how news consumers and advertisers value AI-generated content versus human-generated content. This could help develop a new theory of "content value" in the digital age, distinguishing between the commodified content produced by AI and the unique, high-value content that requires human judgment and expertise.

3.3. Analysis of AI Usage by Professional Role

Key Findings

1. High Adoption Among Reporters:

Muxbir (Reporters): 17 respondents, with 13 using AI (85.7% adoption rate). This indicates a high level of AI integration among reporters, suggesting that AI tools are widely accepted and utilized in reporting tasks.

2. Moderate Adoption Among Project Managers and Editors:

Loyiha rahbari (Project Manager): 3 respondents, with 2 using AI (66.7% adoption rate).

Muharrir (Editor): 3 respondents, with 2 using AI (66.7% adoption rate).

Both roles show moderate adoption rates, indicating that AI is being integrated into project management and editorial processes, but not universally.

3. Overall Adoption:

Total Respondents: 16

- AI Users: 13 (81.3% adoption rate)
- Non-Users / Unaware: 3 (18.7%)
- The overall adoption rate is high, indicating that AI is widely used across different professional roles within the organization.

3.4. Implications

1. Enhanced Productivity and Efficiency:

The high adoption rate among reporters suggests that AI tools are likely being used to streamline reporting processes, such as data analysis, content generation, and fact-checking. This can lead to increased productivity and efficiency.

2. Skill Development and Training:

The moderate adoption among project managers and editors indicates a potential need for further training and support to ensure full integration of AI tools. This could involve workshops, tutorials, or mentorship programs.

3. Leadership and Innovation:

Full adoption among teachers, journalists, and deputy chief editors suggests that these roles are at the forefront of AI integration. Their experience and insights could be valuable in guiding the broader organization's AI strategy.

3.5. Recommendations

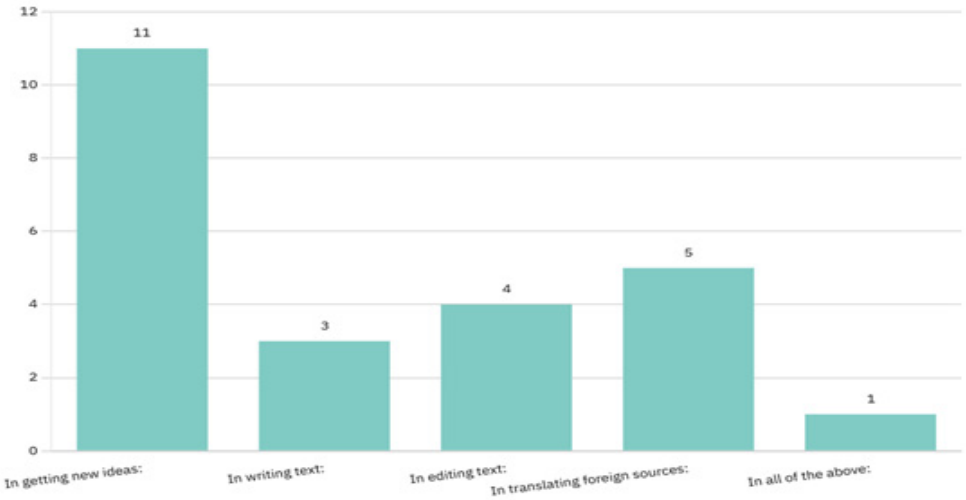
Develop targeted training programs for roles with lower adoption rates to ensure all team members can effectively utilize AI tools. Facilitate knowledge-sharing sessions where AI users can share their experiences and best practices with non-users/ unaware individuals who are unaware of AI. Regularly update and monitor AI usage to identify emerging trends and address any

new challenges or opportunities.

Primary Purposes of AI Use

The analysis of AI usage reveals that media professionals are leveraging the technology for specific, targeted functions within their workflows. The primary applications are centered on content creation and ideation. The most cited purpose is “Yangi g’oyalarni olishda” (In getting new ideas), mentioned by 11 respondents. This is closely followed by “Matn yozishda” (In writing text) 3 respondents and “Matnni tahrir qilishda” (In editing text) mentioned by 4 respondents. Other uses include “Xorijiy manbaalarni tarjima qilishda” (In translating foreign sources), cited by 5 respondents. One individual, a Muxbir (Reporter), reported using AI for “Berilgan barchasida” (In all of the above), representing a high-level integration across their entire workflow from research to final text refinement.

Fig. 1. Primary Purposes of AI Use



Source: author's survey

This chart underscores that the current value proposition of AI (Figure 1) is overwhelmingly focused on streamlining the intellectual and written aspects of content production.

The Dominance of Large Language Models

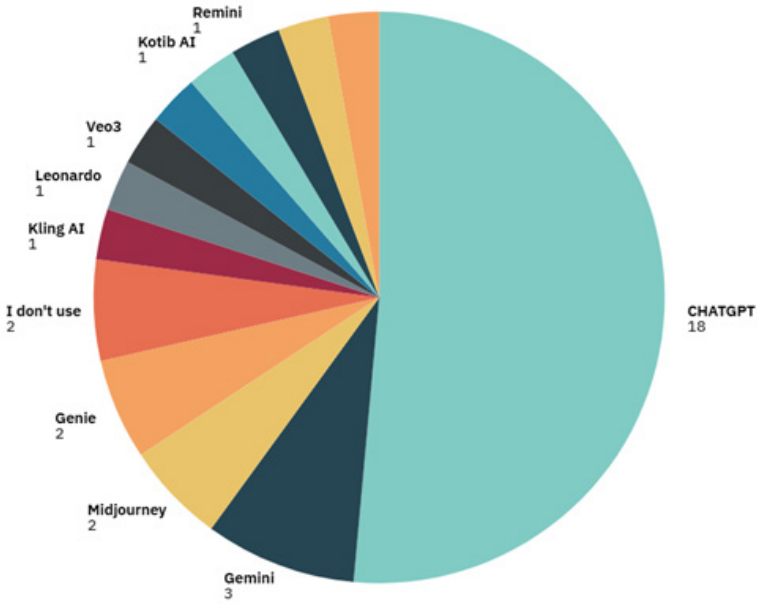
The tools mentioned by the survey respondents underscore the focus on text-based applications. 18 respondents use Chat GPT. This overwhelming popularity reflects its status as a versatile, accessible, and widely recognized tool for generating and processing text. Gemini is the next most cited tool, mentioned by 3 respondents.

While the vast majority of usage is text-based, a few respondents are beginning to experiment with other forms of generative AI. The survey mentions tools like Midjourney (2 respondents), Kling AI (1 respondent), Leonardo (1 respondent),

Veo3 (1 respondent), Genie (2 respondent), Grok (1 respondent), Kotib AI (1 respondent) and Remini (1 respondent), which are most of them primarily used for image and video generation. There was one respondent who answered with different AI tools, and one didn't answer. Two respondents answered "I don't use". The survey confirms that the current technological transformation is centered on LLMs.

A pie chart showing the frequency of different AI tools:

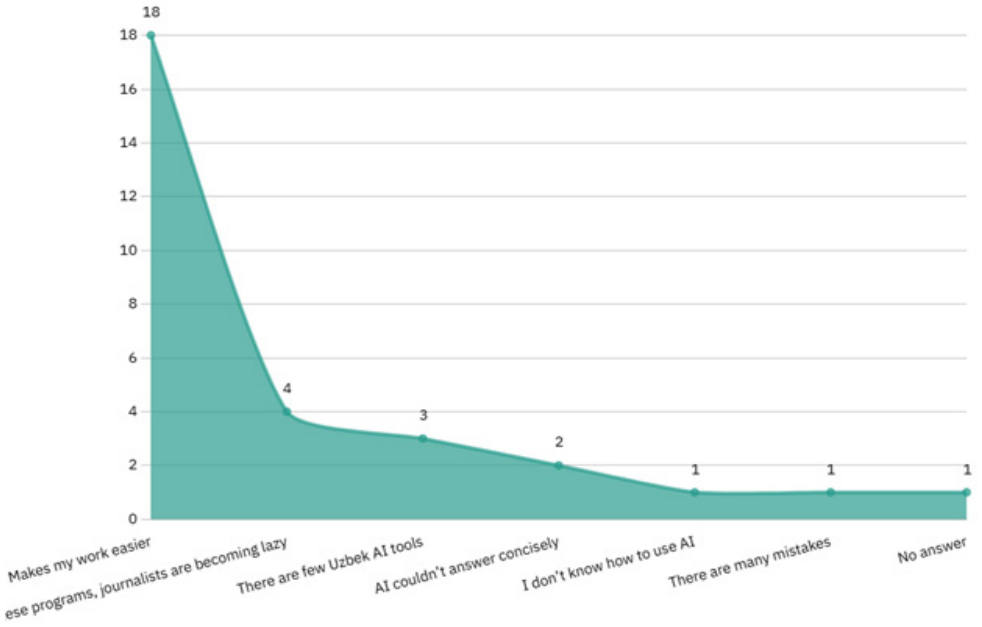
Fig. 2. Most Used AI Tools



Source: author's survey

The most common feedback, mentioned by 18 (60%) respondents, is a straightforward positive assessment: AI "Ishimni osonlashtiradi" (Makes my work easier). However, a more nuanced and strategic concern was raised by four respondents (13.3%) mentioned, "Bu dasturlar tufayli jurnalistlar dangasa bo'lib qolmoqda" (Because of these programs, journalists are becoming lazy). This is not a personal complaint but a managerial observation about the potential for professional de-skilling. The comment suggests a deeper concern that an over-reliance on AI could lead to the erosion of fundamental journalistic skills, such as critical thinking, original research, and source verification. This highlights a fundamental tension that media organizations must address: how to leverage AI for efficiency without compromising the critical thinking, investigative rigor, and unique voice that define quality journalism (Fig. 3).

Fig. 3. How will artificial intelligence affect the workflow?



Source: author's survey

Two of them (6.7%) answered "Sun'iy intellekt aniq javob bermaydi" (AI couldn't answer concisely). Another critical piece of qualitative feedback reveals a significant market and technological barrier. Three respondents expressed concern that "O'zbek tilidagi dasturlar kam" (There are few programs in the Uzbek language). Some of the global tools, like ChatGPT, are accessible, but not all of them. ChatGPT also gives more correct answers in English. They are primarily trained in English and other major languages. This creates a linguistic challenge for professionals working in Uzbek, as these tools may fail to grasp the nuances of local idioms, specific cultural contexts, and the precise linguistic conventions required for high-quality journalism. This feedback is not just a user complaint; it serves as a direct market signal, indicating a strong demand for more culturally and linguistically nuanced solutions that can support the specific needs of Uzbek journalism. Three of the respondents (10%) wrote "O'zbek tilidagi dasturlar kam" (There are few Uzbek AI tools), one respondent (3.3%) wrote "Foydalanmayman, Bilmayman" (I don't use. I don't know how to use AI), one respondent (3.3%) wrote "Xatolari juda ko'p" (There are many mistakes), and the last respondent didn't write anything.

A widely held belief is that new technologies are mainly embraced by younger or less experienced professionals, but the survey results contradict this expectation. A bosh muharrir o'rinbosari (Deputy Chief Editor) with 25 years of experience reported using Gemini. This finding is particularly notable as it demonstrates that AI's utility transcends generational or

hierarchical boundaries, and its benefits are compelling enough to attract even the most seasoned professionals.

Conversely, the data also shows that age and experience are not perfect predictors of adoption. Among the two respondents with 15 years of experience, one stated they use AI, while the other reported not knowing how to use it or not using it at all. This suggests that the decision to adopt AI is not solely determined by one's career stage, but may also be driven by individual curiosity, specific job requirements, or a lack of access to structured training.

3.6. The Purpose-Tool-Profession Nexus

The analysis reveals a functional specialization in AI use across different professional roles. Muxbirlar (Reporters), who are at the front end of the content creation process, are using AI for ideas (Yangi g'oyalarni olishda) and text editing (Matnni tahrir qilishda). Muharrir (Editors), who are at the backend of the process, are also primarily using AI for text editing and refinement. This pattern indicates that AI is seamlessly integrating into the existing editorial workflow, with different tools.

Conclusion and Strategic Recommendations

The survey data on AI usage in the media sector reveals a dynamic and evolving landscape. The high rate of adoption, the dominance of text-based applications, and the efficiency gains reported by users confirm that AI is already a powerful force in daily workflows. However, the analysis also uncovers critical challenges related to professional integrity and the lack of localized technological solutions. Based on these findings, the following recommendations are presented for key stakeholders.

During the research, an additional survey for journalists was conducted using Google Forms. A survey conducted among twenty representatives of Uzbekistan’s media sector provides a detailed overview of how artificial intelligence (AI) technologies are being integrated into journalism. The age composition of participants reflects a balanced structure: 30% were aged 18–25, 40% fell into the 26–35 category, and 30% belonged to the 36–45 group, with no respondents over the age of 45. This indicates that the use of AI is more common among younger and mid-career professionals, while senior generations remain less engaged.

In terms of professional background, journalists and correspondents each accounted for 30%, followed by editors (20%) and PR specialists (20%). Notably, no students or freelancers participated, suggesting that the responses reflect the perspectives of active practitioners rather than emerging professionals.

With regard to the type of media, television dominated with 60% of respondents, while social media platforms represented 20%, and the remaining 20% were distributed between print and

online outlets. This shows that television continues to play a central role in Uzbekistan's media system, although the growing importance of digital platforms is evident.

Patterns of AI adoption revealed that 40% of respondents use AI regularly, 50% apply it occasionally, and only 10% reported not using it at all. The most common area of application was text generation (100%), followed by video and audio editing (50%), fact-checking (40%), data analysis and automated reporting (40%), and social media content optimization (20%). These results highlight that generative text tools, particularly platforms like ChatGPT, remain the dominant form of AI usage, whereas more advanced applications such as automated reporting and interactive broadcasting are still at an early stage.

When asked about the future role of AI in journalism, respondents emphasized analytical writing (30%) and news production (20%) as the most promising areas. Other anticipated applications included interactive services such as AI-based presenters (20%), social media content (10%), and automated headline selection with content monitoring (10%). Nevertheless, 30% expressed uncertainty, pointing to a lack of long-term strategic vision in the media industry.

Regarding specific tools, ChatGPT was the most widely used (60%), followed by DeepSeek (20%), while emerging platforms such as Gemini and Wrizzle were mentioned by 10% of participants. Interest in acquiring new skills was also notable: half of the respondents expressed a strong willingness to study AI tools, 30% showed moderate interest, and only 20% admitted they had not yet considered it.

In summary, the findings demonstrate both the rapid integration of AI into Uzbekistan's journalistic practices and the uneven distribution of its applications. At present, AI serves primarily as a supportive tool, but its potential to transform news production, analytical reporting, fact-checking, and audience engagement remains significant. The results suggest that Uzbekistan's media sector is at a transitional stage where AI adoption is expanding but has yet to reach its full capacity.

4. Conclusion

The findings from both surveys indicate that AI technologies are increasingly integrated into Uzbekistan's media sector, though adoption remains uneven. In the first survey (n=30), results showed that while younger and mid-career professionals are more likely to adopt AI, senior professionals remain less engaged. In the second survey (n=20), 40% reported using AI regularly, 50% occasionally, and 10% not at all. Text generation tools (used by 100% of respondents) were the most dominant form of application,

followed by video/audio editing (50%), fact-checking (40%), and data analysis (40%).

These outcomes align with global scholarship emphasizing that AI in journalism is currently most visible in supportive tasks such as content generation and newsroom assistance, rather than in fully automated reporting (Diakopoulos, 2019; Fanta & Dachwitz, 2020). Respondents also identified analytical writing and news production as the most promising areas for future AI integration, though nearly one-third remained uncertain about its long-term role.

Overall, the results suggest that Uzbekistan's media sector is at a transitional stage: AI is no longer peripheral but not yet transformative. As seen in comparative studies of AI in European and American newsrooms, successful integration requires not only technological tools but also new professional skills and institutional strategies.

Establish Formal AI Policies and Ethical Guidelines: The rapid, unstructured adoption of AI and concerns about "lazy journalism" indicate a clear need for a defined framework. Media organizations should establish clear policies on the responsible use of AI, including guidelines for content generation, source verification, and the ethical use of automated tools. This is crucial for maintaining journalistic standards and public trust.

Invest in Targeted Professional Development and Training: The presence of professionals who are unaware of how to use AI, even after decades in the field, highlights a critical need for structured training. Organizations should provide comprehensive programs that focus not only on the practical application of AI tools but also on developing the critical-thinking skills necessary to use them responsibly.

Recommendations for Technology Developers

Prioritize the Development of AI tools in the Uzbek language. The market has clearly expressed a need for localized AI solutions. Developers who can create high-quality, culturally and linguistically aware LLMs and other tools will have a significant competitive advantage. This includes training models on extensive Uzbek language datasets to ensure accuracy and cultural relevance.

The surveyed professionals are not rejecting AI; they are in the initial phase of its integration. The path forward involves a careful balancing act: embracing the efficiency gains of AI while proactively safeguarding the fundamental values and skills of journalism.

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ПЕРЕСЕЧЕНИЕ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА И ЖУРНАЛИСТИКИ: ТРАНСФОРМАЦИЯ, РИСКИ И ВОЗМОЖНОСТИ В МЕДИА-СРЕДЕ

Аннотация: В статье рассматривается влияние стремительно развивающихся технологий искусственного интеллекта (ИИ) на журналистику, особое внимание уделяется отношению к внедрению ИИ в узбекской журналистике. Подчеркиваются как преимущества, так и риски этих технологий, а также потенциальные этические дилеммы, которые они создают. В исследовании рассматривается степень применения ИИ в настоящее время при создании, редактировании и распространении кон-

тента, а также освещаются возможности и проблемы, возникающие в результате этих трансформационных процессов. Для этого были проведены глубинные интервью с журналистами, студентами и фокус-группами.

Ключевые слова: искусственный интеллект, журналистика, взаимодействие человека и ИИ, цифровые технологии, трансформация, информация и коммуникация

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SUN’IY INTELLEKT VA JURNALISTIKANING BIRLASHUVI: OAV TRANSFORMATSIYASI, XAVFLAR VA IMKONIYATLAR

Annotatsiya: Maqolada jadal rivojlanayotgan sun’iy intellekt (AI) texnologiyalarining jurnalistikaga ta’siri, xususan, o‘zbek jurnalistikasida sun’iy intellektni qo‘llashga bo‘lgan munosabatga e’tibor qaratiladi. Unda mazkur texnologiyaning foydali jihatlari va xavf-xatarlari, shuningdek, ular yaratadigan potentsial axloqiy dilemmalar tahlil qilinadi. Tadqiqot hozirda SI ning kontent yaratish, tahrirlash va tarqatishda qay darajada qo‘llanilishi, shu bilan birga ushbu transformatsion jarayonlardan kelib chiqadigan imkoniyatlar hamda muammolarni o‘rganadi.

Kalit so‘zlar: sun’iy intellekt, jurnalistika, inson-SI hamkorligi, raqamli texnologiyalar, transformatsiya, axborot va kommunikatsiya.

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