

An approach for expected roles and commonsense through journalists and AI developers: a Delphi study in Brazil

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Abstract

Many readers have turned to alternate digital channels as a daily news source, which requires News Companies to be more efficient and find new revenues. Globo, the largest TV network in Brazil and one of the largest television groups globally, has been developing automated journalism systems in an innovation lab called MediaTech Lab (Essenfelder, Canavilhas, Maia, & Pinto, 2019). Based on exploratory and Delphi interviews in rounds, the methodology uses some questions destined for the technicians in the MediaTech Lab and the sports journalism team of Globo. The theme will be understood considering the impact of these intentions and whether journalistic core values can be applied with the automation and synthetic AI media.

We undertake this analysis in the particular technical problem of interactions between journalists and software engineers researchers. We start by showing a fairness dimension to develop systems in multidisciplinary, and we then collect and translate several formal interactions between professionals. An essential subject of automated journalism is its ethical use since the discussion of machines being biased or unfair is at the core of the automatic journalistic concern. The decision to interview sports journalists is that the first news robot by MediaTechLab was made to summarize news about Football matches. Other than that, a score to settle for Globo is that they hold the broadcasting rights for Brazilian Football Championship.

This perspective proposes to analyze the interactions between developers and communicators, considering the implications for these professionals and society. The results show that, among technology respondents, only 20% consume journalistic content,

and 40% were immersed in the production of journalistic content to develop technology aimed at journalism. Only 33% of them considered that this immersion added to technology development. Additionally, as for journalism professionals, in the second round of questions, 100% agree that it is difficult to understand the systems proposed by technology researchers. 100% said there is a lack of interest in understanding these tools.

Besides these results and some other analyses, the data from this work can help professionals in information technology, data science, and communication cooperate better in the future. Rethinking the literacy about AI in multidisciplinary is part of these analyses connections, challenges, and ethical dilemmas from the communication and computing sciences. This lack of a more in-depth exchange on the text structure, confirmed in the interview, can be improved in future initiatives to allow even more agility in texts that do not need many pre-publication adjustments. The surveys scrutinize the relationship between the organization's technology and journalism professionals and describe difficulties in collaborations.

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PRÁCTICAS ÉTICO-PROFESIONALES EN EL EJERCICIO INFORMATIVO DURANTE EL ESTALLIDO SOCIAL 18-O, A PARTIR DE LA EXPERIENCIA DE PERIODISTAS DE MEDIOS DE CONCEPCIÓN (Chile)

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Abstract

En la actualidad el quehacer periodístico debe entenderse como una actividad existencial insustituible, mediante la cual, el hombre puede conocer e informarse sobre lo que pasa en su entorno inmediato y global. Y es precisamente esta responsabilidad con la sociedad que le confiere el sentido y valor ético a la labor que realizan los periodistas.

Sin embargo, hay quienes opinan que existe una crisis del quehacer informativo que hace que el propio periodista pierda su identidad, y por ende pierda el rumbo de su actuar profesional. Un porcentaje cada vez mayor de periodistas “ha torcido la encomienda de producir información veraz, obtenida de manera lícita, honesta y profesional y debidamente corroborada y confirmada”.