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The Adoption of Generative Artificial Intelligence in Media Organizations: Opportunities and Challenges

Rekia Mokaddem

reka0381@gmail.com

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***Abstract*—**In recent years, the media sector has been undergoing rapid transformation driven by significant advances in generative artificial intelligence technologies, which are now capable of producing text, images, summaries and various narrative formats with high efficiency and speed. This transformation has led to a growing trend within media organisations to explore the potential of these technologies in supporting journalistic and editorial work, whether in the stages of information gathering, content production, editing, adaptation for multiple platforms, or expanding engagement with the audience. However, this expansion is not without professional, ethical, institutional and legal challenges, the most prominent of which include the risks of information hallucination, algorithmic bias, a decline in transparency, issues of editorial accountability, intellectual property challenges, and the impact of these technologies on public trust and traditional media working models. This study aims to analyse the key opportunities for utilising generative artificial intelligence in media organisations, to identify the main challenges to such utilisation, and to propose a general framework for good governance that ensures a balance between technical innovation and professional commitment. The study adopts a synthetic-analytical approach, drawing on recent reports and studies that have examined the use of generative AI in newsrooms and media organisations. The study concludes that the optimal use of these technologies is not achieved merely through their technical adoption, but rather through their integration into an editorial and organisational system based on human oversight, transparency, training and continuous risk assessment.

***Keywords*—**generative artificial intelligence, media organizations, media ethics, digital Transformation, editorial system.

Introduction

Today, the world is witnessing rapid digital transformations driven by significant advances in artificial intelligence technologies, particularly generative AI, which has become one of the most prominent technological innovations capable of producing text, images, videos and audiovisual content with unprecedented efficiency and speed. The impact of these technologies has extended to various sectors, foremost among them the media and communications sector, which relies primarily on the production, editing and distribution of content in line with the ever-changing demands of the audience.

Amid growing competition among media organisations, generative AI has emerged as a strategic tool that contributes to enhancing media performance by automating numerous editorial processes, analysing big data, producing news and reports, and tailoring content to the audience's interests, as well as improving responsiveness to events, enhancing production efficiency and reducing operational costs. This development also opens up new opportunities for innovation in the media content industry and reshapes the relationship between journalists and technology, and between media organisations and their audiences. However, despite the promising potential offered by generative artificial intelligence, its use within media organisations raises numerous issues and challenges, whether at a professional, ethical or legal level. Among the most prominent of these challenges are issues of credibility, the spread of misinformation and fake content, infringement of intellectual property rights, algorithmic bias, and the protection of personal data, in addition to concerns about the diminishing role of the

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human element in the media process and the possibility of machines replacing certain traditional media roles.

Statement of the Research Problem

In recent years, media organisations have witnessed a rapid shift towards the adoption of generative artificial intelligence applications at various stages of the media process, ranging from content production and editing, through data analysis and the personalisation of media messages, to audience engagement. This shift has opened up significant opportunities to enhance media efficiency, accelerate news production, and develop new forms of digital storytelling. However, this adoption has been accompanied by numerous challenges relating to content credibility, media ethics, intellectual property rights, algorithmic bias, and the future of the media profession in the face of increasing reliance on intelligent systems.

Hence, the research question of this study is to examine the nature of the use of generative artificial intelligence within media organisations and the extent to which it can add value to media work, whilst weighing this against the professional, ethical and legal challenges it poses, which may affect the quality and credibility of media output.

Accordingly, the main research question can be formulated as follows:

How do generative artificial intelligence applications contribute to improving performance within media organisations, and what are the key opportunities they offer, as well as the professional, ethical and legal challenges associated with their use?

Sub-questions

1. What is meant by generative artificial intelligence, and what are the main areas of its application within media organisations?

2. What opportunities does generative artificial intelligence offer for improving performance and efficiency within media organisations?

3. What are the main professional, ethical and legal challenges associated with the use of generative artificial intelligence in media work?

Significance of the study:

The significance of this study stems from the fact that it examines a topic that concerns both the present and the future of the media, particularly in light of rapid digital transformations, the economic pressures facing newsrooms, and the growing need to improve operational efficiency on the one hand, and to safeguard content quality and public trust on the other.

From this perspective, the importance of studying the use of generative artificial intelligence in media organisations is highlighted, as it is a modern phenomenon that holds great potential for the development of the media industry, whilst at the same time posing challenges that necessitate the establishment of regulatory, ethical and legislative frameworks to ensure the responsible use of these technologies, thereby preserving the quality and credibility of media content and strengthening public trust in the media.

To begin with, the conceptual framework for the study's terminology and the areas of application of generative artificial intelligence in media organisations:

Generative artificial intelligence has become one of the most influential technologies in reshaping the cultural and creative industries, foremost among which is the media industry. It is no longer merely a tool for automating routine processes, but has evolved into an agent capable of producing written, visual and audio content, offering editorial suggestions, summarising documents, and drafting headlines and multiple versions of content in record time. In this sense, media organisations are no longer merely facing a new technological wave; rather, they are entering a phase of redefining editorial work processes, journalists' skills, and the boundaries of the relationship between humans and machines in the production of public knowledge (Nishal and Diakopoulos, 2024).

This transformation is being reinforced by the growing societal adoption of generative AI applications. The Reuters Institute for the Study of Journalism's 2025 report showed that the proportion of people using at least one generative AI system weekly rose from 18 per cent to 34 per cent in the space of a year, whilst the use of these tools to access news doubled from 3 per cent to 6 per cent, although this usage remains relatively limited compared with other areas other uses. Conversely, the same report noted that a trust gap persists between AI tools and news organisations; trust in traditional news remained higher than trust in AI tools in most of the contexts covered by the survey (Reuters Institute for the Study of Journalism, 2025).

1. The concept of generative artificial intelligence

Generative artificial intelligence refers to a class of computational models capable of generating new content based on patterns extracted from vast amounts of historical data. This content includes text, images, audio, videos, summaries and other forms of composite output. The distinctive feature of this type of artificial intelligence is that it does not merely retrieve or categorise information, but rather reconstructs and reproduces it in forms that appear linguistically and logically coherent, which explains the rapid penetration of these models into the media industry (Jones, Loger, & Jones, 2023).

Generative artificial intelligence relies on advanced machine learning models known as deep learning algorithms, which mimic the learning and decision-making processes of the human brain. These models work by identifying and encoding patterns and relationships within vast amounts of data, then using that information to understand users' requests and interpret their questions in natural language, and to respond with new, relevant content.

Generative Artificial Intelligence (GAI) is the name given to a subset of machine learning technologies within the field of artificial intelligence that have recently developed the ability to rapidly generate content in response to text prompts, which can range from short and simple to long and complex. Various AI tools can produce new audio, image and video content, but it is text-driven conversational AI that has truly set the imagination free. In fact, people can converse with innovative AI models trained on and learning from text in much the same way as they would with other humans.

The buzz surrounding innovative AI swept the world in the months following the emergence of ChatGPT, a chatbot based on OpenAI's GPT-3.5 neural network model, which was released on 30 November 2022. GPT refers to pre-trained generative models, and the term primarily describes the model's core neural network architecture. (Pavlik, 2025)

2. Media organisations

A media organisation is a socially organised entity with relatively clear boundaries, which carries out communication functions on an ongoing basis in order to achieve specific objectives, It is also a set of distinct activities carried out by individuals performing specific roles in accordance with certain rules. A media organisation is characterised by its focus on the production and dissemination of knowledge and acts as a link between members of society, providing channels that connect people and link each individual to their community, A media organisation is an open space in which all sections of the public participate; it is also characterised by its links to all sectors and fields, and its connection to the authorities in terms of legal regulations; all media organisations are united in meeting the needs of both society and the individual. (Hallaq, 2020).

3. Media Ethics

Although it is difficult to provide a precise definition of media ethics, William H. Bishop defines it as a set of ethical principles and values relating to 'the ethical behaviour of individuals based on a well-established and declared standard for the group, which is itself a set of individual values'. (Bishop, 2013)

Media ethics can be defined as the set of ethical principles and values applied to the behaviour, roles and content of the media, in particular journalistic ethics and standards and marketing ethics; it also refers to the field of study concerned with this subject. With regard to news coverage, media ethics encompasses issues such as impartiality, objectivity, balance, bias, privacy and the public interest. More broadly, it also covers stereotyping, taste, public decency, obscenity, freedom of expression and advertising practices such as product placement, as well as legal issues such as defamation. At the institutional level, media ethics encompasses debates on media ownership and control, marketing, accountability, the relationship between the media and the political system, and issues arising from censorship and deregulation. (Al-Hurra).

4. Digital transformation

Digital transformation is a comprehensive process of change that relies on the use of modern technologies to improve work performance, such as: the transition to digital publishing, audience data analysis, and the adoption of smart editorial tools. (Bufdah, 2014).

Areas of application for generative artificial intelligence:

Areas of application for generative artificial intelligence in the stages of media content production

The media sector differs from other sectors in that any use of artificial intelligence technologies within it has a direct impact on the public sphere, on the formation of public opinion, and on trust in information. Therefore, the integration of generative AI into media organisations is not viewed merely as an improvement in technical efficiency, but as an intervention in the very structure of public discourse itself. For this reason, recent literature emphasises the need to approach this technology from overlapping perspectives: professional, ethical, institutional, legal and economic (UNESCO, 2025).

Areas of application within media organisations

Generative AI applications in the media sector are spread across multiple stages of the journalistic value chain. It is used for:

- Summarising long documents and reports.
- Suggesting angles for journalistic coverage.
- Creating initial drafts of texts.
- Rewriting and proofreading.
- Preparing versions tailored to different platforms.
- Producing or suggesting accompanying visual elements.
- Supporting audience engagement through chat tools or personalised content.

This broad scope means that its impact is not limited to a single product, but extends to the organisation’s entire workflow (Nishal and Diakopoulos, 2024).

Secondly, media organisations’ motivations for adopting generative artificial intelligence (Reuters Institute for the Study of Journalism, 2025).

1. Pressure to deliver quickly and digital competition

Media organisations today operate in a highly competitive environment that demands rapid and continuous content production, with information constantly being updated. In this context, generative AI is seen as a promising tool for reducing the time between gathering raw material, drafting it and publishing it, particularly for routine, repetitive or templated work.

2. Reducing operating costs

Many media organisations, particularly digital ones, are facing increasing financial pressures. Consequently, the use of generative tools appears to be an attractive option, given their promise to boost productivity and alleviate the burdens associated with repetitive editorial tasks. However, this economic incentive should not be seen as a justification for replacing journalists with machines, but rather as a means of investing in technology to improve the quality of internal organisation whilst maintaining a human-centred approach to decision-making.

3. Expanding multi-platform distribution

Media organisations are now required to produce content simultaneously for their websites, social media, email newsletters, and perhaps audio and video platforms. Generative models offer significant potential for adapting media content to suit each individual platform, whilst preserving the essence of the news story.

4. Keeping pace with changing audience behaviour

As users increasingly rely on chatbots and smart search tools, media organisations are beginning to realise that part of the future of their relationship with the public may lie in smart interfaces capable of summarising news, answering questions or guiding users through content. However, this shift also raises profound questions about trust, the source of knowledge and its credibility.

Thirdly: Opportunities for the use of generative artificial intelligence in media organisations

1. Speeding up the collection and sorting of information

One of the key advantages of generative artificial intelligence is its ability to process large volumes of unstructured text, such as government documents, memos, reports, studies and lengthy deliberations. It can be used to provide preliminary summaries, highlight points of contention or suggest follow-up questions, thereby

helping to speed up the initial journalistic discovery of information. Journalists can also use it to scrutinise a document through dialogue, request clarifications, compare content or extract potential quotes more quickly than through traditional linear reading (Nishal and Diakopoulos, 2024).

2. Supporting brainstorming and generating editorial angles

Generative AI assists journalists in the pre-writing stage by suggesting different angles for coverage, generating investigative questions, or presenting counter-arguments that help to test editorial hypotheses. This application is particularly important in complex stories involving multiple contexts, interests, or technical and legal dimensions. Although the final outcome remains dependent on the journalist's ability to evaluate and select, the tool can accelerate the transition from a rough idea to a more mature editorial plan.

3. Producing initial drafts and improving editorial efficiency

The ability to generate initial drafts is one of the most common uses in the media environment. The tool can draft an introduction, a lead, a summary of a news story's context, or a simplified version of a lengthy report. It can also be used to suggest alternative headlines, smoother phrasing, or to reorganise paragraphs to improve overall coherence. However, studies confirm that this feature should not be seen as a substitute for human editing, as the efficiency of automated generation does not necessarily equate to journalistic quality suitable for publication without careful review (Jones, Loger, and Jones, 2023).

4. Adapting content across platforms

Modern media organisations need to present the same news story in different formats: a short version for the website, an in-depth version for the news bulletin, a condensed version for social media, and perhaps an audio or video version. In this regard, generative AI offers a high degree of flexibility in adapting the news story without requiring a complete rewrite each time. This enhances multi-channel publishing and increases the efficiency of digital editorial teams.

5. Improving linguistic and cognitive access to news

Generative AI can help simplify complex news stories, rephrase them in clearer language, or produce versions tailored to different audience groups, including those with specific needs in terms of comprehension or engagement. It can also support multilingual publishing, which is of strategic value to media organisations targeting geographically and culturally diverse audiences.

6. Developing interactive and personalised content

Some recent trends suggest that generative artificial intelligence can help media organisations produce interactive or personalised content, such as personalised summaries, answers based on news archives, or explanatory tools linked to a specific event. Whilst this approach may strengthen the audience's connection to the content, it requires strict standards to ensure reliability and accuracy (European Broadcasting Union, 2024).

Fourth: Professional challenges associated with the use of generative AI

1. Information hallucination and erosion of accuracy

Hallucination is one of the most serious issues in generative models; the system may produce incorrect information, link unrelated facts, or fabricate references or details that appear superficially convincing. In journalism, this risk is particularly significant, as any lapse in accuracy can quickly lead to public misinformation or the distortion of sensitive facts. The literature has shown that the confident tone of the language produced by these models may lead users to place excessive trust in it, particularly under the time pressures of a newsroom (Nishal and Diakopoulos, 2024; Jones, Loger and Jones, 2023).

2. Algorithmic bias and the reproduction of stereotypes

Generative models are trained on vast amounts of data that may contain patterns of cultural, ethnic, gender-based, geographical or political bias. When these models are used to produce media narratives without critical scrutiny, they may reproduce imbalances in representation, or generate outputs that reinforce stereotypes or marginalise certain voices. UNESCO has warned that artificial intelligence may exacerbate biases and reinforce digital discrimination, thereby threatening the principles of diversity and equity in the media (UNESCO, 2025a; UNESCO, 2025b).

3. Eroding editorial originality

Although generative AI helps to speed up the writing process, its overuse may lead to stylistic uniformity, repetitive templates and a loss of the distinctive editorial tone of the organisation or writer. Technical ease may lead to a form of linguistic and thematic standardisation, thereby reducing creativity and individuality and making the content more akin to generic, repetitive formulas.

4. The efficiency paradox: speed does not always equate to quality

Some studies suggest that text generated by artificial intelligence, despite being produced quickly, may require additional effort in terms of proofreading, correction and fact-checking, to the extent that editing it can sometimes take longer than editing a well-written piece of text produced by a human. This means that the supposed time savings are not always guaranteed; rather, they depend on the nature of the task, the user's expertise, and the level of institutional oversight (Jones, Loger, & Jones, 2023).

Fifth: Ethical, Legal and Institutional Challenges

1. Transparency and Disclosure

The use of generative AI in news production raises a fundamental question about the public's right to know how the content they consume is produced. Responsible professional practice requires clarification as to whether content has been written, edited or produced in part using these tools, particularly in the case of sensitive or influential material. Consequently, international initiatives have emphasised the importance of clearly labelling generative content and not concealing the use of AI behind texts presented as purely human-generated (UNESCO, 2025).

2. Intellectual property rights and source attribution

Generative artificial intelligence raises complex issues regarding how models are trained on journalistic content, and the extent to which it is permissible to reproduce journalistic summaries or content without fair attribution or without financial compensation for the content owners. Furthermore, the increasing provision of direct answers within AI systems may contribute to a reduction in traffic to the original news websites, thereby threatening the economic sustainability models of the press. The Reuters report clearly highlighted publishers' concerns regarding the impact of AI-generated answers in reducing traffic from search engines (Reuters Institute for the Study of Journalism, 2025).

3. Data protection and professional confidentiality

Newsrooms may feed internal texts, unpublished drafts or sensitive information relating to sources or investigations into AI systems. This poses a serious risk that such input could be used to train models, leaked indirectly, or stored outside the organisation's control. The responsible use of artificial intelligence in the media therefore requires strict information security policies and a precise definition of what may and may not be input into these systems (Nishal and Diakopoulos, 2024).

4. The impact on the journalistic workplace

The introduction of generative artificial intelligence into newsrooms is raising professional concerns amongst some journalists regarding the nature of their future roles, the distribution of tasks, performance assessment criteria, and the possibility of expanding the scope of work with fewer staff. Whilst there is no solid evidence to support the notion that journalists will be completely replaced, it does clearly point to a reshaping of certain roles, and a shift from direct writing to supervision, evaluation, verification, drafting instructions, and managing the quality of output.

Sixth: The impact of generative artificial intelligence on the relationship between media organisations and the public

1. The crisis of trust

Trust is a media organisation's most important asset. If the public feels that news content is produced automatically without sufficient human oversight, or that the organisation is using tools that may make errors, be biased or conceal the nature of its intervention, this may reflect negatively on its credibility. Consequently, transparency is not merely an ethical value, but a strategy for safeguarding trust.

2. Changing audience expectations

The public is becoming accustomed to new ways of accessing knowledge, through concise explanations, direct answers and personalised content. This presents media organisations with the challenge of adapting to these expectations without compromising their standards. Today, media organisations are required to be fast, clear and interactive, but also accurate and responsible.

3. The risk of a breakdown in the relationship with the original source of the news

If the public relies on artificial intelligence platforms to obtain news in the form of ready-made answers, their connection to the media brand itself may weaken, and their consumption of information may become detached from its editorial and institutional context. This shift threatens the symbolic and cultural role of the media organisation as an authority, rather than merely a provider of data.

Conclusion

This study has demonstrated that generative artificial intelligence (GenAI) offers significant opportunities for media organizations, particularly in improving efficiency, accelerating workflows, supporting content creation, and diversifying forms of storytelling and audience engagement. Its applications in writing, editing, translation, summarization, data analysis, and multimedia production have the potential to transform several stages of media production and enhance organizational performance.

However, these opportunities are accompanied by important ethical, professional, and organizational challenges, including inaccuracies and AI hallucinations, misinformation, lack of transparency, copyright concerns, data privacy, algorithmic bias, and potential loss of public trust. These challenges are particularly critical in journalism, where accuracy, accountability, editorial independence, and credibility are fundamental.

Therefore, the key issue is not whether media organizations should adopt GenAI, but how and under what conditions they should use it responsibly. Effective adoption requires clear institutional policies, meaningful human oversight, rigorous content verification, ethical review, data protection, and continuous professional training. AI should complement rather than replace human judgment, creativity, critical thinking, and editorial responsibility.

Ultimately, the successful integration of GenAI into media organizations depends not only on technological capabilities but also on the ethical and institutional frameworks governing its use. When implemented through a human-centred and risk-aware approach, GenAI can become a valuable tool for creating more efficient, innovative, and responsive media organizations without compromising the credibility, accountability, and human values that underpin responsible journalism.

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