Ethical Calibration of Artificial Intelligence in Journalism: Anomie and Coordination

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Abstract. At present, the popularity of intelligent technology represented by "artificial intelligence" has led to the widespread infiltration of "algorithms and big data" into the field of journalism. In the media environment it creates, artificial intelligence technology helps the personalized distribution of news and accelerates the production and dissemination of news, but it inevitably brings some news ethical dilemmas. Based on this, this paper expounds the application of artificial intelligence technology in the collection, writing, editing and dissemination of news, explores the current ethical dilemma of artificial intelligence in the application of artificial intelligence, and tries to propose a coordination path, so as to provide reference for reshaping the news ethics norms under the background of artificial intelligence.

Keywords: Artificial intelligence · News ethics dilemma · Coordination path

1 Introduction

Artificial intelligence can extend and expand human intelligence through simulation learning. After more than 60 years of evolution, it has achieved three leapfrog development driven by algorithms and data. Due to the increasing maturity of its theory and technology, the application field is constantly expanding. At present, artificial intelligence has been involved in the whole discipline. In the field of journalism, the rise of artificial intelligence has brought about major changes in the writing, editing and dissemination mode of news. Technology and ethics go hand in hand. Ethics is the framework and bottom line of scientific and technological development. Its reflection and guidance need to run through the development of technology" [1]. In response to the ethical dilemmas of artificial intelligence applications in the field of news, such as challenges to the subjectivity of news practitioners, transfer of user privacy, trapped in information cocoon rooms, etc. This paper tries to analyze the specific application and ethical problems of artificial intelligence in the field of journalism, and tries to put forward countermeasures to solve problems to provide reference for relevant research in this field.

2 Typical Application of Artificial Intelligence in the Field of Journalism

Artificial intelligence is applied to the field of news, which generally includes four processes: news writing, editing, dissemination and review [2].

2.1 News Collection and Writing

News collection

News collection is the basic link of news editing and communication, that is, news reporters obtain news clues. When artificial intelligence is applied to news collection, it is usually necessary to use big data technology to mine valuable information in the form of intelligent tools to provide reporters with reporting materials. At present, the artificial intelligence collection tools developed at home and abroad have been put into practice, mainly including the processing and analysis of big data, the prediction of emergencies and their development trends [3]. Domestic: China's mainstream media and Internet enterprises have used artificial intelligence technology to capture network topics in the COVID-19 epidemic, summarize special topics in real time, and complete the collection and screening of clues through intelligent labeling technology [4]. Foreign: Sam, an intelligent platform of the Associated Press, realizes the natural language processing of chat text (NLP) through data from major social platforms to detect newsworthy events; CNN, Twitter and Dataminr jointly created a news clue discovery tool DataminrForNews; Reuters developed NewsTracer for clue collection.

News Writing

Artificial intelligence technology is applied to news writing and usually relies on three algorithm recommendations, namely, collaborative filtering algorithm, content algorithm recommendation and semantic algorithm recommendation. At present, intelligent robots are widely used in the writing of breaking news and financial news. The advantage of robot writing is that intelligent technology can match it with a large number of relevant materials in a short time, and can efficiently screen valuable information, quickly connect words into sentences, paragraphs and sections. Although at present, robotic writing is limited and the types of news used in the field of news are limited, with the further advancement of intelligent technology and the continuous change of journalism, artificial intelligence writing is bound to enter a new stage. Some time ago, Open AI, Microsoft's artificial intelligence research office, released ChatGPT, a chat robot. It has strong language understanding and text generation ability, and has been able to write papers, press releases, video scripts and other texts.

2.2 News Editor

News editors' choice of press releases generally includes "primary selection", "reelection" and "determined selection", and the manuscript analysis runs through the whole process of editing. After selecting the final version, the editor also needs to revise the manuscript. The process is cumbersome and time-consuming. With the introduction of artificial intelligence technology into the newsroom, it not only simplifies the editing process of press releases, but also improves the quality and quantity of news products. People's Daily launched smooth and efficient AI cloud editing technology during the Two Sessions in 2021. At the news scene of the Two Sessions, the forward editors only need to click to connect to the cloud desktop with one click. In the AI editorial department, the video stream of the cloud live broadcast is pulled and stored on the cloud

desktop. They can work in collaboration with the rear team. At the same time, they can connect to the cloud desktop for fine editing operations. Finally, they are directly released to the two micro and micro terminals of the newspaper, People's Daily Online, People's Digital Screen and other terminals, eliminating the tedious process of material transmission and re-communication, seize the opportunity of reporting site, and improve the efficiency of news production.

2.3 News Communication

For mainstream media, content is always the core and the top priority. The cutting-edge technology represented by AI and 5G is the eternal driving force for innovating the content communication model and an important support and starting point for media integration, transformation and upgrading. Only when there are both can they be high and far-reaching. In the process of artificial intelligence participating in communication, on the one hand, the media ecology still takes people as the main body and controls the ecological environment of new media communication; on the other hand, "data processing has gradually become the patent of machines, human beings have become bystanders of big data processing, and the alternative relationship between machines and people is quietly progressing." Artificial intelligence has opened the era of intelligent communication. In the distribution and reporting of news, it has triggered a new transformation of media ecology.

News distribution

In recent years, thanks to the development of big data, 5G and artificial intelligence technology, news distribution has entered the stage of algorithm distribution, that is, news media platforms use algorithm recommendation technology to push personalized news content in a timely, accurate and large number of users according to their daily browsing records. In the era of information overload, the use of AI can not only accurately distribute the production content of news media and improve the reach rate, but also provide users with customized information.

News report

"News is no longer used for reading, but for experience." With the development of artificial intelligence, immersive reports focusing on news experience emerge spontaneously, focusing on the immersive experience brought to the audience by virtual reality (VR), augmented reality (AR), mixed reality (MR), holographic images, panoramic video, webcast and other technologies, so that the audience can fully integrate into the context of news. Abroad, the Guardian, the Associated Press, NHK TV and other media organizations are trying to carry out VR news reporting. In China, People's Daily, Xinhua News Agency, Caixin.com and NetEase have also begun to actively explore immersive news reports.

2.4 News Review

Before the transformation of the news media, the person who plays the role of reviewing press releases is usually an editor. With the introduction of artificial intelligence technology into the field of journalism, to some extent, AI has become a new type of "man".

They are usually used to edit and correct press releases; monitor, warn and control online public opinion; and identify and identify rumors and spam. Its intelligent and efficient control model can effectively avoid the risk of adverse effects caused by manual audit omissions. For example, Full Fact, a British fact-checker, can search for information from dozens of British news websites based on the database, analyze the life cycle of capturing each rumor, and then smash these rumors [5]. The domestic "Today's Headlines" use robot follow-up posts to distinguish between spam text and false information in the text [6].

3 News Ethics Anomie Caused by the Application of Artificial Intelligence

Technology Artificial intelligence has great advantages in news collection, writing, editing and review, but everything has two sides, and we should also face up to some of its problems in the news business. This article summarizes the anomie of journalism ethics in the era of artificial intelligence into the following aspects.

3.1 The Subjectivity of Journalists Has Been Weakened

Artificial intelligence technology has promoted the emergence of machine news. The so-called machine news, that is, it can independently collect news clues and use templates to generate press releases. In the process, the subjectivity of news editors has been weakened. Scholars Lin Shengliang and Ye Li believe that the form of media technology has evolved three times: the first is "media is information"; the second is "media is the extension of the human body"; the third is "media is human", that is, the intelligent media itself has become a "subject initiative" [7]. Although it is a little exaggerated, it is not unreasonable. While artificial intelligence reduces the burden on journalists, it also encroaches on some subject rights and weakens its dominant position.

3.2 Lack of Humanistic Care in Intelligent Production

Artificial intelligence is only an extension of the human brain and is part of the externalization of human intelligence [8]. Therefore, artificial intelligence has natural shortcomings in ideological and emotional aspects, which also determines that artificial intelligence cannot perceive the warmth of human feelings and convey humanistic care when editing news. In addition, intelligent robots mainly collect news based on big data. Objectivity, fairness and accuracy are their first creeds, resulting in a lack of emotional temperature for reporting. Especially in the reporting of emergencies, artificial intelligence is more like a cold tool to present the truth of the incident. It cannot understand the warmth of the individuals behind the incident, perceive social temperature, and can't communicate and resonate emotionally with people, so as to adjust the reporting strategy.

3.3   The Issue of Morality and Ethics Highlights

At present, artificial intelligence has greatly changed the format of the media industry. In a sense, the production, dissemination, editing and review of news are becoming more and more diversified, which is more like the result of the collusion of the media, journalists, programmers and other subjects [9]. When the world outlook, outlook on life and values of these subjects are mixed and finally expressed through code, it is easy to cause ethical and moral problems between all parties. For example, unclear rights and responsibilities, low operability, low transparency, etc.

3.4   Significant Social Ethical Problems

Chen Changfeng and Ishize believe that algorithm distribution is supported by artificial intelligence technology, which collects user information in an all-round way and labels users with homogeneous information. On the one hand, this move brings customized news information to users, and on the other hand, it also plunges users into a closed "information cocoon room". Users in it are easy to enter a state of solidified thinking, it is difficult to accept information that is contrary to their own views or beyond their own cognitive scope, and it is easy to form group polarization. In addition, the distribution of artificial intelligence is fast and wide-ranging, accelerating the dissemination of reverse news. Generally speaking, when artificial intelligence technology is rooted in the field of news, it is inevitable that users' privacy rights will be violated due to excessive collection of users' personal information. In addition, the problem of instrumental rationality brought by artificial intelligence is obvious, and it is also an ethical problem that the media industry has to face.

4   The Coordination Path of News Ethics in the Era of Artificial Intelligence

It is crucial to avoid a series of ethical problems brought about by artificial intelligence, so that artificial intelligence can better serve human life. In this regard, this paper puts forward the following countermeasures and suggestions to provide reference for properly dealing with the ethical dilemma brought about by artificial intelligence.

4.1   Intelligent Media Users Improve the Quality of Media Use

In Neil Boltzmann's view, human beings are bound to be fully subject to the development of emerging technologies. In the face of artificial intelligence, an emerging technology, we don't have to be so pessimistic, but we must be vigilant about its development. For example, what impact does artificial intelligence have on receiving news messages? How can we block its negative impact? As we all know, now browsing news on social platforms is like reading personal daily newspapers. The more you brush, the more you feel, and you will never finish it. Unexpectedly, when we indulge in it, time slipped away from us. For a while, I didn't know whether I manipulated the "machine" on my hand or whether the machine controlled myself. In this regard, we should improve the quality of

the use of intelligent media, enhance the self-control of time, consciously improve our ability to choose a wide range of information, be the masters of intelligent media, not slaves, and truly make information for me.

4.2 Human-Computer Cooperation to Enhance News and Humanistic Care

At this stage, news production is gradually intelligent, but artificial intelligence technology is relatively homogeneous and utilitarian, which needs human emotional thoughts and professional knowledge to make up for it. Therefore, in the production process of news, artificial intelligence should play an auxiliary role on the basis of ensuring human subjectivity. Only by dividing the division of labor between intelligent technology and media workers with a scientific attitude can mainstream media and new media platforms continue to provide users with emotional and warm news works with quality and quantity. For example, during the Two Sessions in 2021, journalists and editors at all levels of the newspaper actively participated in the co-creation of intelligent audit of sensitive person pools. Human-computer mutual assistance not only improved the accuracy of news review, but also brought great convenience to the editor's review work, and a good cooperation mechanism was beginning to take shape.

4.3 Technology Companies Should Appropriately Promote Algorithm Transparency and Coordinate the Ethical Dilemma in the Era of Artificial Intelligence

On the one hand, we should reflect on and explore the development of technology, and on the other hand, we must not ignore the examination of intelligent technology development companies. If programmers embed their own ideas and value judgments when writing code to intelligent robots, it is easy to cause ethical problems such as algorithmic bias and invasion of personal privacy. At present, some Western countries and industry associations have put forward an ethical guide on the use of artificial intelligence, in which there is a consensus to promote the transparency of algorithms [10]. The promotion of algorithm transparency by technology companies can break the magic of "news black box" operation, and enable the public to predict the orientation of bad values in the algorithm in advance, so as to receive news information more rationally.

4.4 Improving the Laws and Regulations of Artificial Intelligence Ethics

In the field of journalism, an important reason for the dilemma of artificial intelligence ethics is that relevant laws and regulations are not yet in place, and relevant laws and regulations should be improved so that the development of artificial intelligence can be followed. On the one hand, the law should clarify the subjects of authority and responsibility, and set the authority of AI R&D companies, so as to eliminate the possibility of ethical risk research and development. On the other hand, lawmakers should consider and formulate in detail the ethical risks that may be encountered in the development of artificial intelligence applications, and list the details to be followed by those responsible.

5 Conclusion

Artificial intelligence technology has broad application prospects in the field of journalism, which improves the convenience of information exchange and the level of intelligent production and dissemination. At the same time, artificial intelligence technology is also a double-edged sword. While changing the form of news collection, screenwriting and communication, it also brings problems such as weakening the value of news and the subjectivity of news staff, moral and socialized ethical dilemmas. In the face of the ethical dilemma that has emerged, only by improving the user's intellectual media literacy, human-computer collaborative production of news, promoting the transparency of algorithms, and promoting the construction of corresponding laws and regulations can they ensure the great development of artificial intelligence technology in the field of news.

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