A.I. &
AUTOMATED JOURNALISM

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Future Media Experience
Charles University, 2021

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WHAT IS AUTOMATED JOURNALISM?
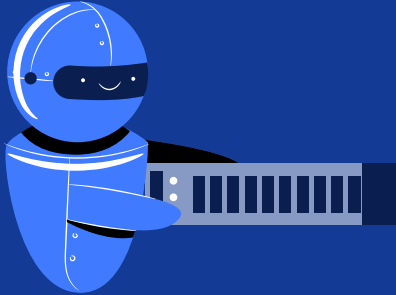
" Automated journalism refers to the process of using **software or algorithms** to automatically generate news stories **without human intervention**—after the initial programming of the algorithm. "

— (Graefe, 2017)

HOW IT WORKS

Collect data
- Pre-defined sources and/or data mining
- New and historical data, context data

Identify interesting events
- Statistical analysis (outliers, trends, correlations)
- Pre-defined rules per topic (e.g., runs per team determine winner)

Prioritize insights
- Newsworthiness
- Pre-defined rules (e.g. result more important than injuries)

Generate narrative
- Specification of storyline and structure
- Official style guide of the publisher

Publish story
- Through the publisher's content management system
- Either automatically or after editorial review

- Varies in complexity

- Emerged from the domain of sports reporting

— (Graefe, 2017)

PROVIDERS OF AUTOMATED JOURNALISM

GERMANY	USA	FRANCE	UK	CHINA	RUSSIA
AX Semantics	Narrative Science	Syllabs	Arria	Tencent	Yandex
Text-On	Automated Insights	Labsense			
2txt NLG					
Retresco					
Textomatic					

Grand Canyon looks to extend streak vs California Baptist

Click to copy

RELATED TOPICS

Baptist
Ty Rowell
Canyons
Oscar Frayer
Jovan Blacksher

GETTING DEFENSIVE: The steady Grand Canyon defense has held opponents to 61.3 points per game, the 11th-lowest mark in Division I. California Baptist has allowed an average of 72.7 points through 18 games (ranking the Lancers 213th).

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For more AP college basketball coverage: https://apnews.com/Collegebasketball and http://twitter.com/AP_Top25

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This was generated by Automated Insights, http://www.automatedinsights.com/ap, using data from STATS LLC, https://www.stats.com
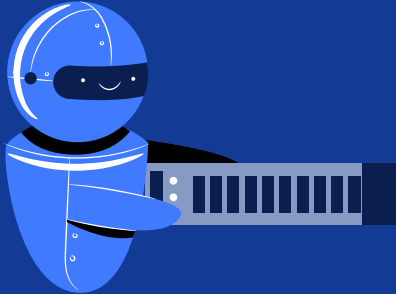
Grand Canyon looks to extend streak vs California Baptist. (2021, February 20). AP NEWS. https://apnews.com/article/baptist-ty-rowell-canyons-oscar-frayer-jovan-blacksher-65a8fe8afdfb410d9ced3f063b339cc9

02

WHY IS IT USED?
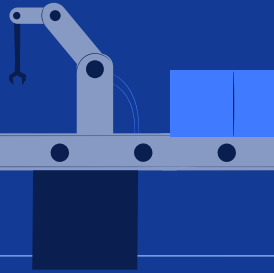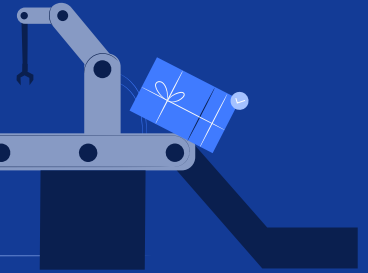
ADVANTAGES OF AUTOMATED JOURNALISM
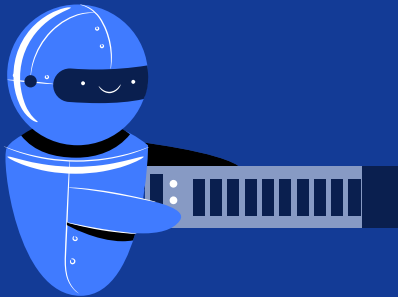
SPEED
01

SCALE
02

ACCURACY
03

COST
04

03

LIMITATIONS

LIMITATIONS

RELIES ON DATA
Affected by the availability and the quality of data

INGENUITY
Lack ingenuity and cannot innovate
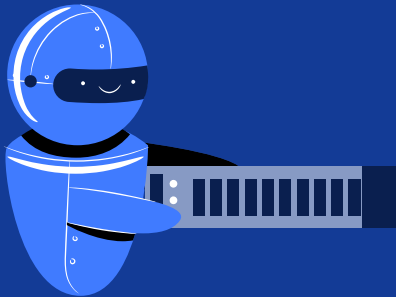
VALIDATION
Cannot explain causality or add meaning – needs human validation

WRITING QUALITY
Limited in understanding and nuances of human language

04

IMPLICATIONS

RELEVANCE

OPEN DATA

Open data initiatives are launching to bring more transparency and accountability to governments

INCREASED DATA

Sensors and users are generating and collecting more data

COMMERCIALIZATION

Drive to commercialize journalism and to follow business logic

IMPLICATIONS

JOURNALISTS

- Employment
- Need for new skills

ORGANIZATIONS

- Authorship
- Accountability
- Guidelines

CONSUMERS

- Trust vs enjoyment
- Transparency

SOCIETY

- Relevancy
- Watchdogs
- Social divide

THANKS

Does anyone have any questions?

BIBLIOGRAPHICAL REFERENCES

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       Digital Journalism, Columbia University.
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