AIBD/HBF Workshop on Leveraging A.I in Newsroom
1st & 2nd 2024
Kuala Lumpur, Malaysia

Project Outline

Background:

With a commitment to promoting ethical AI implementation, AIBD has consistently championed responsible AI usage through a series of webinars, conferences, and workshops. However, the recent transformative surge in AI technology has once again revolutionised the content industry in broadcasting, necessitating comprehensive training for regional media practitioners to effectively navigate and harness AI's potential.

In response to this need, AIBD, in collaboration with the Hoso Bunka Foundation, is organising a two-day regional workshop. The workshop aims to equip media professionals, journalists, and broadcasting managers from the Asia-Pacific region with the skills to ethically utilise AI tools. Addressing bias, promoting transparency in AI algorithms, and offering practical guidelines for responsible AI integration will be the core focus.

Amidst concerns about biases in AI-generated content and algorithmic opacity, this workshop responds to the pressing need to foster ethical AI adoption. It seeks to deepen participants' comprehension of ethical AI dimensions in journalism, enabling them to identify biases, advocate for transparency, and apply ethical AI guidelines.

By enhancing awareness and practical capacities, the workshop ensures responsible AI integration, safeguarding journalistic integrity and trust. Through interactive sessions, case studies, and hands-on exercises, participants will gain practical insights and develop actionable strategies for integrating AI ethically into their broadcasting practices, ultimately fostering trust and accountability within the industry.

Objectives of the Workshop:

The primary aim of the workshop is to explore various strategies to integrate the power of A.I into newsroom operations. The specific objectives include:

1. To provide participants with a comprehensive understanding of media convergence and its implications for broadcast journalism.
2. To equip participants with practical skills in using social media tools, livestreaming techniques, and content creation strategies tailored for digital platforms.
3. To explore methods for expanding the ecosystem of broadcast stories online and adapting storytelling techniques for different digital platforms.
4. To guide participants in developing their personal branding as journalists and building a strong online presence.
5. To teach participants how to convert broadcast stories into bite-sized content optimized for social media platforms while maintaining journalistic integrity.

Expected Outcomes:
Upon completion of the workshop, participants will:
1. Enhanced understanding of the latest advancements in AI technology and their impact on broadcasting.

2. Improved awareness of ethical considerations and best practices for AI integration in broadcasting.
3. Increased collaboration and knowledge sharing among regional media practitioners.
4. Development of actionable strategies for responsible AI implementation in broadcasting practices.

Profile of the Participants:

This workshop is designed for traditional content creators, journalists, and media professionals who are eager to adapt to the changing landscape of broadcast journalism in the digital age. Participants should have a basic understanding of broadcasting content creation and journalism ethics. Ideal participants may include:

- Broadcast journalists seeking to enhance their digital skills and expand their online presence.
- Media professionals interested in leveraging new media tools for storytelling and audience engagement.
- Content creators looking to adapt traditional broadcast stories for digital platforms.

Workshop Agenda

Day 1	
9:00-09:30	Registration
9:30-09:45	Opening Ceremony - Opening remark by Ms Philomena Gnanapragasam, Secretariat Director, AIBD - Introduction of the Consultant - Group Photo Session
09:45-10:00	Tea break
Session 1: AI in Broadcasting	
10:00 – 11:00	- Welcome and Workshop Overview - Ethical considerations in AI, including bias, transparency, and accountability
Session 2: Identifying Bias in AI Algorithms	
11:00- 12pm	- Different types of biases in AI algorithms, including data bias, algorithmic bias, and cultural bias - Identifying biases in AI-generated content and algorithms
Session 3: Automated Content Creation	
12pm-13:00pm	- Introduction to AI-powered tools for automated content creation - AI algorithms for generating news articles, summaries, and reports
13:00-14:00	Lunch
Session 4: Natural Language Processing for Information Extraction	
14:00-15:15	- Overview of natural language processing (NLP) techniques for extracting information from text data - NLP algorithms to analyse news articles, identify key trends, and summarise content - Potential applications of NLP in journalism and newsroom workflows
15:15-15:30	Tea Break
Session 5: Automated Fact-Checking	
15:30 – 16:30	- Introduction to AI tools for automated fact-checking in journalism - Using AI verify the accuracy of information and detect misinformation in news articles
16:30-17:00	Recap of Day 1 Day ends

Day 2	
Session 6: Data Journalism and Visualisation	
9:00 -9:15	Recap of Day – 1
9:15 -10:30	- Data journalism techniques and the role of AI in data analysis and visualisation - Using AI-powered data analysis tools to explore large datasets, identify patterns, and create visualizations for news stories - Challenges and opportunities of incorporating data journalism and visualisation techniques in newsroom practices
10:30-10:45	Tea Break
Session 5: Enhanced Multimedia Production	
10:45-11:15	- Overview of AI technologies for multimedia production, including image recognition, video editing, and audio processing - Demonstration of AI tools for automating tasks such as image tagging, video editing, and transcription
11:15-12:00	- Group Project
Session 6: Ethical Considerations and Bias Mitigation	
12:00 – 13:00	- Ethical considerations and potential biases associated with AI usage in reporting and multimedia production - Strategies for mitigating bias and ensuring ethical AI practices in reporting workflows - Importance of transparency and accountability in AI-driven reporting
13:00-14:00	Lunch
14:00 – 15:00	- Participants work in groups to develop and present a short digital report - Assessment of the presentation for engagement, clarity, and audience connection
15:00-15:15	Tea Break
Session 7: Audience Engagement and Feedback Analysis	
15:15-16:20	- AI tools for analysing audience engagement and feedback in the newsroom - How AI can be used to monitor social media interactions, track audience sentiment, and identify trending topics - Using AI tools to analyse audience feedback and engagement metrics for sample news stories
16:20 – 17:00	- Recap of the Workshop - Closing remarks by AIBD - Brief remark by participant's representative on the workshop with feedback - Certificate presentation - Group Photo Session & End

Prepared by: Syed Nabeel Hassan Tirmazi

Programme Manager, AIBD
Nabeel.tirmazi@aibd.org.my