MEDIA
COUNCIL OF KENYA

A MEDIA HANDBOOK FOR REPORTING ON ARTIFICIAL INTELLIGENCE IN KENYA

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CEO'S FOREWORD

The Kenyan media landscape is undergoing a transformative shift driven by Artificial Intelligence (AI). This powerful technology offers exciting possibilities for content creation, distribution, and audience engagement. However, alongside these benefits lie significant challenges that demand responsible use.

This comprehensive guide equips media enterprises and journalists with the knowledge and tools to leverage AI's potential while managing its risks. We explore the current legal landscape surrounding AI in Kenya, ensuring compliance with national regulations.

The guide delves into various applications of AI within media practices, from personalised content to automated tasks and AI-generated media. The Council has established key principals for ethical use, drawing on the Kenyan constitution, human rights frameworks, and global best practices like the UNESCO Recommendations on the Ethics of AI.

This guide acknowledges and addresses the challenges that come with AI adoption in media, such as opacity, bias, misuse and deepfakes and intellectual property rights. The guide offers a roadmap for media enterprises and practitioners to integrate AI responsibly and effectively. This includes encouraging thought leadership, strategic implementation, integration across functions, talent and skills development, performance measurement, and investing in people.

By embracing AI responsibly and ethically, media enterprises and journalists can continue to serve their vital role of informing and engaging the public while upholding the highest standards of journalism.

The Media Council of Kenya remains committed to supporting the responsible use of AI in media. We encourage you to explore this guide, ask questions, and engage in open dialogue. Together, we can harness the power of AI for a thriving and ethical Kenyan media landscape.

Mr David Omwoyo Omwoyo, MBS
Chief Executive Officer & Secretary to the Council

ACKNOWLEDGEMENT

ABBREVIATIONS

AI - Artificial Intelligence

AGI – Artificial General Intelligence

CMS – Content Management System

CTR - Click-Through Rate

DLT - Distributed Ledger Technology

DPA – Data Protection Act No. 24 of 2019

HITL – Human-in-the-Loop

LLMs – Large Language Models

MCK – Media Council of Kenya

OCR - Optical Character Recognition

ODPC – Office of Data Protection Commissioner

SEO - Search Engine Optimisation

UNESCO - United Nations Educational, Scientific and Cultural Organisation

DEFINITION OF KEY TERMS

Artificial General Intelligence (AGI)

A form of AI that possesses the ability to understand, learn, and apply knowledge across a broad range of tasks at a level comparable to human intelligence.

Algorithm

A process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer.

Algorithm bias

The presence of systematic and unfair discrimination in the outcomes produced by an algorithm.

Artificial Intelligence (AI)

The simulation of human intelligence in machines that are programmed to think and learn like humans.

Artificial Intelligence Practitioner

An individual or organisation that develops (including research, design, or provision of data for), deploys (including implements) or uses AI systems, excluding those who use AI systems in the capacity of end user or consumer.

AI System

A system with the capacity to process data and information with intelligent behaviour (reasoning, learning, perception, prediction, planning, or control).

Automated Processing

This is any tech-enabled processing of both personal and non-personal information without ongoing human involvement.

Big Data

These are data sets with volumes so huge that they are beyond the ability of traditional typical relational database management systems to capture, store, and analyse data, either unstructured or semi- structured.

Blackbox

This refers to a system that is opaque, particularly in the context of AI models. Such models make decisions without offering any explanations about their decision-making process, making it challenging for users to inquire and understand the rationale behind these decisions

Data Controller

A natural or legal person, public authority, agency, or other body that, alone or jointly with others, determines the purpose and means of processing of personal data.

Data Governance

The overall management of the availability, usability, integrity, confidentiality and security of data used in an organisation.

Data Mining

The process of uncovering patterns and other valuable information from large data sets.

Data Processor

Is a natural or legal person, public authority, agency, or other body which processes personal data on behalf of the data controller.

Data Subject

As defined in the Data Protection Act No. 24 of 2019, data subject is a natural person who is the subject of personal data. The natural person can be identified directly or indirectly, by name, identification number, location data, online identifier or to one or more factors specific such as the physical, physiological, genetic, mental, economic, cultural, or social identity.

Deepfake

A deepfake is a fake or manipulated piece of media, like a video or audio recording, created using AI.

Deep Learning (DL)

A type of Machine Learning that tries to mimic the human brain's structure. It uses artificial neural networks with multiple layers (deep neural networks) to learn and make decisions

Distributed Ledger Technology (DLT)

The technological infrastructure and protocols that allow simultaneous access, validation, and record updating across a distributed database.

Generative AI

A type of AI technology that can produce various types of content, including text, imagery, audio, and synthetic data.

Human-in-the-Loop (HITL)

A system or process where human intervention or oversight is integrated into the workflow, often in conjunction with automated or machine-based decision-making.

Intellectual Property Rights (IPR)

These are legal rights that protect creations and/or inventions resulting from intellectual activity in the industrial, scientific, literary or artistic fields. The most common IPRs include patents, copyrights, marks and trade secrets.

Journalist

As per the Media Council Act, 2013 a journalist means any person who is recognised as such by the Council upon fulfilment of criteria set by the Council.

Machine Learning (ML)

A branch of AI and computer science which focuses on the use of data and algorithms to imitate the way that humans learn, gradually improving its accuracy.

Machine Learning Model

A file that has been trained to recognise certain types of patterns. You train a model over a set of data, providing it with an algorithm that it can use to reason over and learn from those data. A MLM is sometimes also referred to as a "pre-trained" model.

Media Enterprise

Means an organisation whose business involves the collection, processing and dissemination of news or news articles, or in entertainment and education through the media under the Media Council Act No. 46 of 2013.

Media Practitioners

Refers to any person who practices their trade in media and includes talk-show hosts, comedians, continuity announcers, anchors, presenters, photojournalists, camerapersons, cartoonists, digital media practitioners, graphic designers, content producers, broadcasters under the Kenya Information and Communications Act, a publisher engaged in publication, and the manager or proprietor of a publication or broadcasting station.

Natural Language Processing (NLP)

NLP focuses on the interaction between computers and human language. It enables machines to understand, interpret, and generate human language, which is crucial for applications like chatbots and language translation.

Open Data

Data published under a licence with express permission to re-use, share, and modify.

Personal Data

Is any information on a natural person, and this includes, name, location, academic credentials, bank account number, telephone number, email address, postal address and other national identification numbers as per the law.

Processing

Any operation or activity concerning personal information which includes, but is not limited to, the collection, recording, collation, storage, alteration, and use of personal information.

Responsible AI

The ethical development and use of artificial intelligence systems. It involves ensuring fairness, transparency, accountability, and considering the impact on society, privacy, and the environment throughout the AI lifecycle.

1. INTRODUCTION

Artificial Intelligence (AI) has come a long way over the years. From the first expert systems to chatbots, AI has been transforming the world and is poised to become an even more integral part of our lives. With its capability to replicate human intelligence, AI offers promising benefits such as personalised content, automated tasks, and AI-generated media.

AI is expected to continue its growth trajectory, with increasing adoption in the media. If properly harnessed, it is poised to revolutionise the media industry with exciting benefits. However, the impact it will have across industries and society remains a major point of concern. Alongside opportunities, significant risks loom. Misuse, misinformation and disinformation, societal disruption, privacy intrusion, data breaches, and bias are pressing challenges that must be acknowledged and navigated responsibly.

Navigating this double-edged sword requires a thoughtful and responsible approach that leverages AI's potential while mitigating its dangers, ensuring the future of media is both innovative and ethical. As such, media enterprises and industry policymakers need to navigate the evolving landscape by harnessing its potential while addressing safety, security and ethical concerns. Media enterprises must identify the specific business problems that AI can solve and set realistic goals and expectations and put in place effective strategies for its adoption.

An effective legal and regulatory framework will ensure that safe and secure AI systems are developed and used responsibly, ethically, and with the interests of society in mind. Issues such as privacy, security, bias, and accountability must well be part of the legal and regulatory frameworks. This guideline aims to assist journalists, media practitioners and media enterprises comprehensively understand and manage these risks as they integrate AI into their operations.

This guide is designed to assist media enterprises and media practitioners to understand and manage these risks as they integrate AI into their operations. The guide is crucial as it recognises the dynamic nature of AI and the its risks and challenges associated with its application within the media industry. By addressing these concerns, media enterprises and journalists can make informed decisions that balance innovation with ethical use.

2. PURPOSE AND SCOPE OF THIS GUIDE

This is a guide for the media industry in their use of AI in execution of their roles and functions.

It aims to facilitate the responsible use of appropriate AI applications in media work.

The objective is to facilitate adoption of AI technology in the media sector in a way that follows legal requirements and international best practices. This guide recognises the need for the media sector to balance and reinforce the right and need to innovate while promoting responsible and ethical journalism.

The primary objective of this guide is to ensure responsible and effective management and use of AI by media enterprises and media practitioners while:

a. promoting compliance and regulatory alignment;
b. promoting quality assurance;,
c. ensuring security and privacy;
d. providing for continuous improvement, and
e. ensuring adequate risk management.

The guide is divided into five (5) sections that include; legal framework, application of AI in the media sector, principles for ethical use of AI, challenges media enterprises and media practitioners should be aware of when using AI, and guidelines on how media enterprises and media practitioners should approach AI.

3. APPLICABILITY

The guide applies to media enterprises, journalists and media practitioners as enshrined in the Media Council Act No. 46 of 2013.

4. LEGAL FRAMEWORK

The legal framework regulating AI in the media sector in Kenya includes the Constitution of Kenya 2010, the Media Council Act No. 46 of 2013, the Data Protection Act No. 24 of 2019, the Copyright Act No 12 of 2001, the Trademarks Act Cap 506, and the Defamation Act Cap 36.

4.1   The Constitution of Kenya

The following constitutional provisions are key to the use and deployment of AI:

Article 10 provides for the national values that include human dignity, equity, social justice, inclusiveness, equality, human rights, non-discrimination and protection of

the marginalised, good governance, integrity, transparency, and accountability. These are values media enterprises should aspire to abide by.

Article 27 provides for equality and freedom from discrimination. The use and deployment of AI should not result in discrimination directly or indirectly against any person on any ground, including race, sex, pregnancy, marital status, health status, ethnic or social origin, colour, age, disability, religion, conscience, belief, culture, dress, language, or birth.

Article 28 provides for the right of human dignity. Human dignity refers to the inherent value and worth of every individual, acknowledging their rights, autonomy, and the recognition of their humanity. When integrating AI technologies into various aspects of society, it is essential to ensure that these technologies respect and uphold human dignity.

Article 31 provides for the right to privacy, which is a fundamental human right that encompasses an individual's right to control their personal data and be free from unwarranted intrusion.

Article 33 sets out parameters for the right to freedom of expression, which includes the freedom to seek, receive, and impart information and ideas.

Article 34 sets out the right to freedom of the media. AI technologies can enhance the efficiency of media production, distribution, and consumption, but they also pose challenges related to misinformation, content manipulation, and potential threats to journalistic autonomy.

4.2   Media Council Act No. 46 of 2013

The Media Council Act No. 46 of 2013 gives effect to the right of freedom of the media. Section 45 of the Act provides for a Code of conduct that outlines the ethical principles of journalism in Kenya. The use of AI should not violate the Code.

4.3   Data Protection Act No. 24 of 2019

Large language models (LLMs) gather sensitive personal information as they rely on billions of articles, social media posts, forum posts, and other text-based conversations across the web. They could reveal personal information about specific

individuals, including sensitive private information, whether accurate or fabricated, which could compromise privacy and reputation.

Data Protection Act No. 24 of 2019 (DPA) sets out rules and standards for using and handling (processing) personal data about living identifiable individuals by organisations. This is based on principles, rights, and accountability obligations. Organisations in both public and private sectors are subject to this law. Journalists and media houses are all subject to data protection principles, including lawfulness, fairness, transparency, purpose and data minimisation, accuracy, storage limitation, integrity, confidentiality, and accountability. However, Sections 51 and 52 of the DPA exempts journalists from certain rigours imposed upon data processors, particularly when handling personal information in the public interest. Under the DPA, the ODPC is mandated to develop guidelines on data protection for journalists. Nevertheless, media houses and freelance journalists must comply with data protection principles and rigours of being data processors as per the DPA.

AI tools used by media houses have the potential to aggregate data that may be more harmful in terms of the right to privacy and personal information of data subjects. Section 32 of the DPA requires situations where a processing operation is likely to present high risk, such as AI, to be subjected to Data Protection Impact Assessments that the ODPC must approve.

Further, Section 35 of DPA bars automated decision-making that happens without human input to reduce cases of biases that have a significantly negative impact, the exception being in a situation where informed consent is given for the performance of a contract or when authorised by law.

4.4 Computer Misuse and Cybercrimes Act No. 5 of 2018

The offences outlined under the Computer Misuse and Cybercrimes Act such as Sections 22 and 23 criminalises publishing false, misleading, or fictitious data with the intent that the data be regarded or acted upon as authentic' and 'publishing false information in print, broadcast, data, or over a computer system, causing panic, chaos, or violence among citizens of the Republic, or likely to discredit the reputation of others' (criminal defamation) respectively. Other provisions in the Act criminalise subversion and cyber-harassment.

AI tools, without proper oversight, may inadvertently publish content that may violate the Computer Misuse and Cybercrimes Act, which imposes stiff fines and custodial sentences or both. When a journalist or media house uses AI to create or distribute content that violates the Computer Misuse and Cybercrimes Act and other laws relating to incitement, they will likely face legal action. They may be found liable and may be subject to criminal sanctions.

4.5 Copyright Act Cap No. 12 of 2001

The Act makes provision for copyright in literary, musical and artistic works, audio-visual works, sound recordings, and broadcasts. Use and deployment of AI by media enterprises should take into consideration authorship and ownership of generated content; works created using AI, originality, creativity, fair use, copyright infringement, public domain and open access, liability, and responsibility. Each of these aspects should be in compliance with the Copyright Act.

4.6 Trademarks Act Cap 506

The Act regulates the registration of trademarks. Media enterprises should pay attention to infringement of their trademarks, brand recognition, and reputation protection while using and executing AI.

4.7 Defamation Act Cap 36

The Defamation Act Cap 36 deals with libel, other than criminal libel, slander and other malicious falsehoods. Media enterprises should ensure that their use or deployment of AI does not amount to defamation. In the event AI-generated content is alleged to be defamatory, a media enterprise should be in a position to show that the content is truthful, it is privileged content, it is fair comment, there was consent in the publication, it is satire, it is a parody, or the complainant does not have a reputation to protect.

4.8 UNESCO Recommendations on the Ethics of AI

In November 2021, the United Nations Educational, Scientific and Cultural Organization (UNESCO) adopted its recommendation for the ethics of AI, which

pays attention to the ethical implications of using AI in culture, education, science, information and communication. It aims to guide policymakers and stakeholders in developing and using AI ethically. Although 193 member states have endorsed the principles, they are not legally binding. Despite this, they are viewed as a positive step toward a global consensus on AI ethics.

The principles outlined are transparency and explainability, non-discrimination, equity, respect for human autonomy, harm prevention, responsibility, privacy, accountability, and social benefit. A human supervisor and decision-maker are stressed in the document, meaning that the system cannot replace the ultimate responsibility of the operator or whoever gives the order to be accountable for their actions. This is why some decisions shouldn't be left to machines.

5. APPLICATION OF AI IN MEDIA PRACTICE

AI is increasingly revolutionising the media industry. It is changing the way content is created, consumed, and distributed by transforming traditional models across all dimensions of media.

The use of AI in media practice include:

5.1 Content Gathering

Media content refers to, but is not limited to, any data, text, sounds, images, graphics, music, photographs, or advertisements. These include video, streaming content, webcasts, podcasts, blogs, online forums, and chat rooms.

Content gathering entails generating or acquiring content that will be presented on multiple media platforms.

Areas where AI has been used in content gathering include:
   a. Generation of ideas.
   b. Social listening.
   c. Translation.
   d. Optical Character Recognition (OCR).
   e. Speech recording and transcription.
   f. Structuring of data after gathering..

    g. Fact-checking and verification.
    h. Content filtering.

5.2 Content Production

Content production is the process of developing and improving content so that it fits distribution channels it is intended for.

Use of AI in content production includes, but is not limited to:

    a. Production of article summaries – for different platforms.
    b. Transformation of content to different formats and languages.
    c. Writing headlines.
    d. Audio-visual storytelling.
    e. Producing targeted newsletters.
    f. Assessing different data sources.
    g. Video and audio editing.
    h. Fact-checking.
    i. Content Management System (CMS).

5.3 Content Distribution

Content distribution is the process of publishing and promoting content through various channels and media formats.

Ways in which AI has been used in content distribution include:

    a. Achieving higher audience reach and better engagement.
    b. Comments moderation.
    c. Personalisation and recommendation systems – "Read More" "Related" "Recommendation for you."
    d. Optimisation of social media content sharing.
    e. Chatbots.
    f. Search Engine Optimisation (SEO).
    g. Workflow automation.

5.4 Audience Engagement & Measurement

Engagement involves the use of AI technologies to interact with an audience. Examples of use of AI in audience engagement include:

a. Virtual assistants and chatbots.
b. Personalisation of content and recommendations .
c. Sentiment analysis.
d. Social media interactions.

In audience measurement, AI algorithms collect, process, and analyse data related to the audience.

Ways in which AI has been used in audience measurement include:
a. Data analysis.
b. Collection of website traffic.
c. Tracking Click-Through Rate (CTR).
d. Identifying and quantifying churn.
e. Audience segmentation.
f. Analysing audience demographic.

6. PRINCIPLES FOR ETHICAL USE OF AI

For ethical use of AI, the following principles will apply:

6.1 Respect for Persons

Article 10 of the Constitution of Kenya outlines the observation of human dignity, equity, social justice, inclusiveness, equality, human rights, non-discrimination, and protection of the marginalised as part of the national values.

In addition to the values under Article 10 of the Constitution, the following principles of ethical use of AI should be applied by media enterprises and media practitioners:

6.2 Beneficence (Do no harm)

As a general principle, journalists, media practitioners and media enterprises must respect all professional ethics as provided for in the code of conduct for the practice of journalism in Kenya.
The specifics and special sensitivities of using AI require media enterprises, journalists, and media practitioners to take into account the following norms and guidelines:

a. AI systems will respect people's decisions, protecting them from harm, and ensuring their well-being.

b. AI systems will respect human dignity, unless public interest in media coverage limits this principle as prescribed by law.

6.3 Accountability

a. Media enterprises will establish appropriate oversight, impact assessment, audit, and due diligence mechanisms for the utilisation of AI.
b. Media enterprises will deploy corrective measures in the event AI systems deviate from their intended purpose or pose threats.
c. Journalists and media enterprises will be committed to upholding accountability while using AI systems.
d. Media houses and journalists will bear responsibility for any AI-generated content.

6.4 Transparency and Explainability

a. Media enterprises will promptly and adequately inform users when a product, service or content is delivered directly or with assistance of AI.

b. Media enterprises will have internal policies and processes governing disclosure when a product, service or content is from third parties.

c. Full disclosure is essential, ensuring individuals are informed whenever a decision is influenced by or made based on AI processes.

d. Media enterprises will ensure AI systems are designed to be understandable to users and audiences, promoting transparency in their operation.

6.5 Fairness

a. Media enterprises and journalists will ensure use of AI provides fair access to information by users.
b. They will not create filter bubbles through AI features such as personalisation of media content, in a manner that limits information that individual users access or see.

6.6 Diversity and Accessibility

a. Media enterprises will ensure AI systems will treat users equally and be available to diverse people.
b. They will ensure that training data in AI models will not exclude sections of users or any groups based on their ethnicity, gender, education level, physical abilities, political affiliation, religion, economic status etc.

c. Their systems will not be biased towards users based on their ethnicity, gender, education level, physical abilities, political affiliation, religion, economic status etc, and will respect the cultural sensitivities of the user community.

6.7 Intrusion to Privacy

a. Media enterprises and journalists will ensure AI systems avoid the unsolicited observation of a person's activities, properties, or location or any activities of data mining without the subject's consent.

b. They will uphold protection of private information and resist technological intrusion on user's devices,

c. Media enterprises and journalists will ensure their AI systems do not violate anyone's privacy and any user data is protected against any attacks and breaches.

6.8 Data Protection and Governance

Media enterprises and media practitioners will ensure that data is collected for AI use or generated as per the law and governed effectively to prevent loss, damage, and unapproved access.

6.9 Human-in-the-Loop

Through a Human-in-the-Loop approach, media enterprises will ensure;
   a. Human decision-making is central in the use of AI technologies.
   b. AI systems will be considered as tools for supporting human experts.
   c. AI-generated content is subjected to robust editorial oversight and verification processes.
   d. Well-informed decisions are made with clearly defined goals guiding the use of AI systems.
   e. AI-generated content meets all journalistic standards, with enhanced skills "In-the- Loop".
   f. Competitive advantage will not be achieved without humans-in-the-loop.

6.10 Safety and Security of AI Systems

Media enterprises and journalists have a duty to:

a. Ensure AI systems and products are safe and secure before using them or releasing the final product to the public.

b. Put in place clearly defined testing and governance criteria to prevent attack, misuse and other forms of harm by AI systems.
c. Conceive and implement a protocol to secure the safety of humans against rogue or erratic AI alongside every use case.
d. Ensure AI system deployed is reliable and stable.
e. Test the safety of their systems internally and externally to assess cyber security and societal risks.

6.11   Human Dignity, Autonomy, and Psychological Impact

Media enterprises and journalists will:

a. Ensure that AI systems and products do not degrade any person or group and uphold human dignity.
b. Identify how human dignity is impacted and how the psychological effect of the loss of autonomy can be mitigated when using AI systems.
c. Identify possible outcomes of incorrect predictions, especially when they are automating critical processes that can impact human lives.

7. CHALLENGES MEDIA ENTERPRISES, JOURNALISTS AND MEDIA PRACTITIONERS SHOULD BE AWARE OF WHEN USING AI

7.1 Opaqueness/Black box

a. AI systems are opaque, which means that it is difficult to understand how a particular AI system works or how it arrived at a given decision. This phenomenon is known as "black box".
b. In the media, this opacity can make it difficult to examine the decision-making process that led to AI-generated content, making it harder to determine issues around bias and discrimination.

7.2 Bias

a. Bias occurs when algorithms produce systemically prejudiced results due to unconscious associations from data collection, labelling, model training and deployment during the machine learning process. Bias can also be introduced

by human beings during development, deployment and use through unconscious assumptions or subjective interpretation.

b. AI systems have the potential to cause or amplify discrimination, especially if they are not designed and developed with fairness and ethical considerations in mind.

c. AI can exhibit preconceived notions, prejudices or stereotypes, primarily stemming from the data it is trained on, the algorithms it employs, and the contexts in which it operates.

d. Media enterprises, journalists and media practitioners should be aware of the likely bias that is based on quality, objectivity and size of training data used to teach AI models.

7.3 Lack of Emotion

AI lacks emotional intelligence, thus making it possible that some of the decisions/information it generates may be perceived negatively and not acceptable by human standards.

7.4 Misuse of AI systems

AI systems that demonstrate realistic human behaviour can be designed to impersonate or emulate human characteristics and behaviours, such as handwriting, voice, and spoken or textual conversations. These technologies can be used to deceive individuals if exercised with ill intent.

7.5 Deepfakes

A key part of content gathering while using AI is the ability to discern factual content from deepfakes. Deepfakes can be notorious for spreading mis/disinformation and media enterprises, journalists and media practitioners should be able to identify AI-enabled manipulation.
Detection skills and tools need to be made readily available to journalists and media practitioners, as their first line of defence.

Media enterprises, journalists and media practitioners should, therefore, exhaust multiple methods of verification, setting up a threshold to which they can measure manipulation of content using AI and focus on improving the accuracy and accessibility of the tools.

However, AI-generated deepfakes serve useful purposes in the media such as disseminating information, facilitating accessibility, and enhancing creativity.

Fostering partnerships with AI experts and researchers can provide valuable insights into emerging trends and potential threats in the realm of AI-generated media. Regular training for journalists on recognizing and verifying AI-generated content is also crucial.

7.6 Misinformation and Disinformation

AI tools and systems used in media can generate content that misinforms or disinforms. AI can be used to malign information and create deepfake content, hence creating computational propaganda meant for political manipulation, polarisation or creating conspiracy theories.

7.7 Thought Leadership

Media enterprises will apply thought leadership to help in understanding and navigating changes. "Test, Iterate, Repeat" – take time to test, iterate, and repeat. Identify what's working for your media enterprise and newsroom. Introduce AI into their workflow, business processes, and output based on the tests and re-tests.

7.8 Use AI Strategically

Media enterprises will ensure that AI is utilised to support existing business goals in a manner that guides experimentation and implementation efforts.

7.9 Align AI use with Organisation's Values

Media enterprises will:
a. Align media enterprises' use of AI with overall existing strategy and values.
b. Consider media enterprises' values and how AI can support, enhance, and help the media enterprise live up to these values.
c. Use the media enterprises' values to decide which opportunities to pursue and which risks to mitigate.

7.10 Intentionality

Media enterprises will:

a. Design business model around AI capability as opposed to just applying AI to existing processes.
b. Develop a business model and strategy that is AI-centred.
c. Have strategy that addresses not just how AI will be used in the media enterprise presently, but also in future.

7.11 Integration

Media enterprises will:

a. Have strategy that is not separate from operations in the media enterprise.
b. Integrate AI across all functions of the media enterprise, with horizontal communication and AI as the enabling layer, getting rid of silos.
c. Have a strategy that is much integrated into ways their content is created, tested, and marketed.

7.12 Implementation

Media enterprises will:
a. Have talent that is familiar with AI capabilities and know how best to utilise them.
b. Create opportunity for learning and training for developing talent literacies.
c. Work on the best process for combining the best people and the best technology.

7.13 Performance Measurement

Media enterprises will:
a. Develop novel metrics tied directly to purposeful intentionality of their business model using AI.
b. Redefine what to measure, how to measure, and improve performance of AI systems
c. Conduct internal AI Needs Assessment Survey

7.14 Research and Mapping of Opportunity

Media enterprises will:

a. Map opportunity areas and their impact across the media enterprise.
b. Identify areas of AI impact on the media enterprise.
c. Develop a set of opportunities and threats for the media enterprise.
d. Select areas for immediate pilot projects, putting into consideration basic integration, timeline for experiments, scaling and cost benefit, review of projects and the way forward.

7.15 Invest in People

Media enterprises will:

a. Consider having trained personnel to be tasked with identifying and acting on AI trends and leading in AI adoption and transformation.
b. Invest in a team of data scientists; their role will be extraction of data, cleaning, relevancy, and generation.
c. Consider the impact that AI will have on the media enterprise, including staff roles and other operations.

7.16 Trainings

Media enterprises will:
a. Prioritise trainings on AI applications in the media and their ethical use.
b. Know what AI is and what it is not.

7.17 Detecting AI-Generated Content

Generative AI models represent a notable technological achievement, contributing to content generation and enhancing the quality of human-generated text. Journalists and media practitioners can effectively discern AI-generated content by looking out for the following:

7.17.1 Uniform Writing Style

AI-generated content usually follows a uniform pattern or adds the same phrases, which is missing in human text.

7.17.2 Lack of Context

AI content is often generic and does not focus on a specific audience.

7.17.3 AI Detection Tools

These are tools that help distinguish human-generated from AI-generated content.

7.17.4 Textured Backgrounds

AI images either have a rough or extremely smooth texture. You can identify them by blurred background objects or pixelated reflections.

7.17.5 Airbrushed Images

AI-generated images appear too smooth or blurred and have random brush strokes across the image.

7.17.6 Distorted Human Features

Another great way to detect AI images is to check unnatural or poorly drawn human features, especially hands, smiles, and eye gazes.

7.17.7 Watermarks

Most AI image-generating tools add invisible watermarks and cryptographically signed metadata that provide details about the content's creation, involvement of humans and AI, and distribution. This approach promotes transparency and establishes a new media literacy regarding AI-infused content. Media enterprises can also add watermarks (a small logo, image, or text to mark the source) to content, for easy identification of AI-generated content on their platforms.

7.18 Overcoming Algorithm Bias

a. Avoid the procurement and use of biased, inaccurate, or otherwise non-representative AI training data.
b. Consider possible ways AI systems could fail for different subsets of your users.
c. Acknowledge the diversity of audience.
d. Where the AI model depends on training data, the practitioners will curate and document the data that was used in model development.

7.19 Procurement of AI systems

Media enterprises will scrutinise the safety and effectiveness of AI models before procuring them. A procurement checklist shall ensure that the models are safe for use and free from bias. To achieve this, they shall seek to find out the following:

a. Which data did the provider use to train the model?
b. Did the provider check whether the training data is secure and unbiased?
c. Are there legal risks on ownership of the training data?
d. Who will have access to the procured system?
e. Where will data be stored?
f. What guarantee is offered for compliance with legal requirements such as data protection?
g. Who is liable for possible risks such as security threat, copyright infringement or data breach?
h. What skills are needed to oversee the system and what kind of support can the provider offer?
i. Has the system been defined for specific human needs?
j. What infrastructure does the AI solution depend on?

7.20 Vendor Risk Assessment

In conducting vendor risk assessment, media enterprises and practitioners will:

a. Evaluate to identify potential obstacles and risks that might be caused by AI systems and how to solve them.
b. Evaluate how AI might impact editorial policies and general practices in your media enterprise.
c. Assess the risks in borrowing, buying or building AI systems.

7.21 Internal Policies

Media enterprises will develop internal AI policies and strategies before they start using AI systems.
For a media enterprise to have a policy:

a. They will assign responsibilities in using/adopting AI models and explore collaboration opportunities.
b. Journalists and their managers will be well versed with the internal policies on the use and application of AI in their work.
c.   It will constantly review the policy to achieve relevance with the ever-changing AI technologies.

8. GUIDE ON HOW MEDIA ENTERPRISES AND JOURNALISTS SHOULD APPROACH AI

Media enterprises cannot avoid the use of AI in their day-to-day operations, but its use must be managed well. The following should be put into consideration when a media enterprise is using AI:

8.1 Thought Leadership

Media enterprises will apply thought leadership to help in understanding and navigating changes. "Test, Iterate, Repeat" – take time to test, iterate, and repeat. Identify what's working for your media enterprise and newsroom. Introduce AI into their workflow, business processes, and output based on the tests and re-tests.

8.2 Use AI Strategically

Media enterprises will ensure that AI is utilised to support existing business goals in a manner that guides experimentation and implementation efforts.

8.3 Align AI use with Organisation's Values

Media enterprises will:

a. Align media enterprises' use of AI with overall existing strategy and values.
b. Consider media enterprises' values and how AI can support, enhance, and help the media enterprise live up to these values.
c. Use the media enterprises' values to decide which opportunities to pursue and which risks to mitigate.

8.4 Intentionality

Media enterprises will:

a. Design business model around AI capability as opposed to just applying AI to existing processes.
b. Develop a business model and strategy that is AI -centred.
c. Have strategy that addresses not just how AI will be used presently, but also in future in the media enterprise.

8.5 Integration

Media enterprises will:

a. Have strategy that is not separate from operations in the media enterprise.
b. Integrate AI across all functions of the media enterprise, with horizontal communication and AI as the enabling layer, getting rid of silos.
c. Have a strategy that is much integrated into ways your content is created, tested, marketed.

8.6 Implementation

Media enterprises will:
a. Have talent that is familiar with AI capabilities and know how best to utilise them.
b. Create opportunity for learning and training for developing talent literacies.
c. Work on the best process for combining the best people and the best technology.

8.7 Performance Measurement

Media enterprises will:

a. Develop novel metrics tied directly to purposeful intentionality of your business model using AI.
b. Redefine what to measure, how to measure, and improve performance of AI systems
c. Conduct internal AI Needs Assessment Survey.

8.8   Research and Mapping of Opportunity

Media enterprises will:
a. Map opportunity areas and their impact across the media enterprise.
b. Identify areas of AI impact on the media enterprise.
c. Develop a set of opportunities and threats for the media enterprise.
d. Select areas for immediate pilot projects, putting into consideration basic integration, timeline for experiments, scaling and cost benefit, and review of projects and the way forward.

8.9   Invest in People

Media enterprises will:
a. Consider having trained personnel to be tasked with identifying and acting on AI trends and leading in AI adoption and transformation.

b. Invest in a team of data scientists; their role will be extraction of data, cleaning, relevancy, and generation.

c. Consider the impact that AI will have on the media enterprise, including staff roles and other operations.

8.10 Trainings

Media enterprises will:

a. Prioritise trainings on AI applications in the media and their ethical use.

b. Know what AI is and what it is not.

8.11 Detecting AI-Generated Content

Generative AI models represent a notable technological achievement, contributing to content generation and enhancing the quality of human-generated text. Journalists and media practitioners can effectively discern AI-generated content by looking out for the following:

8.11.1 Uniform Writing Style

AI-generated content usually follows a uniform pattern or adds the same phrases, which is missing in human text.

8.11.2 Lack of Context

AI content is often generic and does not focus on a specific audience.

8.11.3 AI Detection Tools

These are tools that help distinguish human-generated from AI-generated content.

8.11.4 Textured Backgrounds

AI images either have a rough or extremely smooth texture. You can identify them by blurred background objects or pixelated reflections.

8.11.5 Airbrushed Images

AI-generated images appear too smooth or blurred and have random brush strokes across the image.

8.11.6 Distorted Human Features

Another great way to detect AI images is to check unnatural or poorly drawn human features, especially hands, smiles, and eye gazes.

8.11.7 Watermarks

Most AI image-generating tools add invisible watermarks and cryptographically signed metadata that provide details about the content's creation, involvement of humans and AI, and distribution. This approach promotes transparency and establishes a new media literacy regarding AI-infused content. Media enterprises can also add watermarks (a small logo, image, or text to mark the source) to content, for easy identification of AI-generated content on their platforms.

8.12   Overcoming Algorithm Bias

a. Avoid the procurement and use of biased, inaccurate, or otherwise non-representative AI training data.
b. Consider possible ways AI systems could fail for different subsets of your users.
c. Acknowledge the diversity of audience.
d. Where the AI model depends on training data, the practitioners will curate and document the data that was used in model development.

8.13   Procurement of AI systems

Media enterprises will scrutinise the safety and effectiveness of AI models before procuring them. A procurement checklist shall ensure that the models are safe for use and free from bias. To achieve this, they shall seek to find out:
a. Which data did the provider use to train the model?
b. Did the provider check whether the training data is secure and unbiased?
c. Are there legal risks on ownership of the training data?
d. Who will have access to the procured system?
e. Where will data be stored?
f. What guarantee is offered for compliance with legal requirements such as data protection?

g. Who is liable for possible risks such as security threat, copyright infringement or data breach?
h. What skills are needed to oversee the system and what kind of support can the provider offer?
i. Has the system been defined for specific human needs?
j. What infrastructure does the AI solution depend on?

8.14 Vendor Risk Assessment

In conducting vendor risk assessment, media enterprises and practitioners will:

a. Evaluate to identify potential obstacles and risks that might be caused by AI systems and how to solve them.
b. Evaluate how AI might impact editorial policies and general practices in your media enterprise.
c. Assess the risks in borrowing, buying or building AI systems.

8.15   Internal Policies

Media enterprises will develop internal AI policies and strategies before they start using AI systems.
For a media enterprise to have a policy:
   a. They will assign responsibilities in using/adopting AI models and explore collaboration opportunities.
   b. Journalists and their managers will be well versed with the internal policies on the use and application of AI in their work.
   c. It will constantly review the policy to achieve relevance with the ever-changing AI technologies.

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