What Policies do you need to build a better future for AI and Journalism?

Workshop at the Joint Computation + Journalism European Data & Computational Journalism Conference 2023

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Today's programme and some practicalities

The workshop will be held under the <u>Chatham House Rules,</u> meaning that participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

The programme

- **Introduction: AI4Media and today's aim (5 min)**
- **Short presentation: The Pilot Policy Recommendations for the use of AI in the Media Sector (15 min)**
- **Workshop: Provotyping policies and a wishing well (45 min)**
- **Wrap up: Main findings and some further reading (15 min)**

Aim of the day

- **AI4Media** is a Horizon2020 funded project with 30 leading partners. The project aims to deliver research, which can **support a better understanding of AI developments and their impact on society, economy and people**. The team behind the workshop, are Noemie Krack and Aleksandra Kuczerawy from KU Leuven and Anna Schjøtt Hansen from UvA.

- The aim of today's workshop is to identify **qualify and expand the pilot policy recommendations on AI in media** that have been developed as part of the project. The insights produced in the workshop will be part of further research in the project and feed into the **final policy recommendations to be delivered to the EC**.

- The initial **outcome** will be a **one-pager that summarises the discussions** from today's workshop, which we will disseminate shortly after the workshop. The long term outputs will be the **final policy recommendations** and research in the consortium.

Pilot Policy recommendations

Pilot Policy Recommendations for the use of AI in the Media Sector

Scope: Reflects on the lack of specific policy recommendations regarding the use of AI applications and tools in the media sector, investigates the ways to improve such inadequate framework.

Methodology: A combination of the following;
- Interdisciplinary research by legal, technical, and societal experts within the AI4Media consortium.
- Analysis of a surveys from AI researchers and media professionals from 26 countries in Europe and beyond which were collected as part of the AI4Media survey in D2.3.
- Stakeholder consultation

AI4media
ARTIFICIAL INTELLIGENCE FOR
THE MEDIA AND SOCIETY

Deliverable 2.4

Pilot Policy Recommendations for the use of AI in the Media Sector

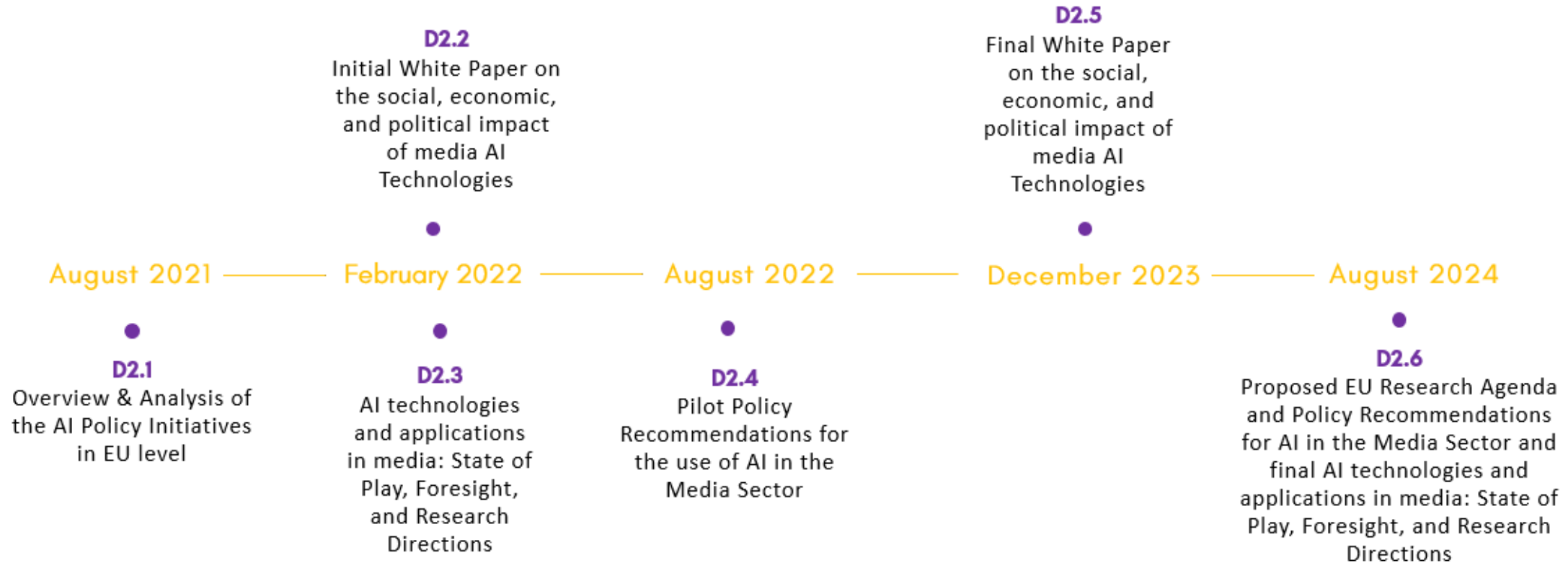| Project Title	Artificial Intelligence for the Media and Society
Contract No.	951911
Instrument	Research and Innovation Action
Thematic Priority	H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT) / ICT-48-2020 - Towards a vibrant European network of AI excellence centres
Start of Project	1 September 2020
Duration	48 months

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951911.

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Interdisciplinary research

A. Interdisciplinary research

D2.2
Initial White Paper on the social, economic, and political impact of media AI Technologies

D2.5
Final White Paper on the social, economic, and political impact of media AI Technologies

August 2021 ——— February 2022 ——— August 2022 ——— December 2023 ——— August 2024

D2.1
Overview & Analysis of the AI Policy Initiatives in EU level

D2.3
AI technologies and applications in media: State of Play, Foresight, and Research Directions

D2.4
Pilot Policy Recommendations for the use of AI in the Media Sector

D2.6
Proposed EU Research Agenda and Policy Recommendations for AI in the Media Sector and final AI technologies and applications in media: State of Play, Foresight, and Research Directions
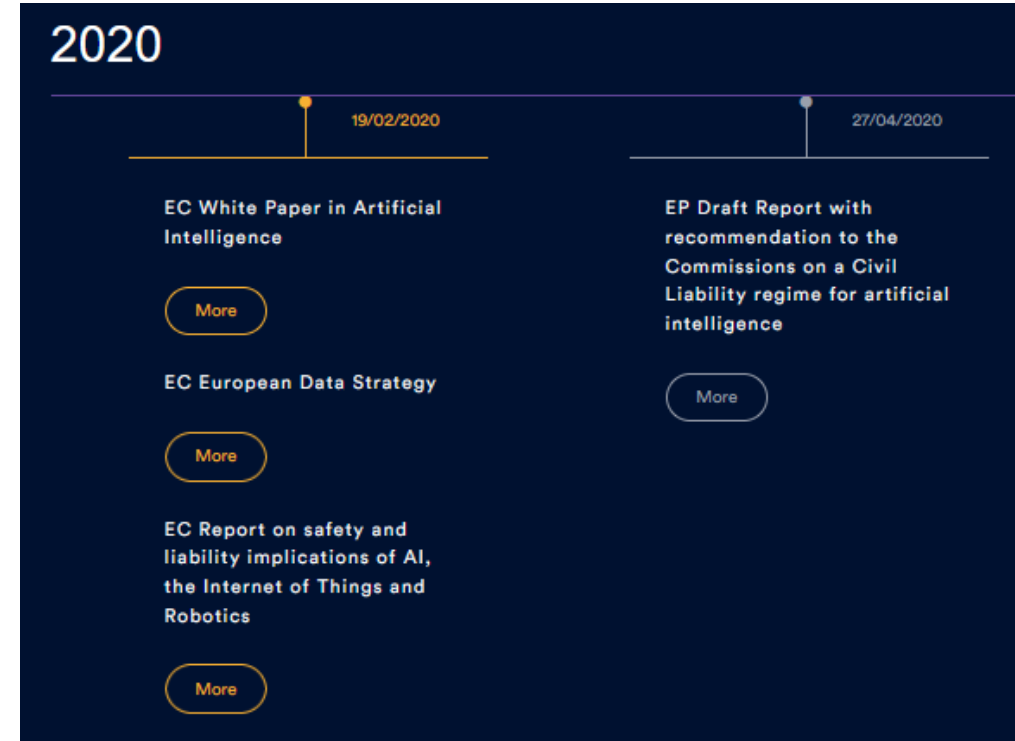
Overview of the European AI Policy and Regulatory Landscape (Aug. 2021)

The overview outlines key aspects related with:

- EU policy initiatives on AI strategy, ethics, intellectual property rights, safety and liability, education, culture and audiovisual technology

- Key EU regulatory initiatives and how influence AI systems

- The potential impact of the anticipated regulatory initiatives in AI applications for the Media

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2020

19/02/2020

EC White Paper in Artificial Intelligence

More

EC European Data Strategy

More

EC Report on safety and liability implications of AI, the Internet of Things and Robotics

More

27/04/2020

EP Draft Report with recommendation to the Commissions on a Civil Liability regime for artificial intelligence
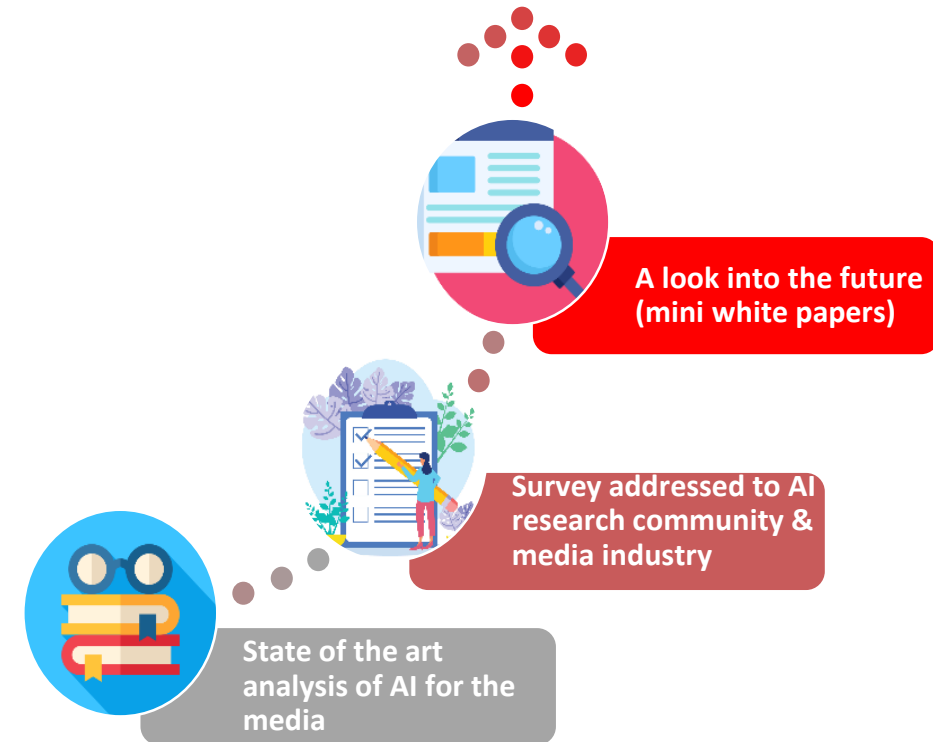
More

Roadmap on AI technologies and applications for the media industry

Detailed overview of the complex landscape of AI for the media industry

- analyses the **current status of AI technologies and applications** for the media industry

- highlights **existing and future opportunities for AI to transform media** workflows, assist media professionals and enhance user experience in different industry sectors

- offers **useful examples of how AI technologies are expected to benefit the industry** in the future

- discusses **facilitators, challenges and risks** for the wide adoption of AI by the media

A look into the future (mini white papers)

Survey addressed to AI research community & media industry

State of the art analysis of AI for the media

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Initial White Paper on the social, economic, and political impact of media AI Technologies

Method: The whitepaper is based on a thorough literature review of academic journals published by scholars within the field of humanities, social science, media and legal studies as well as reports developed either with a specific focus on AI in the media sector or with a broader outlook on AI in society.

Aim:

- To map current trends in AI applications in the media sector and their potentials – for the industry or society – but also discuss the critical questions and concerns that have been raised regarding these applications.

- Identification of main potentials and challenges of AI applications across the media cycle

- Discussion and distillation of key societal concerns of media AI and provision of guidelines & considerations for industry professionals, policy makers and researchers

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Bias & discrimination

Inequalities in AI access

Media (in)dependence & commercialization

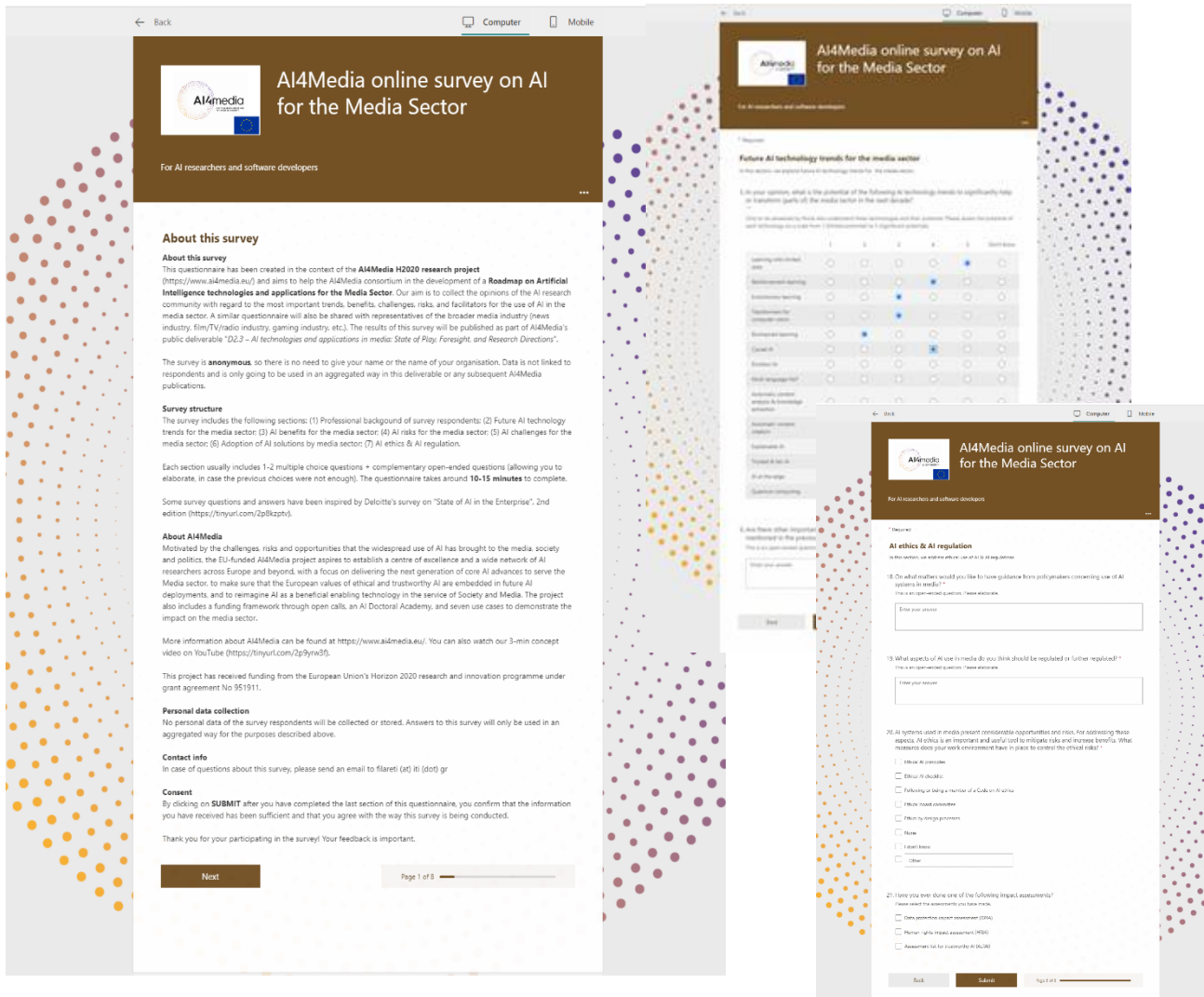**Labour displacement, monitoring & professional control**

Privacy, transparency, accountability and liability

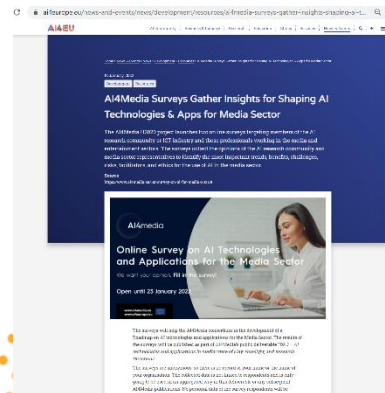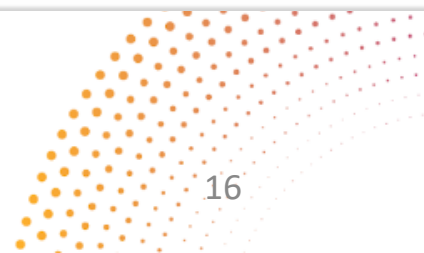**Manipulation and mis- and disinformation as an institutional threat**
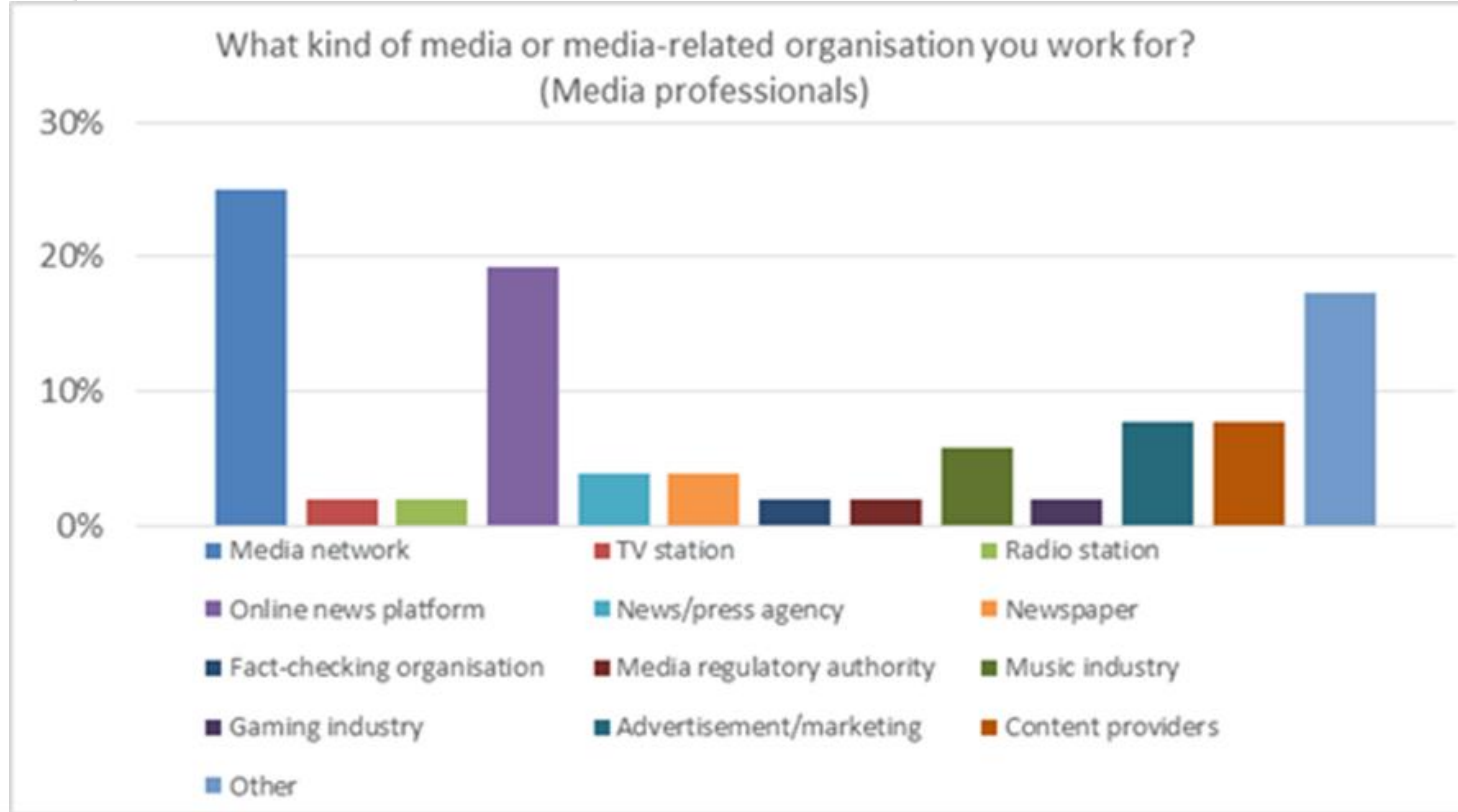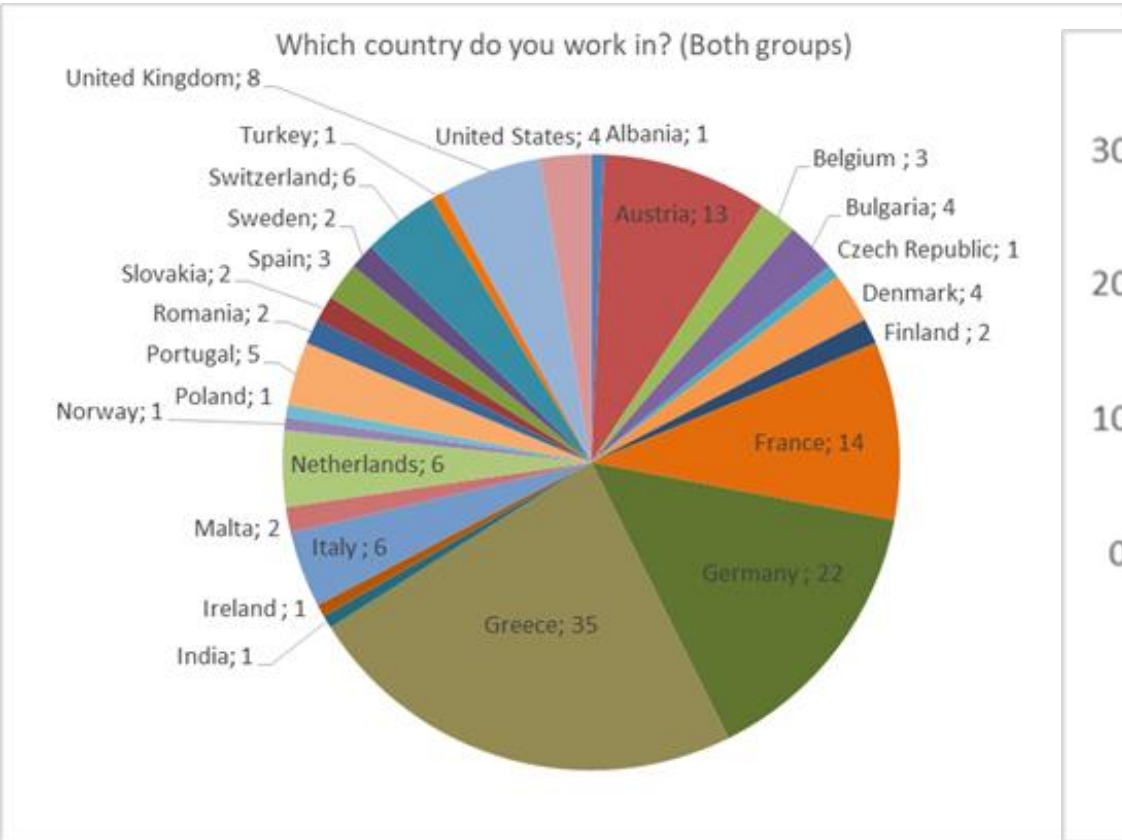
Surveys

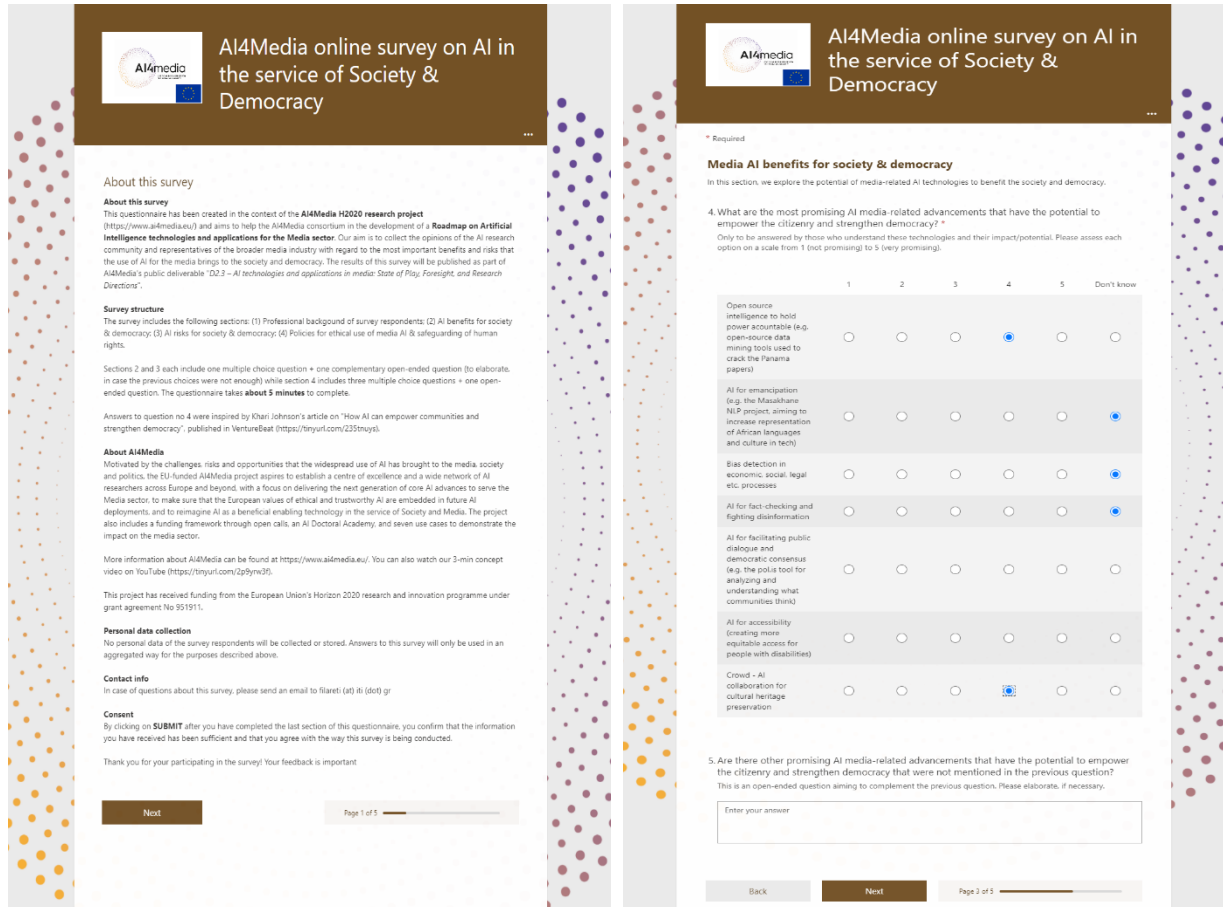# Survey 1: Online survey on AI for the Media Industry

- **2 versions**: for AI research community and for media industry professionals

- 150 respondents
  1. 98 from the AI research community
  2. 52 from the media industry or organisations related to the media

- 26 countries (Europe, USA, India)

AI for Media survey stats

Which country do you work in? (Both groups)

United Kingdom; 8
Turkey; 1
Switzerland; 6
Sweden; 2
Spain; 3
Slovakia; 2
Romania; 2
Portugal; 5
Poland; 1
Norway; 1
Netherlands; 6
Malta; 2
Italy; 6
Ireland; 1
India; 1
United States; 4
Albania; 1
Austria; 13
Belgium ; 3
Bulgaria; 4
Czech Republic; 1
Denmark; 4
Finland ; 2
France; 14
Germany ; 22
Greece; 35

What kind of media or media-related organisation you work for? (Media professionals)

- Media network
- TV station
- Radio station
- Online news platform
- News/press agency
- Newspaper
- Fact-checking organisation
- Media regulatory authority
- Music industry
- Gaming industry
- Advertisement/marketing
- Content providers
- Other

Survey 2: Internal survey on Media AI in the service of Society & Democracy

- Addressed only to the AI4Media consortium

- Four sections:
  1. Professional background of respondents;
  2. AI benefits for society & democracy;
  3. AI risks for society & democracy;
  4. Policies for ethical use of media AI & safeguarding of human rights

- 150 respondents

  - 24 from the AI research community + 7 from the media industry
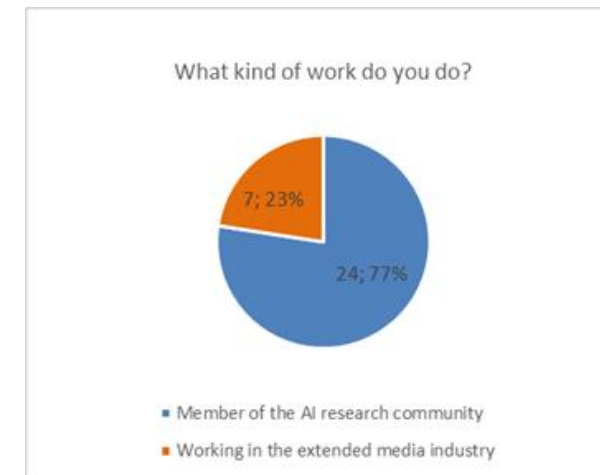
Stakeholder Consultation

Stakeholder consultation: "Towards policy recommendations in the field of AI and media"

Purpose: Exchange ideas on challenges and opportunities of AI use in media with different stakeholder groups.

Three different stakeholder groups:
 55 participants in total

- Media stakeholders (media companies, media associations).
- Civil society, NGOs and academia.
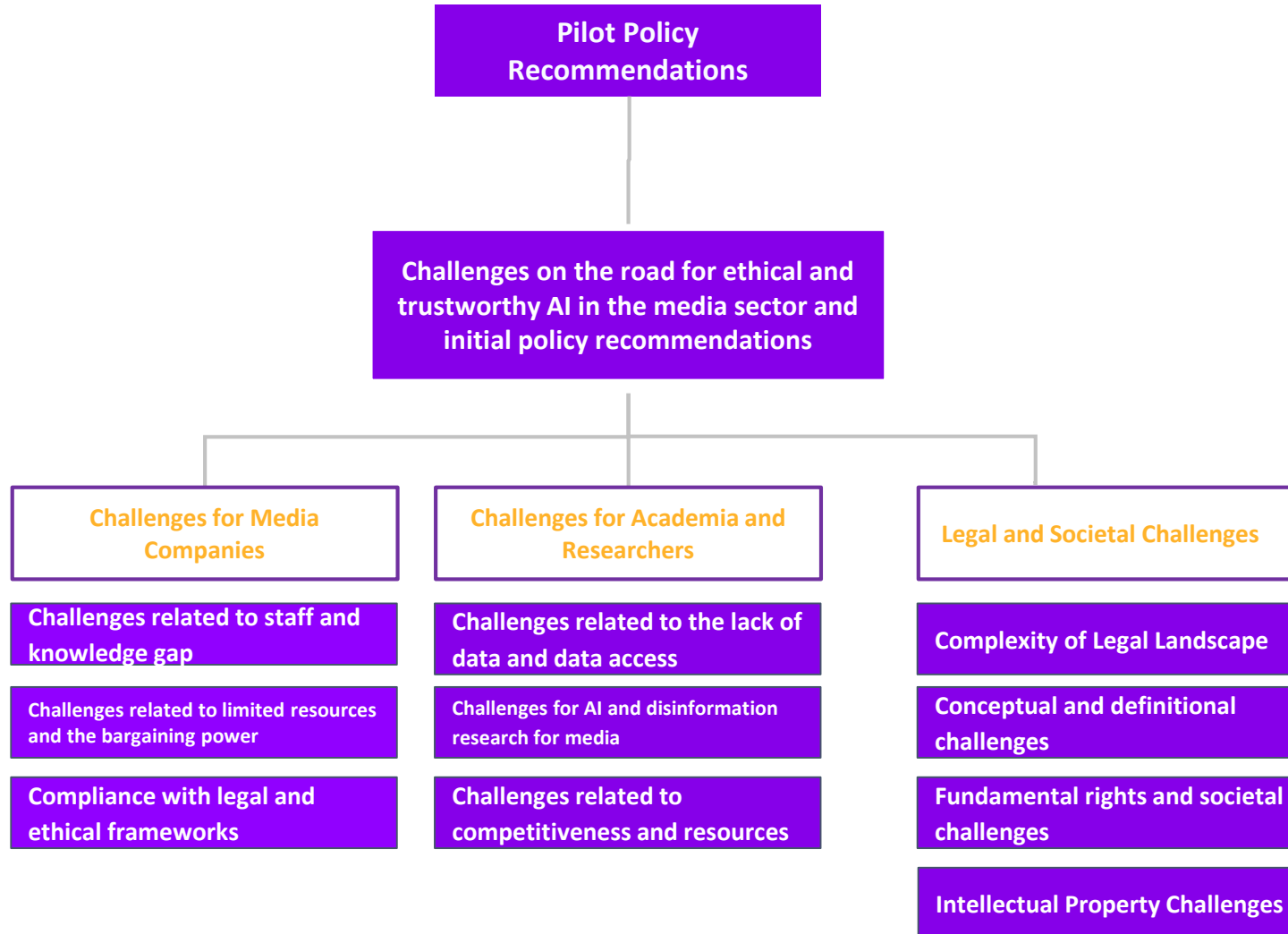- Policymakers (international institutions, civil servants, national media authorities).

Outcome: Contributed to the dissemination of information about the project and the results of the work carried so far. Inputs gathered during this consultation are incorporated in the pilo

AI4media

Towards Policy recommendations in the field of AI and Media: **Stakeholders consultation**

29 June 2022   Online

www.ai4media.eu

Results

Pilot Policy Recommendations for the use of AI in the Media Sector

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                    ┌─────────────────────┐
                    │   Pilot Policy      │
                    │  Recommendations    │
                    └─────────────────────┘
                              │
                    ┌─────────────────────┐
                    │ Challenges on the road for ethical and │
                    │ trustworthy AI in the media sector and │
                    │ initial policy recommendations         │
                    └─────────────────────┘
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Challenges for Media Companies

- **Challenges related to staff and knowledge gap**
- **Challenges related to limited resources and the bargaining power**
- **Compliance with legal and ethical frameworks**

Challenges for Academia and Researchers

- **Challenges related to the lack of data and data access**
- **Challenges for AI and disinformation research for media**
- **Challenges related to competitiveness and resources**

Legal and Societal Challenges

- **Complexity of Legal Landscape**
- **Conceptual and definitional challenges**
- **Fundamental rights and societal challenges**
- **Intellectual Property Challenges**

Identified Challenges

Challenges for Media Companies

Challenges related to staff and knowledge gap
- Challenges related to the internal organisation of media organisations
- Challenges related to AI innovation
- Difficulty in handling legal and ethical aspects in early-stage AI innovation
- Lack of AI talent in the media industry
- Knowledge gap
- Lack of information related to Trustworthy AI in the innovation context

Challenges related to limited resources and the bargaining power
- Media concentration and journalistic autonomy
- Limited bargaining power
- Licensing tensions between data sets free to re-use for research and for commercial applications
- Lack of coordination between media partners to seek collective solutions

Compliance with legal and ethical frameworks
- Challenges for legal and regulatory compliance
- A need for accessible ethics and legal advices for the media staff
- Lack of information on how AI systems address trustworthy AI challenges
- Lack of instruments for media organisations to audit, assess the ethicality and trustworthiness of AI systems
- Business needs not aligned with ethical concerns
- A need for standardised data documentation
- Transparency of AI models and workflows documentation
- Lack of combination of legal and technical "templates" to simplify data protection compliance
- A need for space for experimentation to support policy

Identified Challenges

Challenges for Academia and Researchers

Challenges related to the lack of data and data access

- Lack of real-world data to train AI systems for the media sector
- Lack of quality data
- Lack of data for developing synthesis detection and Privacy Enhancing Technologies
- Lack of common understanding that (AI) systems and tools can address privacy aspects without the need to sacrifice utility or performance

Challenges for AI and disinformation research for media

- Lack of common best practices and standards for disinformation analysis
- A need for sustainable R&D for disinformation analysis
- Lack of sufficient API/data access to tackle disinformation

Challenges related to competitiveness and resources

- Tension between aiming at AI Excellence and complying with Trustworthy AI desiderata and requirements
- Open platforms for AI research and evaluation

Legal and Societal Challenges

Complexity of Legal Landscape

- Plethora of policy initiatives and a complex regulatory landscape
- Compliance with the General Data Protection Regulation
- Monolithic policy regulations

Conceptual and definitional challenges

- The role of 'media'
- The so-called 'media exemption' in content moderation
- The place of media in the AI Act

Fundamental rights and societal challenges

- AI-driven Manipulation and Propaganda
- AI bias and discrimination against underrepresented or vulnerable groups
- Filter-bubbles in recommender systems
- Transparent communication

IP challenges

- Copyright challenges of AI use in media

D2.4 - Pilot Policy Recommendations for the use of AI in the Media Sector

Initial Policy Recommendations

Challenges for Media Companies

Initial Recommendations

The EC could promote EU-level programs for training media professionals, leveraging on existing schemes and instruments such as CEDEFOP or AIDA.

The EC could promote and fund the development of national or European clusters of media companies and AI research labs that will focus on specific topics of wider societal impact.

The EC could promote initiatives such as Media Data Space, which would extend to pooling together AI solutions and applications in the media sector.

The EC could provide information related to early-stage AI innovation and "regulatory sandboxes".

The EC could provide guidance on how to practically implement the principles of the AI HLEG guidelines in a media context.

Challenges for Academia and Researchers

Initial Recommendations

The EC could promote the development of European clusters of media companies and AI research labs that will focus on specific topics of wider societal impact.

The EC could promote the development of public datasets for AI research, cleared and GDPR-compliant (a go-to place for sharing AI datasets).

The EDPS/EDPB could issue a practical guidance addressed to disinformation and other AI researchers on using and publishing datasets with social media data.

The EC could promote the development of standard for the formation of bilateral agreements for data sharing between media/social media companies and AI researchers.

Legal and Societal Challenges

Initial Recommendations

The EDPS/EDPB could provide official guidelines on AI and GDPR which will address practical questions faced by media sector.

The EC could facilitate a process of establishing standardized processes to audit AI systems for bias/discrimination.

The EC could promote the development of AI fairness audit reports certificates for the AI media applications.

The EC could work towards providing a legal certainty on what is media and on the relationship between legacy media and 'new media' (i.e. social media, online intermediaries).

The EC could clarify what is the place of media in the AI Act proposal.

Worskhop instructions

Workshop instructions - Provotyping policies

Provotypes as understood within participatory design are:

> "'types' that embody tensions surrounding an area of interest, in order to support collaborative analysis of that area and to collaboratively explore design possibilities".

In this workshop we are interested in understanding the tensions in the AI media landscape and collaboratively explore ways to design policy to support this.

Three corners of tension-filled statements based on pilot recommendations:

- Media landscape
- Research landscape
- Regulatory and Policy landscape

Exercise one – read and react

1. Go to one of the three corners - where you start does not matter, as you will rotate through all corners. Try to divide yourself equally.

2. In each corner, you will have 10 min to discuss and react to the statements presented.

3. Use post-its to describe your reactions to the statements, writing whether you agree or not and why (e.g., "I partly agree, because….). We encourage discussion amongst participants during the exercise.

4. At each corner you will also find red and green stickers, you can use these to show support or disagreements with previous comments from participant (use maximum three of each at every corner)

5. When the alarm goes off - move to another corner and try not to stay together with the same group.

Wrap-up

Exercise two - the wishing well

AI4media

1. Go to one of the three tables in the middle of the room.

2. Based on your reactions to the statements and experience working with or researching media, think about what wishes do you have for future regulation of the media sector in relation to AI - your wishes can relate to e.g., data, funding, rights, limiting power etc.

3. Spend 5 minutes to write down three wishes each.

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Here are some questions that can be of inspiration if needed:
- AI will always be built by humans to imitate humans, so it will always be biased - but which biases should be fostered?
- What should be the values driving AI usage in the media? (we often talk about efficiency - but is that the ideal we want guiding the future?)
- What are the missing aspects in policy - where do you see regulation helping you in your practices (e.g., research, journalistic work etc.)

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3. Spend 5 minutes to write down three wishes each.

4. Now spend another 10 minutes and identify if others have written similar wishes as you and as a group (the people at your table) decide how to group them together under a headline.

Wrap-up

Leaflet with materials

AI4media

AI4media

A Centre of Excellence delivering next generation AI Research and Training at the service of Media, Society and Democracy.

Find out more about our work for a European AI Vision for the Media Sector:

→ **Report on the Overview & Analysis of the AI policy Initiatives at the EU level.**

The report provides an overview of the EU policy on AI and the forthcoming EC legislative proposal on AI regulation, with useful information on existing and upcoming policy frameworks and an analysis of the ensuing principles and requirements.

→ **Initial White Paper on the social, economic, and political impact of media AI Technologies**

The White paper provides an overview of some of the core discussions of AI for media from a media studies/social science perspective, identifying the main potentials and challenges connected with AI applications across the media cycle. It dives into their impacts on society (socially, economically, or politically) and mitigation measures.

Factsheet

Full report

→ **Roadmap on AI technologies and applications for the media industry**

The Roadmap on AI technologies and applications for the Media aims to provide a detailed overview of the complex landscape of AI for the media industry. It analyses the current status of AI technologies and applications for the media industry and the existing opportunities and challenges for the media sector.

→ **Pilot Policy Recommendations for the use of AI in the Media Sector**

The recommendations reflect on the lack of specific policy recommendations regarding the use of AI applications and tools in the media sector. The report investigates how this could be fixed. It identifies challenges for the use of AI applications in the media sector. It also provides the initial policy recommendations addressing these challenges.

Stay tuned for our forthcoming reports and the launch of the AI Media Observatory in October 2023.

Thank you!

Questions?

AI4media

Our Consortium