

The data was categorized using previous literature and qualitative analysis techniques, where the 1 researchers divided the cases into multiple categories based on the types of AI applications such as machine learning, natural language processing, and computer vision. Hypothesis Implicit Hypothesis: The hypothesis that the research follows is that AI technologies will have multiple impacts on the media industry, ranging from improving journalistic performance to ethical challenges such as creating distorted content that may be used to deceive the public. Research Methodology Case Study Approach: The research relied on a multiple-case study, where the researchers analyzed the JournalismAI database, which includes a set of practical applications of artificial intelligence in the media industry. The research also contributes to expanding knowledge about artificial intelligence applications in newsrooms, and helps journalists and media professionals understand how to exploit these technologies safely and responsibly. The research also indicates the importance of keeping up with technological updates and understanding artificial intelligence applications to ensure the development of the media industry in a way that enhances the transparency and credibility of the media. The research also indicates that AI is not a magic solution for journalism, but rather a new tool that requires journalists to have a deeper understanding to exploit these technologies effectively and ethically. The problem also includes geographical differences in the adoption of AI technologies in the media, as a large disparity is observed between developed regions and the Global South. Importance of the Research The importance of the research lies in that it highlights how artificial intelligence affects the media industry, and provides a deeper understanding of how to develop these technologies in line with ethical journalism standards. What are the ethical challenges associated with artificial intelligence applications in the media?: How can we ensure that the use of artificial intelligence in the media does not harm credibility or promote misleading information? The researchers aim to study the different applications of artificial intelligence technologies in newsrooms and analyze how these applications affect the quality of news and the way humans interact with machines in the media industry. The researchers used qualitative analysis to classify the cases and analyze the differences in the use of artificial intelligence between .different projects.2.3.4.5.6.7.8