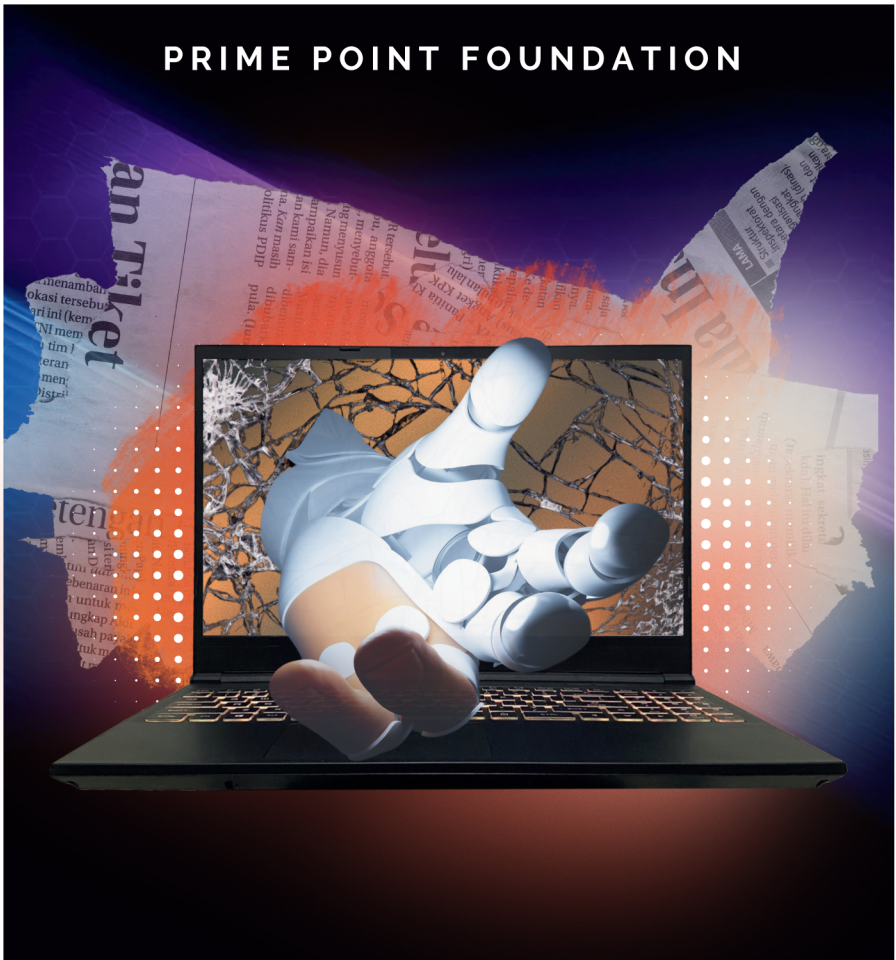


PRIME POINT FOUNDATION



TECHNOLOGY FOR PROFESSIONALS

JOURNALISTS' HANDBOOK FOR AI TOOLS AND TECHNIQUES

DIPTI KUMAR

AI AND THE FUTURE

Artificial intelligence or AI: Technology that enables computers and machines to simulate human intelligence and problem-solving capabilities.

DEFINED BY IBM

John McCarthy coined the term Artificial Intelligence in 1956 at the first conference on AI at Dartmouth College

“Some people call this artificial intelligence, but the reality is, this technology will enhance us. So instead of artificial intelligence, I think we’ll augment our intelligence.”

GINNI ROMETTY, FORMER CEO, IBM

First published

May 2024

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Publisher's Note



Prime Point Foundation is proud to present "Journalist's Handbook for AI Tools and Techniques", authored by Dipti Kumar, a renowned expert in Digital Media. This book, a comprehensive guide on the evolving landscape of AI, is a testament to Dipti's profound understanding of the subject.

We are grateful to the Media Wing of Brahmakumaris, one of the leading Spiritual Organisations in India, for releasing this book at the prestigious National Media Conference in Mount Abu, Rajasthan, marking a significant milestone in journalism. We believe this book will serve as a beacon for journalists navigating the complex world of AI, equipping them with the necessary tools and techniques.

I am grateful to the Editorial Team of PreSense for bringing out this book in time, particularly, when we celebrate the Silver Jubilee of the Foundation.

Prime Point Srinivasan
Founder and Chairman, Prime Point Foundation
Managing Editor, PreSense
May 24, 2024

Foreword



BRAHMA KUMARIS MALDA

Dear Shri Prime Point Srinivasan ji



I am extremely happy that you are very thoughtful to come up with the idea of benefitting the participants of Brahma Kumaris National Media Conference with your E Book on Journalists Handbook for AI tools and techniques.

This book is highly informative and shares exhaustive details and the use of Artificial Intelligence in the journalistic profession. Dipti Kumar ji has done extensive study in this field and acquired tremendous knowledge on the usage of AI. She has very lucidly presented the desired information which no doubt acts as a helping tool for effective and smooth functioning of journalists.

I am ambitious of your continued association with Media Wing of Brahma Kumaris whose very objective is to serve the Media and allied community with due spiritual Empowerment for a Happy and Healthy Society.

With fond regards

BK Karuna
Chairperson
Brahma Kumaris Multi Media
karunabk@gmail.com

Preface

The media environment in 2024 is a thriving space of multimedia content, pushing the boundaries of storytelling, creating immersive reporting, and giving us 24/7 coverage, instant updates and visuals that are impactful and shocking.

Nearly 90 per cent of newsrooms globally use AI tools in varying capacities.

This is also the media environment in 2024: traditional newsrooms are shifting gears to the trend of 'technology first'. New generation reporters can easily dabble in half a dozen AI tools to create, produce, and deliver content that is a lot like fast fashion. Yet, the regulation, governance, and possible streamlining of these tools and speed of work have got us in a tangle of trying to keep it trendy, be first, and be everywhere.

This book, "Journalists' Handbook for AI Tools and Techniques", serves as a comprehensive guide for journalists navigating this new normal. It demystifies AI tools like ChatGPT, Google Gemini, and Microsoft Copilot, explaining their potential to help with research, article writing, and editing.

The handbook also addresses critical issues such as verifying information, managing fake news, and ensuring accuracy in the work we do as media professionals. Furthermore, it explores the legal landscape surrounding AI-generated content. This book is not just a manual, it's a lightning rod, driving energy for the future and empowering journalists to harness the power of AI responsibly and

effectively. The journey ahead is exciting, and this handbook is your trusted companion to help you on that path. I hope you find this helpful and share the knowledge with your community, even outside the newsroom.

This book wouldn't be possible without the guidance and support of Prime Point Srinivasan, the Founder and Chairman of Prime Point Foundation and the Founder of the Digital Journalists Association of India (DiJAI). His encouragement in undertaking this book is an indicator of the astute mind and visionary thinking he has about the power of technology as a tool for many.

It does take a community to help bring ideas to life. I am grateful to have this community in the PreSense Editorial team, including Ramesh Sundaram, Editor in Chief and Editor Priyadharshni Rahul who have provided support and encouragement through the making of this handbook.

I am deeply grateful for the heartfelt welcome offered by Brahmakumaris, a leading Indian spiritual organization for releasing this book during the National Media Conference at Mount Abu in May 2024. This launch not only has the blessings of the divine, but also puts it into the world for many to benefit, learn, and continue to make journalism a stronger Fourth Estate in our future.

Dipti Kumar

About Dipti Kumar



Dipti Kumar is a digital media and strategy specialist with a diverse career spanning over 14 years in broadcast journalism, digital media, public policy, and marketing. She holds postgraduate degrees from Goldsmiths College (London) and Stony Brook University (NYC), which built her understanding of the Fourth Estate.

As the youngest senior leader at the U.S. Consulate General in Chennai, she developed content strategies for public diplomacy, reaching over 180 million people. She has contributed over 250 reports on various topics for esteemed platforms including NDTV (US), NDTV Hindu (Chennai), CBN (India), and The Brooklyn Daily Eagle (NYC).

Dipti is committed to nurturing future media professionals, serving as a guest lecturer and board member at the National School of Journalism, and as a Trustee – Vice President with the Digital Journalists Association of India (DiJAI). She is also the Associate Editor of *PreSense*, India's oldest eMagazine, dedicated to positive journalism.

In 2023, she founded The Pinnacle Strategy, a consultancy assisting SMEs in enhancing their digital strategy and marketing efforts. Dipti remains actively engaged in pro-bono partnerships, contributing to community development initiatives and empowering young professionals on their career needs.

She can be contacted at diptikumar@thepinnaclestrategy.com



Prime Point Foundation and its Initiatives

Prime Point Foundation, a non-profit Trust and NGO was founded in December 1999 by K Srinivasan (popularly known as Prime Point Srinivasan), a former senior banker, digital journalist and communications professional. He established the Prime Point Foundation to promote leadership and communication skills among youth. Amongst its many members are eminent persons across industries and geographies.

In the past 25 years, the Foundation has organized several seminars, workshops, training and interactive sessions, both offline and online, on various subjects of national interest. The Foundation manages various online discussion groups and podcasts on communication, and digital journalism.

The Foundation has created five initiatives to build awareness in various domains. All these initiatives are managed independently by passionate experts. These initiatives are non-commercial with a focus on youth.

The Foundation has published 36 eBooks, some in printed format. All eBooks and printed books are distributed free for the benefit of youth and the community.

Website: www.primepointfoundation.in

PreSense: The eMagazine PreSense was established in March 2006 on the recommendation of Dr APJ Abdul Kalam to promote positive journalism. The Foundation has published 206 editions as of April 2024. This is a digital-only magazine. Digests, containing select articles published in the eMagazine, have also been published. Dr Abdul Kalam had penned the foreword for the Digest of articles and upto 100 editions. PreSense publishes its signature cartoon character *Prince*, and was launched by Dr Abdul Kalam in 2008. PreSense has also published a Digest of select articles and published upto 175 editions in 8 volumes.

India Book of Records has recognised PreSense for publishing the maximum number of digital-only eMagazine pieces since 2006 through its sustained voluntary efforts.

Website: www.corpezine.com

Sansad Ratna Awards: This is a flagship initiative that was born in 2010 to honor top performing Indian Parliamentarians annually and based on various performance parameters. They are selected by a Jury Committee of eminent Parliamentarians. Dr Abdul Kalam inaugurated the first edition of the Awards in May 2010. The Foundation has organized 14 editions and presented 123 Awards as of 2023. IIT Madras was its supporting partner upto the 9th Edition. The 10th Edition was hosted at Raj Bhavan, Tamil Nadu followed by the 11th, 12th, 13th and 14th Editions in New Delhi.

Sansad Ratna®
AWARDS COMMITTEE

India Bank of Records (IBR) has recognised Sansad Ratna Awards for the maximum number of Parliamentary Awards (86) given and maximum number of award events (12) by civil society based on the performance in consecutive years. Website: www.sansadratna.in

Next Gen Political Leaders (NGPL): This is an off-shoot of Sansad Ratna Awards and is a registered NGO operating since 2018. NGPL organised several workshops online and offline, for young political leaders and aspirants. Ministers, parliamentarians, legislators and retired constitutional authorities have participated. NGPL will shortly be instituting Awards for young promising politicians.



Website: www.ngpl.org.in

Education Loan Task Force (ELTF): This was started in 2010 to create awareness about education loans, among students and parents. Over 30,000 queries were addressed through emails and over 5000 serious complaints were taken up for redressal with top management of banks. Many policy issues have also been addressed by Sansad Ratna recipients at Parliament for possible solutions. ELTF does not facilitate loans.



Website: www.eltf.in

Digital Journalists Association of India (DiJAI): This is an independent NGO founded in 2017 to create awareness about digital journalism and its implications, among the public and particularly among journalists. DiJAI organizes several online and hybrid workshops and seminars with domain experts.



Website: www.dijai.in

Chapter 1: Introduction to AI in Journalism

The Rise of AI in Journalism

Artificial Intelligence (AI) has been making waves in various industries, and journalism is no exception. The advent of AI has revolutionized how news is gathered, stories are written, and information disseminated. It has enabled journalists to automate mundane tasks, delve deeper into stories, and engage readers in novel ways.

In Europe, journalists have used AI tools to help translate their news into multiple languages as a result of cross migration of people from Ukraine. In another location, journalists are experimenting with audio and video duplication to further build reach and engagement among readers of their news.

It's a fascinating and interesting rabbit hole to jump right into and I'm all here for it. AI tools are not just creative experimentation, it's truly redefining age-old practices of journalism we studied at University. For example, using an AI tool like Chat GPT, Copilot or Gemini can help journalists get summaries from meetings they've attended or press conference speaking notes. Transcribing interviews has been every journalist's achilles heel, but now, there are tools that can help do that. Zoom's built in note taker AI tool is an example of helping media professionals get faster with their work.

This shaves off precious time from routines, thereby freeing up mind space for reporters to do what they can focus on - reporting and bringing under-reported stories to readers.

While there is a sense of nervousness in AI tools taking over jobs, the truth is, that AI tools can never replace human interface as we will

always have the power of emotion and expression, better than the most complex models we see in today's technological Narnia.

In a 2016 study, researchers understood that AI took 924 hours to learn a computer game, while for a human merely 15 minutes. This is because humans can adapt and learn quickly. Since that study, AI has continued to learn, grow, and adapt to more data than eight years ago.

Full Disclosure: The image you see was created using AI



Let's start here: AI tools primarily operate by learning data. They are fed copious volumes of information to build Machine Learning capabilities and thereby assist end users in multiple ways.

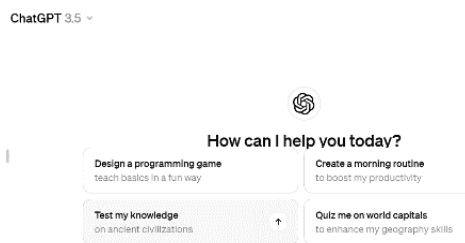
For example, AI tools can analyse vast amounts of data quickly, uncovering patterns and insights that would take humans much longer to find. This has led to the rise of data journalism, where complex datasets are analysed and turned into compelling stories.

Today, news is not just customized to its end reader or viewer. It's becoming hyper-customized to specifics. Let's consider Perplexity.ai, a browser extension that can help summarize news articles and communicate through questions. These are helpful if we need quick summaries of what's happening around the world but don't have a lot of time to deep dive into searching for the specifics.

In a YouGov survey, over 90 percent of people identified ChatGPT as a popular AI tool and the list is continuing to expand. Instead of being terrified of AI tools, as media professionals, we get the privilege to explore them and use it to help do more good for our world.

Overview of Key AI Tools

ChatGPT

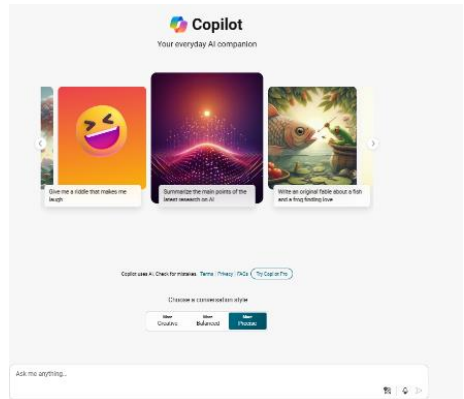


ChatGPT, developed by OpenAI, is a language model that uses machine learning to generate human-like text. It's been used to draft reports, write articles, and even generate creative

content like poems and stories.

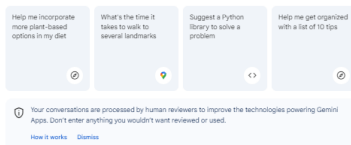
Copilot

Microsoft's Copilot is an AI-powered assistant that builds code, making it a valuable tool for journalists who work with data and need to write or understand code. This can also be used for research, writing and editing articles. Co-Pilot can also be used for creating images and analysing data.



Gemini

Hello, Prime Point
How can I help you today?

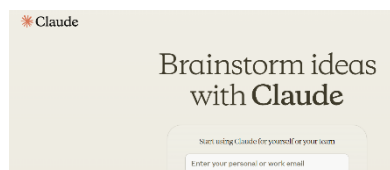


Google developed Gemini is a powerful AI tool that can generate answers that help journalists in research, translation, drafting and editing. Gemini is also being used to improve the creation of images from textual description and will

become available soon.

Claude

Claude, developed by Anthropic, is a next-generation AI assistant designed for the workplace. PDF files can be uploaded and the user can ask Claude to summarize or reply to any question based on the document.



These tools, among others, are shaping the future of journalism, enabling journalists to work more efficiently and creatively. As we delve deeper into this handbook, we'll explore how these tools can be harnessed effectively in the realm of journalism.

Journalists can improve their search techniques by continuously practicing with various AI tools, using multiple prompts. To give yourself a head start, do scan the QR codes to visit the AI tools we've discussed.

Helpful Starters: These are a few suggested AI tools in this section that you can easily check out by scanning the QR code for the AI tool using your mobile device.



Chapter 2: Understanding and Using Prompts

The Importance of Prompts

A prompt is a powerful tool. It's the initial input that guides an AI model's response, shaping the information it generates or retrieves. Prompts are the cornerstone of interaction with AI models, especially language models like ChatGPT, Copilot, Gemini and Claude.

The importance of prompts in AI cannot be overstated. They serve as the guiding light for AI models, directing them towards the desired output. A well-crafted prompt can lead to insightful, relevant, and creative results, while a poorly constructed one may yield less satisfactory outcomes.

Prompts play a crucial role in journalism, particularly when using AI tools for tasks such as research, writing, and editing. They can help journalists extract relevant information from vast datasets, generate drafts, and even spot potential errors in written content.

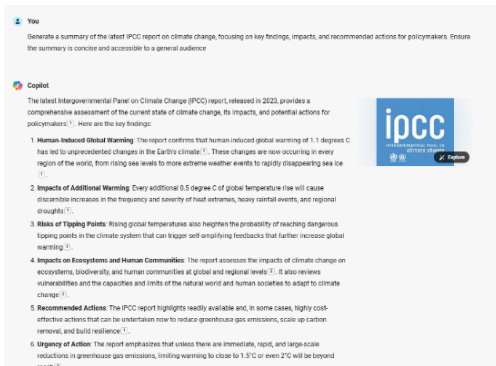
Crafting Effective Prompts

Crafting effective prompts is both an art and a learning discipline. It requires a clear understanding of the task at hand, the capabilities of the AI tool being used, and the nuances of language.

Here are some strategies for crafting effective prompts:

Be Specific: The more specific a prompt, the more likely the AI is to produce a relevant response. For instance, instead of asking an AI to "write an article," a journalist might ask it to "write a 500-word article summarizing the key points of the latest IPCC report on climate change."

Use Clear Language: AI models, while sophisticated, do not understand ambiguity. Clear, straightforward language is more likely to yield the desired results. For example, if a journalist writes an article on climate change, the person can use a prompt "Generate a summary of the latest IPCC report on climate change, focusing on key findings, impacts, and recommended actions for policymakers. Ensure the summary is concise and accessible to a general audience."



This prompt specifies exactly what the AI should do (generate a summary), what content it should focus on (latest IPCC report, key findings, impacts, recommended actions), and who the target audience is (general audience). It avoids ambiguity and

provides clear guidance for the AI to produce the desired output.

Experiment and Iterate: Not all prompts will work perfectly the first time. It's important to experiment with different phrasings and approaches and iterate based on the results.

Understand the AI's Capabilities: Different AI tools have different strengths and weaknesses. Understanding these can help in crafting prompts that play to an AI's strengths. The user can experiment with different prompts and different AI tools to analyze the output.

Leverage Examples: For complex tasks, it can be helpful to provide examples within the prompt. This can give the AI a clearer idea of

what's expected. If you are writing an article on "climate change" here's what you can try.

Instead of: "Write an article on climate change."

Try the prompt: "Write an article on climate change, similar to the style and tone of articles found in 'The Guardian's Environment section'. For example, start with a compelling headline, followed by an engaging introduction that outlines the main points, and then delve into each point in detail."

In conclusion, prompts are a vital part of leveraging AI tools in journalism. They guide the AI, shaping its output and ensuring it aligns with the journalist's needs. By understanding the importance of prompts and mastering the art of crafting them, journalists can effectively harness the power of AI to revolutionize their work.

In the following paragraphs, we'll delve deeper into how these prompts can be used in various stages of journalism, from research to writing to editing.

A Few Sample Prompts

With the help of AI, we've put together a range of sample prompts that journalists can use in their routine work. These prompts are designed around the topic of "India's cultural heritage".

1. Researching the Background

- *"Provide a brief history of India's cultural heritage."*
- *"List the UNESCO World Heritage Sites in India."*

2. Getting the Lead

- *"What are some recent developments or controversies related to India's cultural heritage?"*

3. Writing the Script

- *"Draft an introduction in 300 words for an article on the preservation efforts of India's cultural heritage."*

- *"Write a conclusion in 300 words that emphasises the importance of preserving India's cultural heritage."*

4. Editing for Grammar, Punctuation, Spelling, Clarity, etc.

- *"Revise the following sentence for clarity: 'India, it's a country where cultural heritage, it's very important.'"*

- *"Correct any grammatical errors in this sentence: 'India cultural heritage is rich and diverse.'"*

5. Proofreading

- *"Check the following paragraph for any spelling or punctuation errors: 'India's cultural heritage is vast. It includes a variety of traditional arts, architecture, literature, music, and dance.'"*

6. Creating Images

- *"Generate an image of a traditional Indian dance form."*

- *"Create an image that represents the diversity of India's cultural heritage"*

(Image on the right side was created by copilot)



7. Reading and Summarising Documents

- *"Summarise the key points from the following document on India's cultural heritage."*

8. Paraphrasing

- *"Paraphrase the following sentence: 'India's cultural heritage is a treasure trove of art, architecture, traditions, and knowledge.'"*

This prompt can be used with an AI tool to generate a paraphrased version of the given sentence, which can be particularly useful in avoiding plagiarism and enhancing the originality of your content. Remember, the effectiveness of the paraphrase will depend on the capabilities of the AI tool you're using.

9. Creating a Gist

- *"Summarize the following article on India's cultural heritage in 20 words."*

10. Social Media Posting

- *"Draft a social media post to share an article on the preservation efforts of India's cultural heritage."*

11. Interview Questions

- *"Generate a list of interview questions for a historian specialising in India's cultural heritage." In this prompt, add a brief profile of the historian to get quality questions.*

12. Copywriting for Event Announcement

- *"Write a compelling announcement for an upcoming workshop for journalists on AI tools through Zoom"*

Journalists' Handbook for AI Tools and Techniques

 You

Act as a copywriter and give an advertisement for posting in social media: A special workshop for journalists on AI thh Zoom | May 25, 2024 at 6 pm | Prime Point Srinivasan takes session | How to research, write and edit an article will be demonstrated live | duration 90 minutes | Social media writers, students and journalists can participate | Admission free | Register through WhatsApp before May 20, 2024

 Copilot

🔥 Calling All Journalists, Students, and Social Media Writers! 🔥

Join us for a **FREE** special workshop on **Artificial Intelligence in Journalism**. This is your chance to learn from the best in the industry, **Prime Point Srinivasan**! ✨

 **When?** May 25, 2024, at 6 PM  **Where?** Zoom (Link to be shared upon registration)

 **What will you learn?**

- How to **research** effectively using AI tools
- How to **write** compelling articles with the help of AI
- How to **edit** your articles to perfection using AI

This is a **live demonstration** that you wouldn't want to miss! The session will last for **90 minutes** packed with valuable insights and interactive learning.

Who can participate?

- Journalists who want to stay ahead in the digital age
- Students who are aspiring to be future journalists
- Social media writers who want to enhance their writing skills

How to register? Simply send a WhatsApp message to our given number before **May 20, 2024**. Hurry, limited seats available!

Don't miss this opportunity to embrace the future of journalism. Register now! 📲

      1 of 20

13. Data Analysis

- *"Analyze the following data on visitor numbers at India's cultural heritage sites and identify key trends."*

14. Fact-checking

- *"Verify the following statement: 'The Taj Mahal is the oldest UNESCO World Heritage Site in India.'"*

Journalists' Handbook for AI Tools and Techniques



Verify the following statement: 'The Taj Mahal is the oldest UNESCO World Heritage Site in India'

Show drafts  



The statement is incorrect.

While the Taj Mahal is a very famous UNESCO World Heritage Site in India, it is not the oldest.

India's first inscription on the World Heritage List happened in 1983, which included four sites: Ajanta Caves, Ellora Caves, Agra Fort, and Taj Mahal. These sites all share the title of being the oldest UNESCO World Heritage Sites in India.



(courtesy: Google Gemini)

Remember, these are just examples. The actual results will depend on the capabilities of the AI tool you're using. You can adjust these prompts based on your specific needs and the topic you're working on.

Chapter 3: Researching the Background

Using AI for In-depth Research



Artificial Intelligence has revolutionised the way journalists conduct research. AI tools can sift through vast amounts of data in a fraction of the time. They can help journalists uncover patterns, trends, and insights that might otherwise go unnoticed.

For instance, when writing a story on "Indian General Election and the role of the Election Commission," a journalist could use AI tools to analyze election data, study patterns in voter behaviour, and even predict future trends. Here are a few sample prompts that could be used:

1. "Provide a summary of the Indian General Election process."
2. "What is the role of the Election Commission in the Indian General Election?"
3. "Analyze the voting pattern in the last Indian General Election."

 You

Analyze the voting pattern in the last Indian General Election

 Copilot

This is a complex topic. Consider checking information with [Bing Search](#).

The last Indian General Election was held in 2019. Here's an analysis of the voting pattern based on the information available:

- **Turnout:** The final turnout stood at **67.11%**, the highest ever turnout recorded in any of the general elections till date^[1]. This was 1.16% higher than the 2014 elections, which had a turnout of 65.95%^[1].
- **Participation:** Around **912 million** people were eligible to vote^[1]. This election saw the highest ever participation by **women voters**^[1].
- **Results:** The Bharatiya Janata Party (BJP) received **37.36%** of the vote, the highest vote share by a political party since the 1989 general election^[1]. They won **303 seats**, further 

Learn more  [en.wikipedia.org](#)^[1]

Verifying Information with AI

In addition to aiding research, AI tools can also be used to verify information. They can cross-reference facts, check sources, and ensure that the information being reported is accurate and reliable. This is particularly important in today's era of "fake news" and misinformation.

For example, if a journalist comes across a statement like "The Election Commission of India was established in 1956," they could use an AI tool to verify this fact. A possible prompt could be:

"When was the Election Commission of India established?"

 You

When was the Election Commission of India established?

 Copilot

The Election Commission of India was established on **25th January 1950** ^[1]. This body is responsible for administering Union and State election processes in India ^[2]. It's a permanent Constitutional Body ^[2] and was established in accordance with the Constitution of India ^[3]. The commission celebrated its Golden Jubilee in 2001 ^[2].

Learn more [1](#) [bing.com](#) [2](#) [eci.gov.in](#) [3](#) [byjus.com](#) [4](#) [en.wikipedia.org](#) [5](#) [britannica.com](#)

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Other AI Tools for Research

There are several other AI tools that can assist journalists in their research. Tools like *QuillBot* can paraphrase text, making it easier to understand complex information. *Evernote* uses AI to help users organize their notes and research, while *Talkwalker* uses AI to monitor social media and the web for trending topics and discussions.

Copyright-Free Images

Procuring copyright-free images is an important aspect of journalism. Here are some AI tools that can assist journalists in finding and creating suitable images for their stories:

1.Phot.AI: This is an AI photo generator that can create realistic photos from text descriptions. Journalists can use this tool to generate images that align with their stories.

2.Canva's AI Image Generator: With over 170 million users, Canva offers a range of AI image generator apps that lets you start with a text prompt and get matching AI-generated images. These AI image generators include Text-to-Image by Magic Media, DALL·E by Open AI, and Imagen by Google Cloud.

3.AiIMAG: This is a free AI tool that generates text-based images using AI. It can be particularly useful for creating infographics or other visual representations of data.

Remember, while these tools can generate images, it's important to ensure that any images used comply with copyright laws. Always check the terms of use for each tool and image.

In addition to these AI tools, there are also several online platforms that offer copyright-free images, such as *Unsplash*, *Pixabay*, and *Pexels*. These platforms host a vast array of high-quality images that can be used freely in content presentation.

Chapter 4: Writing the Article

AI-Assisted Writing: Benefits and Techniques

This is the core of where AI can help journalists gain strides where steps would take a long. AI tools can assist in drafting, generating creative content, and even tailoring the tone and style of the writing to suit the target audience.

The Benefits

AI-assisted writing offers several benefits:

- **Efficiency:** AI can generate drafts quickly, allowing journalists to focus on refining the content. In barely 15 seconds you can go from idea to overview.
- **Consistency:** AI tools can maintain a consistent tone and style throughout the article. Iterative is the keyword here.
- **Creativity:** AI can generate unique angles and insights, enhancing the originality of the article.

Techniques

Here are some techniques for leveraging AI in article writing and seeing the above three benefits come to life.

- **Drafting:** Use prompts like "Draft an article on the role of the Election Commission in the Indian General Election."
- **Tone Adjustment:** Adjust the tone of the article using prompts like "Rewrite the following paragraph in a more formal tone."
- **Content Generation:** Generate creative content using prompts like "Write a human-interest story on a first-time voter in the Indian General Election."

Case Studies of AI in Article Writing

The web is filled with best-case stories and each one has deep learning for us as the readers and possibly, adopters of the process. Let's look at some case studies where AI has been used in article writing. We've redacted the organisation's name to retain the objectivity of the points.

1. Leading Newspaper 1 (name suppressed): This US media uses AI to generate news stories on earnings reports. A prompt for this might look like "Generate a news report on the latest earnings of Company X."

2. Newspaper 2 (Name suppressed): This media uses AI to write articles on high school football games. A prompt for this might look like "Write a news report on the high school football game between Team A and Team B."

While these are good case scenarios it does not fully replace the human intervention to review and vet all content before it goes live.

Sample writing

Let's explore two diverse examples in writing.

The first one is based in India. The journalist is planning a feature on Brahma Kumaris, a leading spiritual organisation in India with followers from across the globe. To help determine the flow of the story, we can ask AI to suggest a broad outline. This process has now opened up options to approach the writing process. The suggested prompt is *"I am planning to write an article on 'Brahmakumaris', one of the largest spiritual organisations of India and their activities. Kindly give an outline of the article."* Please see the response for this prompt.

 You

I am planning to write an article on 'Brahmakumaris', one of the largest spiritual organisations of India and their activities. Kindly give outline of the article.

 Copilot

Sure, here's a suggested outline for your article on the Brahma Kumaris:

1. Introduction

- Brief history of the Brahma Kumaris ^[1].
- Their spread to over 110 countries and impact as an international NGO ^[1].



 Explore

2. Core Beliefs and Principles

- Discuss the motto of 'One God, One World Family' and how it inspires a culture of universal brotherhood ^[2].

3. Activities and Initiatives

- Overview of the various activities offered by the Brahma Kumaris ^[2].
- Detailed discussion on some key activities:
 - **Meditation and Spiritual Counseling:** Discuss the free 7-day course at all Brahma Kumaris Centres, and the spiritual counseling offered on various issues ^[2].
 - **Retreats and Conferences:** Highlight the short duration meditation camps for spiritual learning, and the national & international conferences on contemporary and spiritual themes ^[2].
 - **Seminars and Dialogues:** Discuss the seminars and dialogues for government and corporate sectors, schools, colleges and other institutions ^[2].
- Discuss some of their key initiatives in the areas of environment, social issues, education, and health ^[2].

4. Events

- Highlight some of the upcoming events and their significance ^[3].

5. Impact and Influence

- Discuss the impact of the Brahma Kumaris' activities on individuals and communities.
- Share testimonials or stories of transformation.

6. Conclusion

- Summarize the role of the Brahma Kumaris in promoting personal transformation and world renewal.

In the next example, a journalist for a global daily online news outlet is looking to explore a report on the pop-fashion trends of the annual Met Gala.

The prompt is: *“I’m writing an article on the 2024 Met Gala theme and its impact on fashion globally. Please give me an outline for the article with a focus on women readers based across the world.”* Please see the response of the copilot.

Powered by AI

Copilot

Certainly! Here’s an outline for your article on the **2024 Met Gala theme and its impact on fashion globally**, with a focus on women readers:

1. Introduction

- Briefly introduce the Met Gala as a significant event in the fashion industry.
- Mention its reputation for extravagant and daring fashion choices.

2. The 2024 Met Gala Theme: “Sleeping Beauties: Reawakening Fashion”

- Explain the theme inspired by J.G. Ballard’s short story, “The Garden of Time.”
- Discuss how designers interpreted themes of nature and decay in their creations.
- Highlight the importance of celebrities’ red carpet looks in the context of sustainability.

3. The Unexpected Color Trend: Beige Dominates the Night

- Describe the surprising trend of beige outfits at the 2024 Met Gala.
- Mention celebrities like Tyla, Mindy Kaling, Jennifer Lopez, and others who embraced this neutral color.
- Discuss the subversive and tasteful choice of beige after years of over-the-top looks.

4. Impact on Global Fashion

- Explore how the beige trend might influence fashion choices worldwide.
- Discuss the appeal of subtle shades and tasteful silhouettes.
- Consider how women across different cultures and regions might incorporate beige into their wardrobes.

5. Fashion Creativity and Sustainability

- Reflect on the Met Gala as a celebration of fashion’s creativity and ingenuity.
- Emphasize the need for sustainable fashion practices.
- Encourage women readers to make conscious choices that align with both style and environmental impact.

6. Conclusion

- Summarize the key points about the 2024 Met Gala theme and its impact.
- Encourage readers to stay informed about fashion trends while considering sustainability.

Feel free to expand on each section and add more details to create a comprehensive article. Good luck with your writing! ✨ .

Chapter 5: Editing Articles and Proofreading

How AI Can Help in Editing and Proofreading?

Artificial Intelligence has become a valuable ally in the editing and proofreading process. Newsrooms largely encourage the use of AI tools to spot grammatical errors, suggest improvements in sentence structure, and even enhance the overall readability of the article.

Editing Content

AI tools can assist in editing by:

Correcting Grammar and Spelling: AI can spot and correct grammatical errors and spelling mistakes. For instance, a journalist could use a prompt like "Correct any grammatical errors in the following paragraph."

Improving Sentence

Structure: AI can suggest improvements in sentence structure to enhance clarity and coherence. A prompt for this might look like "Improve the sentence structure of the following paragraph."



You

Please improve this sentence for clarity:

Prime Point Foundation founded in Dec 1999 by a former banker K. Srinivasan has got five initiatives, viz, (1) eMagazine PreSense, (2) Sansad Ratna Awards for outstanding Indian Parliamentarians, (3) Next Gen Political Leaders to develop future political leaders, (4) Digital Journalists Association of India to create awareness about Digital Journalism and (4) Education Loan Task Force to create education loan awareness among students and parents.



ChatGPT

Prime Point Foundation, established in December 1999 by former banker K. Srinivasan, encompasses five key initiatives: (1) eMagazine PreSense, (2) Sansad Ratna Awards recognizing outstanding Indian Parliamentarians, (3) Next Gen Political Leaders program aimed at nurturing future political leaders, (4) Digital Journalists Association of India promoting awareness about digital journalism, and (5) Education Loan Task Force dedicated to raising awareness about education loans among students and parents.



Proofreading

AI tools can also assist in proofreading by:

Checking for Uniformity: AI can ensure consistency in terms of style, tone, and terminology throughout the article. A prompt for this might look like "Check the following article for consistency in style and tone."

Enhancing Readability: AI can suggest changes to enhance the readability of the article, making it more engaging for the reader. A prompt for this might look like "Suggest changes to enhance the readability of the following article."



You

Please rewrite this sentence to enhance the readability:

Sansad Ratna Awards, an initiative of the Prime Point Foundation started on the suggestion of Dr APJ Abdul Kalam has so far conducted 14 editions till February 2024 and has honoured 121 outstanding Parliamentarians, including Standing Committees. Many eminent people are associated with this unique initiative and has also created awareness among the Parliamentarians to perform better in the Lok Sabha.



ChatGPT

The Sansad Ratna Awards, an initiative of the Prime Point Foundation initiated on the recommendation of Dr. APJ Abdul Kalam, has successfully conducted 14 editions as of February 2024, recognizing 121 exceptional Parliamentarians, including members of Standing Committees. This distinctive endeavor has garnered the support of numerous prominent figures and has notably heightened awareness among Parliamentarians, motivating them to excel in their roles within the Lok Sabha.



Best Practices for Using AI in Editing

While AI can be a powerful tool for editing and proofreading, it's important to use it effectively. Here are some best practices:

1.Human Review: AI suggestions should never be taken as is. Always work on an iteration of the draft, working your journalistic writing and research into these drafts to strengthen the outcome.

2. Understand AI Limitations: AI may not fully understand the nuances and subtleties of language. Be aware of its limitations and use your judgment.

3. Iterative Process: Editing with AI is an iterative process. Don't hesitate to go back and forth with the AI tool until you're satisfied with the result.

Chapter 6: Creating Images with AI Tools

Introduction to AI Image Creation

Artificial Intelligence has made significant strides in the field of image creation. AI tools can now generate high-quality, realistic images based on textual descriptions. This can be particularly useful for journalists who need specific images to accompany their articles.

AI image creation tools use advanced machine learning algorithms to understand the text prompt and generate an image that accurately represents it. These tools can generate a wide range of images, from simple shapes and patterns to complex scenes and portraits.

Hands-on Examples of Image Creation with Prompts

Let us look at some examples of how journalists can use prompts to create images with AI tools:

1. **Creating an Image from a Description:** If a journalist is writing an article on the Indian General Election and needs an image of a polling booth, they could use a prompt like *"Generate an image of a polling booth in India."*
2. **Creating Illustrations:** AI can generate illustrations for articles. A prompt for this might look like *"Generate an illustration of the Election Commission overseeing the voting process."*
3. **Generating Infographics:** AI tools can also generate infographics based on data. For instance, a journalist could use a prompt like *"Create an infographic showing the voter turnout in the last Indian General Election."*



Remember, while AI image creation tools can generate impressive results, they have their limitations. The images they generate are not real and may not always perfectly represent the prompt. Always review the generated images to ensure they accurately represent the intended concept. Labelling AI-generated image likes is important to retain your readers' trust.

* * *

Chapter 7: Risks Involved in AI Journalism

Understanding the Limitations of AI

While AI tools offer numerous benefits, it's important to understand their limitations. AI models, while sophisticated, do not possess human judgment or understanding. They can generate content based on patterns they've learned from their training data, but they do not understand the content in the way humans do.

For instance, AI tools can generate text or images based on a prompt, but they do not understand the meaning or implications of the content they generate. They can't distinguish between reliable and unreliable sources, and they can't understand the ethical or moral implications of a piece of information.

Mitigating Risks in AI Journalism

Given these limitations, it's crucial to mitigate the risks involved in AI journalism. Here are some strategies:

1. **Human Intervention:** Always review the content generated by AI tools. Use your judgment to ensure the content is accurate, ethical, and appropriate for your audience.
2. **Data Privacy:** Be mindful of data privacy when using AI tools. Ensure any data used complies with relevant privacy laws and regulations.
3. **Transparency:** Be transparent about the use of AI in your reporting and delivery. Let your audience know when a piece of content has been generated or assisted by AI.

4. **Continuous Learning:** Stay updated on the latest developments in AI and journalism. Understand the capabilities and limitations of the AI tools you're using.

(Image created by copilot for this chapter)



Chapter 8: AI Tools and Resources for Journalists

Understanding the resources available on the market can be a cumbersome process. To help navigate that process, I've worked with AI prompts to help determine some of the many tools journalists can use.

Here are some AI tools that can be particularly useful for journalists:

1. **ChatGPT:** A language model developed by OpenAI to generate text closer to human-style writing.
2. **Google Gemini:** Gemini helps journalists to analyze data, retain natural conversations, and fact-check with help from Google Search.
3. **Microsoft Copilot:** An AI-powered assistant that helps with code generation and creation of images.
4. **Claude:** A PDF reader to help process large volumes of information. This is a next-generation AI assistant designed for the workplace, developed by Anthropic.
5. **QuillBot:** An AI tool that can paraphrase text, making it easier to understand complex information.
6. **Evernote:** Uses AI to help users organize their notes and research. Great for pre-reporting and post-reporting processes.
7. **Talkwalker:** Uses AI to monitor social media and the web for trending topics and discussions. Especially helpful during large event coverage and or calendar dates for programs et al.,
8. **Phot.AI:** An AI photo generator that can create realistic photos from text descriptions. Especially helpful when you have mediocre photos or images and need to spruce it up.
9. **Canva's AI Image Generator:** Offers a range of AI image generator apps that let you start with a text prompt and get matching AI-generated images.

10. **AiIMAG**: A free AI tool that generates text-based images using AI.

Resources for Learning More About AI in Journalism

The above ten options are in no particular order of preference, but rather a helpful guide to get you ahead of the process in the specific area of need. In addition to these tools, several free and frequent programmatic options are available to take advantage of, to help further grow your knowledge and skills in AI tools.

For those interested in learning more about AI in journalism, here are some resources:

- Online Courses: Websites like Coursera and edX offer courses on AI and journalism.
- Books: A good read by data journalist Francesco Marconi's book *Newsmakers: Artificial Intelligence and the Future of Journalism*.
- Research Papers: Academic papers and articles can provide the latest research on AI in journalism.
- Webinars and Workshops: Many organizations offer webinars and workshops on AI in journalism.

AI offers a wealth of tools and resources for journalists. By leveraging these tools and continually learning, journalists can stay at the forefront of the AI revolution in journalism.

Chapter 9: AI and Copyright Issues in Journalism

Understanding Copyright Issues

To understand copyright, it's first important to understand how AI tools are trained and on what information. While we may not be able to specifically pinpoint the sources of the data feeds that AI tools are provided, it's safe to say, it can include content that is copyrighted.

As a result, AI tools can inherently run errors in the answers they provide to our innumerable prompts. While sophisticated technology solutions are also available to combat this, the onus stays on journalists to be educated on what risks they could encounter.

For instance, if an AI tool is trained on copyrighted news articles, and then generates a similar article, does this constitute copyright infringement? These questions emerge as debates in legal circles.

Addressing Copyright Risks

To avoid infringement, the basic principle is to generate original content. Working on your craft as a journalist takes time and no technology can replace that investment and learning.

Use Copyright-Free Datasets: When possible, use datasets that are free for distribution or licensed. Better yet, use your organisation's data to help train AI models to understand tone, voice, and manner of reporting.

International news organisations have tried this process with custom-built tools to help reduce time spent in building out an article or a report, providing reporters more time to work on the specifics and explanations they intend to get their audience to read, listen, or watch.

Chapter 10: AI and Ethical Issues in Journalism



(Image created by copilot to visually depict the values and ethics)

Understanding Ethical Issues

The use of AI in journalism is being embraced. One survey indicated that 28 per cent of newsrooms globally have adopted the use of AI in

their newsrooms. While this is encouraging, it also brings a host of ethical issues. For example, a question we should be asking is when and where does a code of ethics factor in a newsroom? With global newsrooms experimenting with audio voice clones and possible video clones, could this result in ethical concerns about accuracy, transparency, bias, and the potential for misuse of AI tools? That's a question we hope decision-makers and reporters in newsrooms will make. A broad outline of points we should consider at every level.

1. **Accuracy:** AI tools, while powerful, are not infallible. They can make mistakes or generate misleading content. Ensuring the accuracy of AI-generated content is a key ethical concern.

2. **Transparency:** Journalists and newsrooms should be transparent about the use of AI in their work. This includes disclosing when content has been generated or assisted by AI and how much of it.

3. **Bias:** AI tools can inadvertently perpetuate biases present in their training data. Journalists must be aware of this and take steps to mitigate bias in AI-generated content.

4. **Misuse:** There is potential for misuse of AI tools, such as creating multimedia deepfake or spreading misinformation.

5. **Accountability:** Who is responsible when an AI tool makes a mistake? Journalists and news organizations must consider how to handle errors or issues that arise from the use of AI.

6. **Data Privacy:** AI tools often require data to function. Journalists must ensure that any data used complies with relevant privacy laws and regulations.

Upholding Journalistic Values in the Age of AI

Despite the changes brought about by AI, the core values of journalism remain the same. Journalists must continue to uphold values such as truth, accuracy, independence, fairness, and integrity.

1. **Truth and Accuracy:** Journalists should fact-check AI-generated content to ensure it is truthful and accurate.
2. **Independence:** Journalists should not rely solely on AI. They should use their judgment and maintain integrity in following journalistic practices that include reporting, corroboration, and review.
3. **Fairness:** Journalists should use AI in a way that is fair and does not discriminate or display bias.
4. **Integrity:** Journalists should use AI ethically, maintaining their integrity.

Mitigating Ethical Risks

While using the above few points as a Segway to discussions, it's also important to focus on solutions and mitigating the risks.

1. **Don't Skip on Fact-Checking AI-Generated Content:** Better safe than sorry is a statement that is cliché but also imperative to get it right, always in the business of journalism.
2. **Ask, How is My Newsroom Transparent?:** Be transparent about the use of AI in your journalism. Let your audience know when a piece of content has been generated or assisted by AI tools, so they have more faith in your work, and also in the technology.

3. Use AI Responsibly: AI tools can be welcome breaks or intimidating applications for the uninitiated. While age, experience, and openness to trying new tools can factor into your ability to adopt, ensure you understand the extent of benefit vs risk to determine how AI tools function. If your newsroom has the budget, invest in developing a tool that functions with data from your newsroom. Save the trouble, and earn the reward.

4. Look, and You Shall Find: Organizations like Partnership on AI (PAI) have done the groundwork to establish better governance recommendations on the use and application of AI across social media, publishing, and more. Instead of reinventing the wheel of logic, it is good to seek knowledge that exists on the market.

While we discuss AI tools in great length here, I would underscore that human effort and work in journalism can never be fully replaced by technology. Technology is an ally to our work, and will always be, and while journalism continues to evolve in these rapidly evolving days, using AI to function, positions your business at the right step for sustainable success.

Chapter 11: AI and Legal Issues in Journalism

Understanding Legal Issues

The use of AI in journalism brings with it a host of legal issues. These include concerns about data privacy, copyright, plagiarism, defamation, and the potential misuse of AI tools. While regulations are still in the process of being strengthened given the complexity of its use, it's important to consider the following as organisational leaders and practitioners.



1. Data Privacy: AI tools require data to function. Journalists must ensure that any data used, complies with relevant privacy laws and regulations of the country you operate from. For example, understand the regulations for protecting the sources you interview.

2. Copyright: AI tools can generate content that could potentially infringe on existing copyrights. Journalists must be aware of this and take steps to mitigate such risks. A best practice is to always draft your report and then use AI tools to run checks before moving it up the chain of clearances.

3. Defamation: AI-generated content could potentially defame individuals or organizations if not properly reviewed and edited.

4. Misuse: There is potential for misuse of AI tools, such as multimedia deepfakes or the spread of misinformation and disinformation. Journalists must use AI tools responsibly and ethically.

Curtailling Plagiarism

Checking for plagiarism is a crucial step in any writing especially when using AI tools. Here are some AI-powered plagiarism checker tools that journalists can use:

1.Scribbr AI Detector: This tool can detect AI-generated content from ChatGPT, Gemini, and Copilot. It measures specific characteristics of the text like sentence structure and length, word choice, and predictability.

2.CopyLeaks: This uses advanced AI technology to detect the slightest variations within the text, including hidden and manipulated characters, paraphrasing, and AI-generated content. An added feature of this tool is the ability to detect source code manipulation and provide copyright licensing details.

3.Plagiarism Checker AI Tools: Think of Grammarly, Undetectable.ai, GPTZero. These tools help detect plagiarism and AI utilization among its features.

4.QuillBot: While it primarily helps in paraphrasing your writing efforts and makes your overall delivery professional, it does offer a built-in plagiarism checker and AI detection of ChatGPT, Google Gemini and GPT 4.

There are more tools and extensions available for free and paid. The importance of using these alongside your traditional methods of research and writing can ensure you have a stronger output.

Mitigating Legal Risks

Given these legal issues, it's paramount for journalists to take steps to mitigate risks. Here are some suggested best practices to adopt into your process:

1. **Always Review AI-Generated Content:** Review the content generated by AI tools. Use your judgment to ensure the content is accurate, ethical, and appropriate for your audience.
2. **Educate and Understand Limitations in AI:** Tools using AI do not fully understand the nuances and subtleties of language. Be aware of its limitations and use your judgment before confirming a piece of writing or creative design..
3. **Consult your Legal Department:** If in doubt, seek advice from a legal expert or your company's legal team to understand the legal ramifications of using AI. Legal teams should also consider realistic measures of the growing benefits of AI and the potential risks it creates for internal processes.

AI offers very exciting possibilities for journalism and can create a better journalistic community. We can expect to read better reports and more investigative reporting but also walk into legal challenges. Newsrooms should consider developing their legalese through meaningful exchanges with industry professionals and AI developers alike.

Chapter 12: AI and Fact-Checking in Journalism

Understand Fact-Checking

Fact-checking is a crucial aspect of journalism. It involves verifying the accuracy of information before it's published to ensure that the public receives reliable and truthful news. In the age of digital technology, fact-checking has become even more important as AI tools can sometimes generate inaccurate or misleading content.

AI Tools for Fact-Checking

AI can be a powerful tool for fact-checking. It can sift through vast amounts of data quickly, cross-reference information, and even predict the reliability of a source based on past behaviour. Here are some AI tools that can assist journalists in fact-checking:

1. **ClaimBuster:** This is a web-based automated AI tool, developed by the University of Texas in Arlington that can help journalists fact-check statements in real time. It uses natural language processing to identify check-worthy factual claims.
2. **Truth Goggles:** This tool uses AI to provide instant fact-checking while you browse the web. It can help journalists verify information as they undertake research for reporting.
3. **Full Fact:** A British-based company, uses AI-powered fact-checking tools in addition to their human team of experts to spot claims and provide instant fact-checks.

Fact-checking still serves as a labour-intensive process for journalists in the global data overload. While the process of using the human interface to ensure facts are indeed checked, AI enablement helps quicken the process by collating information one would otherwise spend more time crawling the web.

Chapter 13: AI and Data Journalism

Understanding Data Journalism



Data journalism is a specialization of reporting that uses data to uncover, elucidate and provide context to news stories. It involves the use of various techniques such as data analysis, data visualization, and programming to analyse and present data in a way that makes complex issues more understandable to the public.

The process includes searching for data, a time-consuming process and then processing the information to make sense of it. AI tools can analyze vast amounts of data quickly, uncover patterns and insights that would take humans much longer to find, and even predict future trends based on past data.

AI Tools for Data Journalism

Here are some AI tools that can assist journalists in data journalism:

1. **Microsoft Power BI:** This is a business analytics tool that provides interactive visualizations and business intelligence capabilities. Journalists can use it to analyze and visualize their data.
2. **Tableau:** This is a data visualization tool that can help journalists create interactive dashboards and reports.
3. **Google Data Studio:** This is a free tool that allows journalists to create reports and dashboards from a variety of data sources.

4. **Python Libraries:** Python, a popular programming language, has several libraries like Pandas, NumPy, and Matplotlib that can be used for data analysis, computation and visualization.

These are suggestive options and don't fully cover all the tools that continue to come to market. Tools with AI functionalities are created to assist journalists and media professionals in improving their time on reports and long-form stories.

It is recommended to continually assess your reliance on these tools, which still have development opportunities in the years ahead.

* * *

Chapter 14: AI and Investigative Journalism

Understanding Investigative Journalism

Investigative journalism involves in-depth research and reporting to uncover the truth about issues of public interest. It often involves innumerable hours and patience to read documents, punch in the numbers, and decipher the data, to ultimately hold powerful entities accountable and bring truth to the masses.



With AI to help, investigative journalists have an ally to work alongside in addition to the traditional search engine options. AI tools can sift through vast amounts of data quickly, uncover patterns and insights that would take humans much longer to find, and even predict future trends based on past data.

AI Tools for Investigative Journalism

AI can be a powerful tool for investigative journalism. Here are some AI tools that can assist journalists in investigative journalism:

1. **Maltego:** This is an open-source intelligence (OSINT) and graphical link analysis tool. Journalists can use it to uncover relationships and networks between entities from sources including social media intel, underground forums, cryptocurrency blockchain and more.

2. **Bellingcat Digital Toolkit:** This is a collection of free tools and resources for investigative journalism, including AI tools for image analysis, geolocation, and data visualization.

3. **Python Libraries:** Python, a popular programming language, has several libraries like SciPy and BeautifulSoup that can be used for web scraping, a common task in investigative journalism.

These are a handful of options that use AI features to reduce time and increase work efficiency. It offers exciting possibilities for investigative journalism. By leveraging AI tools, investigative journalists can increase their reporting power to uncover deeper insights, tell more compelling stories, and better serve their readers.

Chapter 15: YouTube Journalism

Introduction to YouTube Journalism

India ranks number one in the top ten YouTube users in the world. The video streaming platform has emerged as a top choice for news outlets to reach wider audiences online.



A better grasp of this power can enable journalists and media professionals to build customizable features for online viewing.

Creating and editing videos with AI tools can further streamline the process of video creation and editing. Tools like Microsoft Video Editor and Adobe Premiere Rush offer AI-powered features like automatic video creation and smart editing. For example, journalists can use these tools to quickly assemble a video from a series of clips or to apply smart filters that enhance the video's visual appeal making it ready for broadcast.

Optimizing Video Content with AI

AI can also help optimize video content for better visibility and engagement. Tools like *TubeBuddy* and *VidIQ* provide AI-driven insights on SEO, keywords, and video performance, helping journalists reach a wider audience.

AI and Live Streaming

Live streaming is a popular feature on YouTube, and AI can enhance this experience. Tools like *Streamlabs* use AI to manage live chats, moderate comments, and even animate on-screen reactions in real-time.

Ethics and Risks in YouTube Journalism

While AI tools offer many benefits, they also present ethical challenges. Journalists must navigate issues like copyright, misinformation, and fake news. AI tools like *NewsGuard* can help journalists verify the credibility of sources and run fact checks.

Prompts for AI Tools

- Microsoft Video Editor: “Create a 2-minute video summary of the news event using the provided clips.”
- Adobe Premiere Rush: “Apply smart filters to enhance the visual appeal of the video.”
- TubeBuddy: “Optimize the video title and description for the keyword ‘climate change’.”
- VidIQ: “Analyze the performance of the last five videos.”
- Streamlabs: “Set up AI-powered chat moderation for the live stream.”
- NewsGuard: “Verify the credibility of the source ‘XYZ News’.”

Remember, while these tools offer powerful features, they are tools to assist journalists, not replace them. Journalists should use these tools responsibly, adhering to ethical guidelines and journalistic standards.

AI can significantly improve video captions and subtitles on YouTube in several ways:

1. **Automatic Caption Generation:** AI tools like CapUp and Veed.IO can automatically generate captions for videos. These tools use advanced speech recognition technology to transcribe the audio into text, creating accurate captions in real-time.
2. **Multilingual Support:** AI can generate captions in multiple languages, making videos accessible to a global audience. This can help increase the reach of the content and engage viewers from different linguistic backgrounds.
3. **Search Engine Optimisation (SEO):** Captions can improve the SEO of YouTube videos. Tools like TubeBuddy and VidIQ provide AI-driven insights on SEO and video performance, helping journalists reach a wider audience.
4. **Stylisation and Customisation:** AI tools enhance the customisation of captions, including the adjustment of font type, positioning and sizing. This can level up the visual appeal of videos and make the captions more readable for viewers.
5. **Time-Saver:** Manual captioning can be a time-consuming process, especially for long videos. AI can generate captions quickly and efficiently, saving valuable time for content creators.

Prompts for AI Tools

- CapUp: "Generate English captions for the uploaded video."
- VidIQ: "Create Spanish subtitles for the given video."
- TubeBuddy: "Optimize the video title and description for the keyword 'climate change'."

While AI can greatly assist in captioning, it's important to review and edit generated captions for any potential errors or inaccuracies.

Conclusion: The Future of YouTube Journalism

The future of YouTube journalism will likely see even greater integration of AI tools. Journalists should stay updated on the latest AI trends and tools to leverage them effectively.

Chapter 16: Search Engines vs AI tools

The differences between search engines and AI tools for researching the background.

Search Engines vs AI Tools: A Comparative Analysis

1. **Functionality:** Search engines like Google and Bing are primarily designed to index the web and provide users with a list of links that match their search queries. They use algorithms to understand the relevance and reliability of web pages. On the other hand, AI tools like Gemini, Copilot, and ChatGPT are designed to understand and generate human-like text. They can answer questions, write essays, summarize texts, and more based on the prompts given to them.
2. **Interactivity:** While search engines provide a list of links for users to explore, AI tools can engage in a two-way interaction, providing direct answers or generating content based on user prompts.
3. **Contextual Understanding:** AI tools have a better understanding of the context compared to search engines. For instance, if you ask an AI tool a follow-up question, it can provide an answer based on the previous conversation. In contrast, search engines treat each query independently.
4. **Personalisation:** AI tools can provide personalized responses based on the user's past interactions. Search engines also offer personalization, but it's primarily based on the user's search history and online behavior.
5. **Data Requirement:** Search engines require an internet connection to fetch the latest data from the web. In contrast, AI tools like

Copilot and ChatGPT can generate responses even without an internet connection, although they may not provide the most up-to-date information.

6. **In-Depth Research:** While search engines can provide a vast amount of information from various sources, they rely on the user to sift through that information and determine its relevance. AI tools, on the other hand, can provide more focused and relevant information based on the prompt, making them a valuable tool for in-depth research.

Remember, both search engines and AI tools have their strengths and can be used to complement each other. For instance, you can use a search engine to gather information on a broad topic and then use an AI tool to help synthesize that information and generate a well-structured article.

How to Use Tools Effectively

Here's how you might approach researching the topic "Indian culture" using both a search engine (like Bing) and an AI tool (like Copilot):

Step 1: Using a Search Engine (Bing) You can start by entering a broad query into Bing, such as "Indian culture". This will give you a wide range of sources to explore, including articles, news, academic papers, and more. You can refine your search using specific keywords or phrases related to your topic. For example, "Indian culture history", "Indian culture and traditions", "Indian culture vs Western culture", etc.

Step 2: Using an AI Tool (Copilot) Once you've gathered your information, you can use Copilot to help synthesize and structure your article. For instance, you might ask Copilot to "Outline an article on

Indian culture” or “Write an introduction to an article on Indian culture”. You can also use Copilot to fact-check information, generate ideas for subtopics, or even write sections of the article based on the information you’ve gathered.

Here’s an example of how you might use Copilot:

Prompt: “Based on the information from these sources [provide the sources you found], write a section on the influence of Indian culture on world cuisine.”

Remember, the key is to use each tool for its strengths: search engines for gathering a wide range of information, and AI tools for synthesizing that information into a coherent, well-structured article.

Chapter 17: Conclusion: The Future of AI in Journalism

Predictions and Trends

The use of AI in journalism is a trend that's likely to continue and evolve. Here are some predictions for the future of AI in journalism:

1. **Increased Automation:** We expect to see more automation in journalism, especially for routine tasks like data analysis and report generation.
2. **Personalised Content:** AI could enable more personalized content, tailoring news articles to individual readers based on their interests and preferences.
3. **Enhanced Fact-Checking:** AI could play a significant role in fact-checking, helping to combat misinformation and fake news.
4. **Publishing Expansion:** Publishers can use AI tools to better manage their digital subscriptions, paywalls, and features in a cost effective manner.

Preparing for the Future of Journalism

As AI becomes a trustworthy digital buddy for journalists, we need to stay informed and adapt to these changes. Here are some ways journalists can prepare for the future:

- **Learn About AI:** Understanding how AI works and its capabilities can help journalists make the most of AI tools.
- **Stay Updated:** The field of AI is evolving rapidly. Journalists should stay updated on the latest developments and trends.

- **Ethical Considerations:** As AI plays a larger role in journalism, ethical considerations will become increasingly important. Journalists should be prepared to navigate these issues.

AI offers exciting possibilities for journalism, but it also presents new challenges. By understanding these challenges and preparing for them, journalists can harness the power of AI to enhance their work and better serve their readers.

Conclusion

The power of AI has reached our fingertips and it's not too long before we see a future where the work of journalists will evolve and create more opportunities for investigative work.

The reason for this is because the threat of bad actors in today's technological war is in creating disinformation, misinformation, fake news and synthetic media aka deepfake products. Staying oblivious to the technological tools that are available to media professionals, puts on the back foot of combating the threats.

This Journalists' Handbook for AI Tools and Techniques will serve as a north star to guide the readers on the path of what lies ahead with journalism and technology assistance.

Let the fundamentals of journalism never leave our side. The commitment to serve communities with objectivity, fairness and balance, holding everyone to truth, justice and democracy should always be the cornerstone of why the Fourth Estate will never end.

Thank you Readers



(Image created by copilot)

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REVIEWS OF THE BOOK

“Dipti Kumar has done extensive study in this field and acquired tremendous knowledge on the usage of AI. She has very lucidly presented desired information which no doubt acts as a helping tool for effective and smooth functioning of journalists.”

**-RAJAYOGI BK KARUNA, CHAIRPERSON,
MEDIA WING, BRAHMA KUMARIS**

“Dipti Kumar is giving self-learning and guidance through her new book...This handbook is a timely and invaluable resource for journalists eager to harness the power of AI.”

**-DR.ARULCHELVAN SRIRAM, HEAD,
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