# Growing Role of Artificial Intelligence in mass media

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# Gandhi ji letter to Nehru (Oct 5th, 1945)

- My ideal village will contain intelligent human beings. They will not live in dirt and darkness as animals.
- Men and women will be free and able to hold their own against anyone in the world.
- There will be neither plague, nor cholera nor small pox; no one will be idle, no one will wallow in luxury.
- Everyone will have to contribute his quota of manual labour. I do not want to draw a large scale picture in detail.
- It is possible to envisage railways, post and telegraph offices, etc.
- For me it is material to obtain the real article and the rest will fit into the picture afterwards.
- If I let go the real thing, all else goes.
- I hold that without truth and non-violence there can be nothing but destruction for humanity.

# Jawaharlals' letters to Indira Gandhi

- *The letters written by Nehru from the various prisons in British India to his daughter Indira, were published in 1942 as a book called "**Glimpses of World History**". It is a collection 196 letters on world history.*

- *I have always thought that the best way to find out what is right and what is not right, what should be done and what should not be done, is not by giving a sermon, but by talking and discussing, and out of discussion sometimes a little bit of truth comes out.*

- *I have liked my talks with you and we have discussed many things, but the world is wide and beyond our world lie other wonderful and mysterious worlds.*

- *None of us need ever be bored or imagine that we have learned everything worth learning and become very wise.*

# Jawaharlals' letters to Indira Gandhi

- *Ordinary men and women are not usually heroic. They think of their bread and butter, of their children, of their household worries and the like.*

- *But a time comes when a whole people become interested in a great cause.*

- *Then history helps even simple, ordinary men and women to become heroes.*

- *Great leaders have something in them which inspires a whole people and makes them do great deeds .*

- *In India a great leader, full of love for all who suffer and eager to help them, has inspired our people to great actions and noble sacrifice.*

- *He has helped to make the starving, the poor and the oppressed free and happy.*

# Jawaharlals' letters to Indira Gandhi

- *Bapuji is in prison, but the magic of his message has stolen the hearts of India's millions.*

- *Men and women, and even little children, come out of their little shells and become India's soldiers of freedom.*

- *In India today we are making history, and you and I are fortunate to see this happening before our eyes and to take some part ourselves in this great drama.*

- *If we are to be India's soldiers, we have to respect India's honour, and that honour is a sacred trust. It is no easy matter to decide what is right and what is not.*

# Jawaharlals' letters to Indira Gandhi

- *One little test I shall ask you to apply whenever you are in doubt. Never do anything in secret or anything that you would wish to hide.*
- *For the desire to hide anything means that you are afraid, and fear is a bad thing and unworthy of you.*
- *Be brave, and all the rest follows.*
- *You know that in our great Freedom Movement, under Bapuji's leadership, there is no room for secrecy or hiding. We have nothing to hide. We are not afraid of what we do or what we say.*
- *We work in the sun and in the light.*
- *Good-bye, little one, and may you grow up into a brave soldier in India's service.*

# Artificial intelligence (AI)

- AI, is a DIGITAL technology with human-like problem-solving capabilities. AI in action appears to simulate human intelligence—it can recognize images, write poems, and make data-based predictions.

- Modern organizations collect large data volumes from diverse sources, such as smart sensors, human-generated content, monitoring tools, and system logs.

- Artificial intelligence technologies analyze the data and use it to assist business operations effectively.

-  For example, AI technology can respond to human conversations in customer support, create original images and text for marketing, and make smart suggestions for analytics.

- Ultimately, artificial intelligence is about making software smarter for customized user interactions and complex problem-solving.

# AI in journalism

- AI plays a significant role in journalism by enhancing efficiency and enriching the audience experience.

-  It automates tasks like sourcing, data analysis, graphical presentation, content generation, visual effects, animations, translation of different languages rapidly, pattern recognition, and rapid easily digestible news delivery in real time.

- One of the main new features from the use of AI in journalism is the ability to generate personalized news delivery for individuals.

-  This entails both gathering individual preferences of news topics, sources and summary formats as well as collating a customized news in the desired format to present the greatest amount of relevant and targeted information.

- Such individual targeting of news can very easily lead to the development of "echo-chamber" where individuals are only exposed to news and opinions from one viewpoint or a certain set of selective sources disregarding other perspectives that may present a more complete understanding of any issue.

# Key considerations

- **Bias and Discrimination**: AI algorithms are trained on existing data, which may contain biases.

- This can lead to biased reporting and perpetuate harmful stereotypes.

- Traditionally marginalized voices and issues which have been neglected from reporting may continue to face marginalization in coverage due to models being trained on existing data.

- **Lack of Transparency**: It can be difficult to understand how AI systems arrive at their conclusions, making it challenging to hold them accountable for errors or biases.

- The lack of transparency in AI algorithmic models can also give rise to the loss of credibility and claims of censorship or bias.

# Key considerations continued..

- **Job Displacement**: AI-generated content could potentially lead to job losses for journalists, editors, fact checkers, graphic designers and content creators. Losses in critical roles in journalism like editors and fact checkers can lead to lasting impacts on the quality of journalism as a whole.

- **Misinformation and Disinformation**: AI-generated content can be used to spread false or misleading information, which can have serious consequences.

- **Loss of Human Touch**: AI-generated content may lack the nuance and empathy that human journalists bring to their work. Journalistic ethics and principles of presenting not just the truth but the whole truth may be lost in such AI generated content.

# Key considerations continued..

- **Intellectual Property Rights**: There are concerns about who owns the rights to AI-generated content and how it should be attributed. Does AI generated content belong to the programmers of the AI or the sources the AI uses to generate its content?

- **Privacy Concerns**: AI systems may collect and process personal data outside of established protections of individual privacy rights, raising concerns about privacy and data protection.

- As AI technology continues to develop, it is important to consider these issues and develop ethical guidelines to ensure that AI is used responsibly.

# Biases of Artificial Intelligence- Assessment Risks

- *Human and Systemic* biases :

- Systemic biases result from institutions operating in ways that disadvantage certain social groups, such as discriminating against individuals based on their race.

- Human biases can relate to how people use data to fill in missing information, such as a person's neighborhood of residence influencing how likely authorities would consider the person to be a crime suspect.

- When human, systemic and computational biases combine, they can form a pernicious mixture — especially when explicit guidance is lacking for addressing the risks associated with using AI systems.

# AI Bias

- AI bias, also called machine learning bias or algorithm bias, refers to the occurrence of biased results due to human biases that skew the original training data or AI algorithm—leading to distorted outputs and <span style="color:red">potentially harmful outcomes</span>

# Biases in AI

- Training data bias

- AI systems learn to make decisions based on training data.

-  It is essential to assess datasets for the presence of bias. One method is to review data sampling for over- or underrepresented groups within the training data.

- For example, training data for a facial recognition algorithm that over-represents white people may create errors when attempting facial recognition for people of color.

- Similarly, security data that includes information gathered in geographic areas that are predominantly black could create racial bias in AI tools used by police.

- Bias can also result from how the training data is labeled.

-  For example, AI recruiting tools that use inconsistent labeling or exclude or over-represent certain characteristics could eliminate qualified job applicants from consideration.

# Biases in AI

- <span style="color:red">Algorithmic bias</span>

- Using flawed training data can result in algorithms that repeatedly produce errors, unfair outcomes, or even amplify the bias inherent in the flawed data.

- Algorithmic bias can also be caused by programming errors, such as a developer unfairly weighting factors in algorithm decision-making based on their <span style="color:red">own conscious or unconscious biases</span>. For example, indicators like income or vocabulary might be used by the algorithm to unintentionally discriminate against people of a certain race or gender.

# Biases in AI

- <span style="color:red">Cognitive bias</span>
- When people process information and make judgments, we are inevitably influenced by our experiences and our preferences. As a result, people may build these biases into AI systems through the <span style="color:red">selection of data or how the data is weighted</span>.
- For example, cognitive bias could lead to favoring datasets gathered from Americans rather than sampling from a range of populations around the globe.
- "human and systemic institutional and societal factors are significant sources of AI bias, and are currently overlooked. Successfully meeting this challenge will require taking all forms of bias into account. This means expanding our perspective <span style="color:red">beyond the machine learning</span> pipeline to recognize and investigate how this technology is both created within and impacts our society."

# Guyana.. Co-operative Republic of Guyana

British Guiana • Co-operative Republic of Guyana

| | |
|---|---|
| Head Of Government | Prime Minister: Mark Phillips |
| Capital | Georgetown |
| Population | (2024 est.) 741,300 |
| Head Of State | President: Mohamed Irfaan Ali |
| Form Of Government | unitary multiparty republic with one legislative house (National Assembly [65[1]]) |
| Official Language | English |
| Official Religion | none |
| Official Name | Co-operative Republic of Guyana |
| Total Area (Sq Km) | 214,999 |
| Total Area (Sq Mi) | 83,011 |
| Monetary Unit | Guyanese dollar (G$) |
| Population Rank | (2023) 168 |
| Population Projection 2030 | 813,000 |
| Density: Persons Per Sq Mi | (2024) 8.9 |
| Density: Persons Per Sq Km | (2024) 3.4 |
| Urban-Rural Population | Urban: (2024) 27.3% • Rural: (2024) 72.7% |
| Life Expectancy At Birth | Male: (2022) 70 years • Female: (2022) 73.8 years |
| Literacy: Percentage Of Population Age 15 And Over Literate | Male: (2021) 89% • Female: (2021) 88% |

# Case study for Guyana

- Violent crime is prevalent across Guyana.
-  It is often associated with illegal drug trafficking.
-  Homicides, assaults, break-ins, armed robberies, theft from cars and carjackings are common.
- Criminals often travel in groups of two or more and often surveille their target for days prior to any confrontation. With this information , if you have a write a report on " how to make country safe ",
-  " How to increase tourist friendliness / tourist flow",
- " how to reduce drug trafficking",
-  " how to reduce human trafficking"

# Case study

- The Muslim population in India has gone up from 30m in 1947 to 210m in 2022,

-  The salient findings of the Sachar Committee are: The literacy rate among Muslims was 59.1%, which was below the national average of 64.8 %; less than 4% of Muslims are graduates or diploma holders compared to about 7% of the population aged 20 years and above.

- Jains have the highest literacy rates for both males (97.4 per cent) and females (90.6 per cent).

- The Male-Female gap at the all-India level is 12.9 % points with male literacy at 84.7% and female literacy at 70.3%. The gap between male and female literacy is the smallest in Kerala at just 2.2 % points and highest in Rajasthan at 23.3 %.

- Attempt a story on : " Why is female literacy low ?" what data analytics you need?

# Some biases news editors & media houses

- Traditional bias ( NY Times, BBC etc)
- Many media houses are owned by the Political leaders.. thus filter such news
- National issues vs Regional / Local issues
- Hurry to file a report without sufficient Data analytics..
- Head line crazy reports
- At the behest of the ruling party
- Use of enforcement directorate, Income Tax dept to supress certain publications
- Faulty research reports to scuttle pharma / products etc
- Reports encouraging "fast foods etc" without mentioning the deleterious effects
- ratings/ rankings of publishing houses

# Way forward

- Ethical
- Research
- Study in depth
- Nation first
- Introspect
- Report consciously if you are right