



The Impact of Digital Media Convergence on Journalism

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A man with dark hair, wearing a light-colored suit jacket, a white shirt, and a patterned tie, is looking down at a newspaper he is holding. The background is a blurred cityscape at night with many lights.

5Ws and H

To inform

To educate

To entertain

To be a watchdog

To be a conscience keeper

To discuss public policies

To expose frauds, lies

To give voice to the voiceless

Major disruptions in journalism

Introduction of computers

Early 1990s

Convergence/Social media

Early 2010s

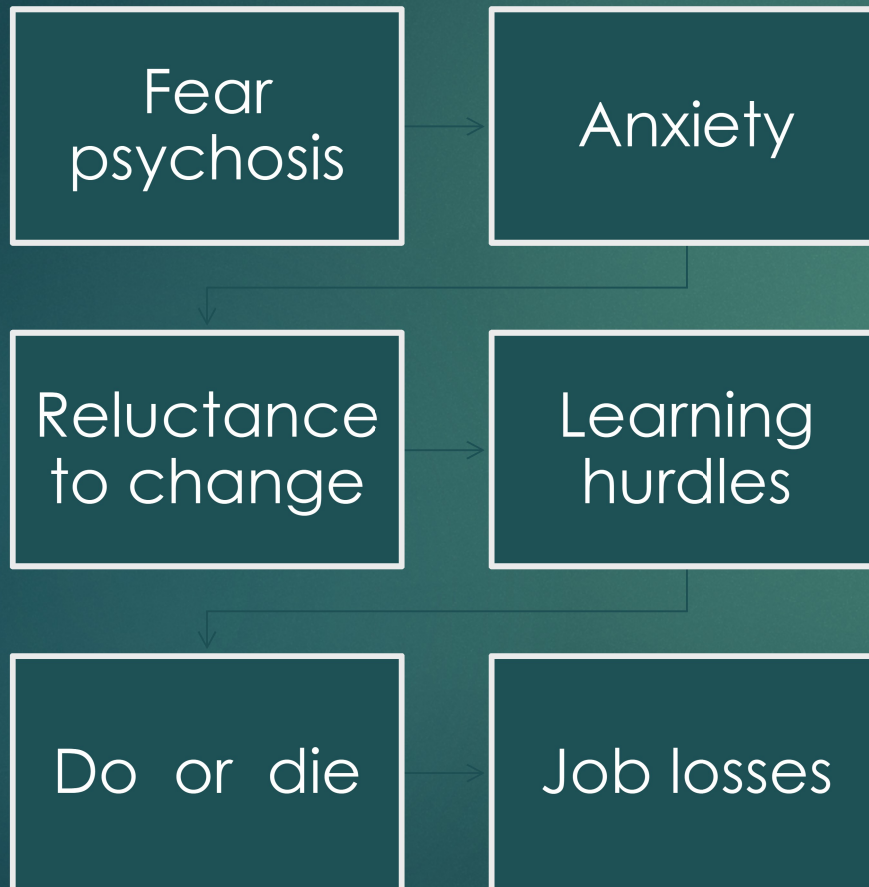
Early 2000s

Advent of the Internet

Early 2020s

Arrival of AI, Generative

Consequences of a disruption



DISORD
TENSIO
AWARENESS
NERVOUS
DEPRE
STRESS
FEAR
DEPRESSION
DESPAIR
AGITATION
WORRY
PTSD
ANXIETY
FRUSTRATION
WITHDRAWAL
FAILURE
GATIVE
HEADACH
OVERWHELMED
FATIGUE
NIC
LONLINESS
NEGATIVE

What is Convergence?

Merging of previously distinct media technologies and platforms, enabling new forms of communication and interaction: Oxford dictionary



The flow of content across multiple media platforms and the migratory behaviour of audiences across these platforms: Jenkins

Current trends in journalism



Changes in
content
consumption



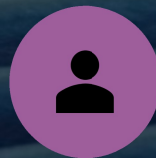
Business models
disrupted



24-hour news
cycle



Immediacy,
Virality



Algorithms at work



Polarised world



Fake news, Deep
fakes



IT Cells

The power of digital..

Digital tech revolutionised the media

Democratised publishing

Individuals can compete with media majors

Citizen journalism

Social media platforms as super media



AI riding on convergence

AI can't work in isolation

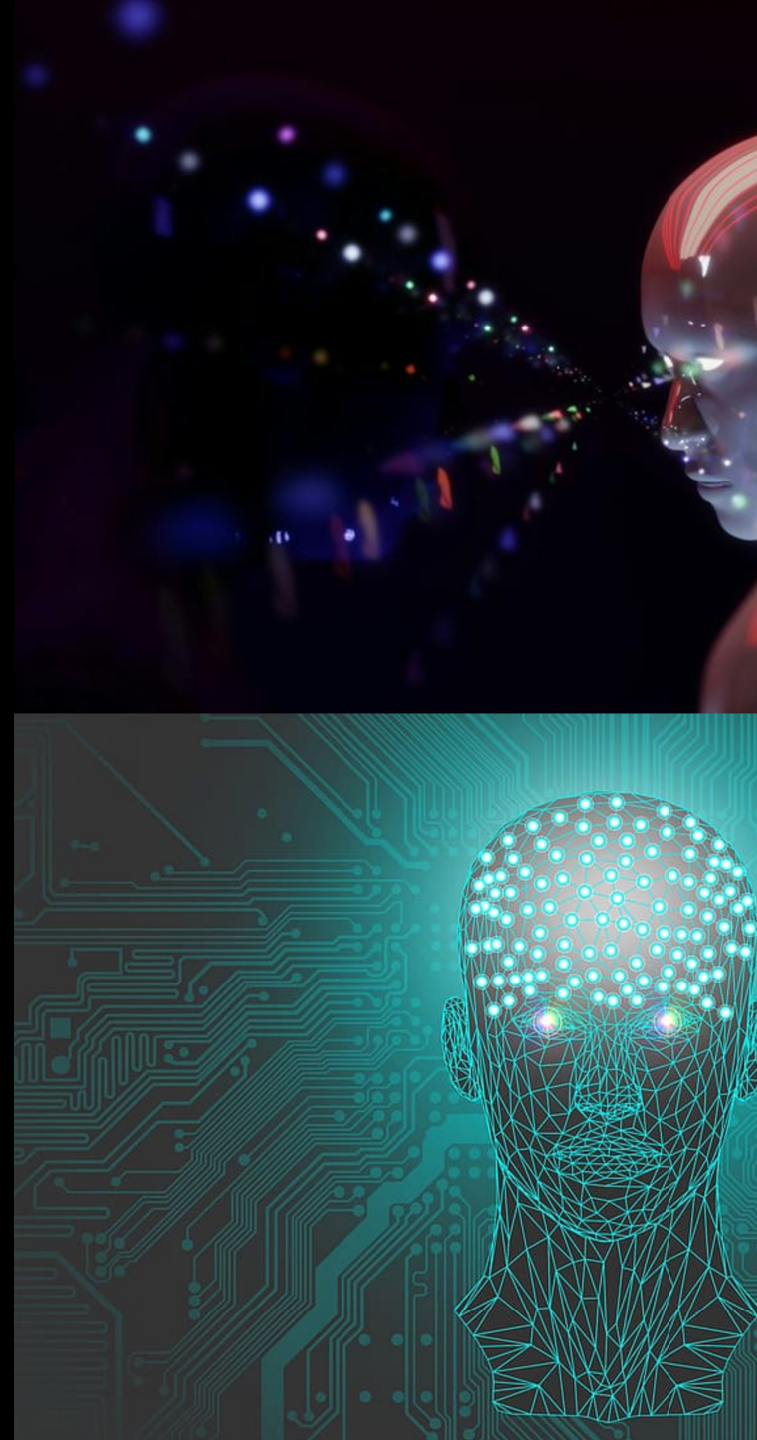
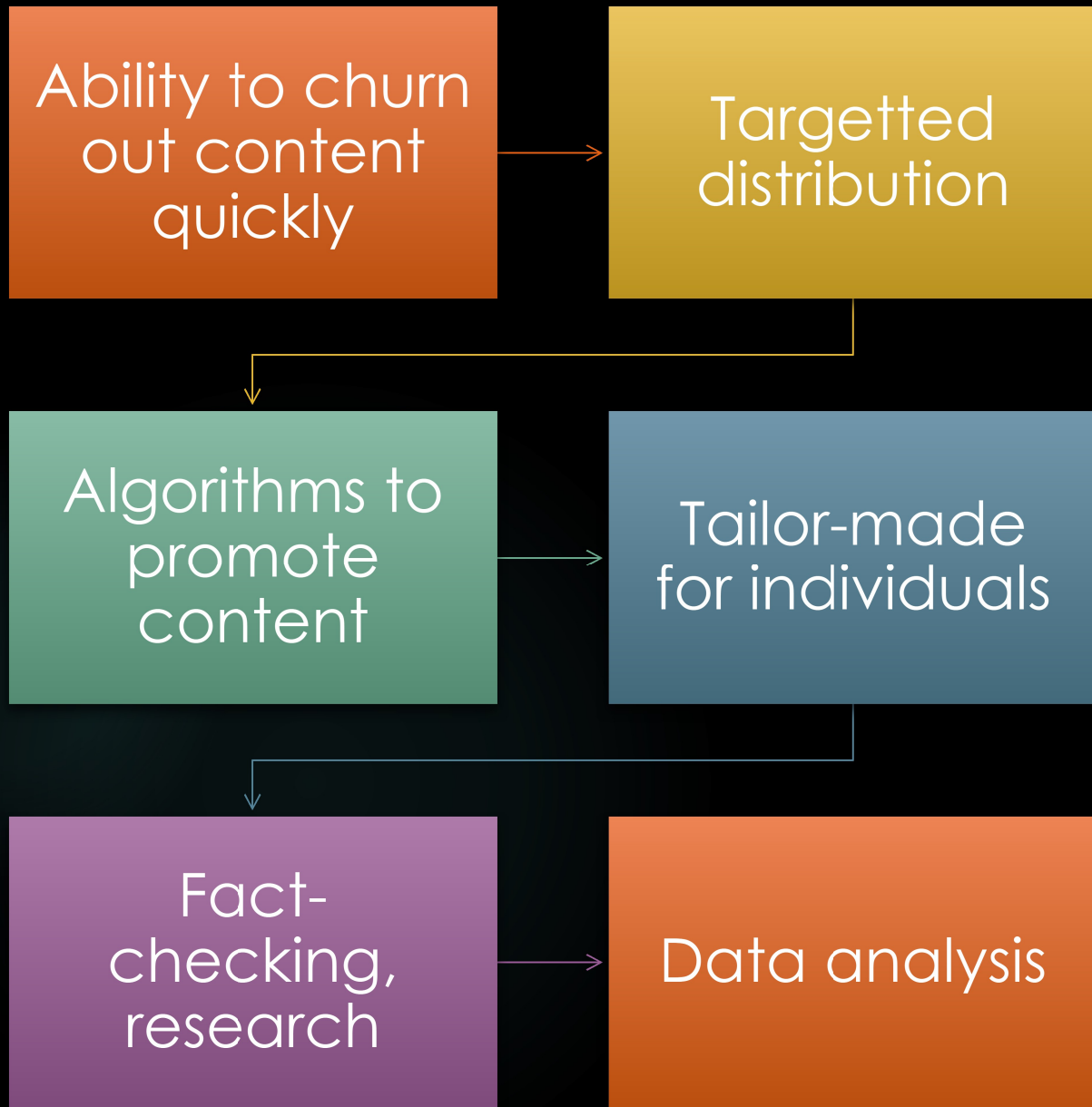
It needs a fertile ground

Like a good monsoon for a bumper crop

Convergence, a fertile ground for AI



AI



What does it mean for journalists

SEO-LED
AGENDA

CITIZEN
JOURNALISM

SOCIAL MEDIA
INFLUENCERS

LOSING
CONNECT WITH
YOUNG
READERS

SOCIAL MEDIA
FATIGUE

Challenges....

Fear of losing
the job

No proper
training

Lack of
awareness

No budgets
for
convergence

Half-hearted
efforts



























Top 15+ Chatbot Logos of the Best AI Chatbots for 2023





AI TOOLS FOR THE TEACHERS

Created by @Adam.godigital

RESEARCH/ ACADEMIC WRITING	 Paperpal  scholarcy  SCISPACE
CREATIVITY	 Scribble Dibble  DALL-E 2  Canva
CHAT BOTS	 Chat GPT  Bard AI  Poe
PERSONALISED LEARNING	 CENTURY  edpuzzle  wooclap
ADAPTIVE TOOLS	 Knowji Learn more in less time  DeepL  Speechify
ADMIN AND ORGANISATION	 Simplified  TREVOR  wordtune
MARKING/ REPORT WRITING	 REAL FAST REPORTS  progresssay  gradescope
LESSON PLANNING	 Copilot  decktopus  lessonplans.ai

NLP, LLM

Trained on very
large datasets



GPT-4-32k
Limited access



Google-PaLM



Llama-2-70b



Llama-2-13b



Llama-2-7b



Explore



Assistant



Claude-instant-
Limited access



GPT-4
Limited access



Claude-2-100k
Limited access



Claude-instant



ChatGPT



ChatGPT 16k

Challenges for journalists

You ask about Hamlet, only if you know Shakespeare well



Or, on what Ambedkar said on Annihilation of Caste, only if you read him well

Data poisoning

Hallucinations

Biases

Ecosystem issues

Resource-less journalists impacted

Small newspapers lag behind

Lack of support from the ecosystem

Uncertainty

Media houses need discerning journalists

They can use AI, but would require someone to keep tabs on content

Trust once lost can't be won back

Copyright issues



Conclusion

AI is transforming journalism

But it's not a replacement for human journalists

The future of journalism is humans and AI working together to create better informed content.



'AI WILL NOT
REPLACE YOU,

THE ONE WITH A
WILL'

Thank you!

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