The Second Version

Al Jazeera Conference: AI in Media

Final Report

11 - 12
Jan. 2025

Sheraton Doha Hotel

Al Jazeera Conference: AI in Media

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Contents

Concept **paper**

The world is experiencing rapid advancements in Artificial Intelligence technologies across various sectors, particularly in the media industry. These technologies have become crucial for enhancing information gathering, data analysis, and content creation. With their remarkable ability to swiftly process large volumes of data, Artificial Intelligence empowers journalists and media professionals, improving news reporting quality and accuracy while expediting media production.

In this context, the second edition of the Al Jazeera conference, "Artificial Intelligence in the Field of Media," convened specialists and experts in media and technology to explore the latest developments in AI applications and their benefits for journalism—ranging from big data processing to enhancing editorial and technical workflows. The event featured speakers from major global tech companies such as Microsoft, Google, Cisco, and IBM, experts from Al Jazeera, and researchers from prestigious universities and academic institutions.

Conference sessions focused on innovative tools and applications in the media landscape, providing participants with valuable insights into leading international practices. The discussions included case studies from established media organizations like the Washington Post, Reuters, and The Associated Press, as well as a distinctive case from Japan. These presentations enriched the conversations, showcasing diverse perspectives and strategies for utilizing Artificial Intelligence in media.

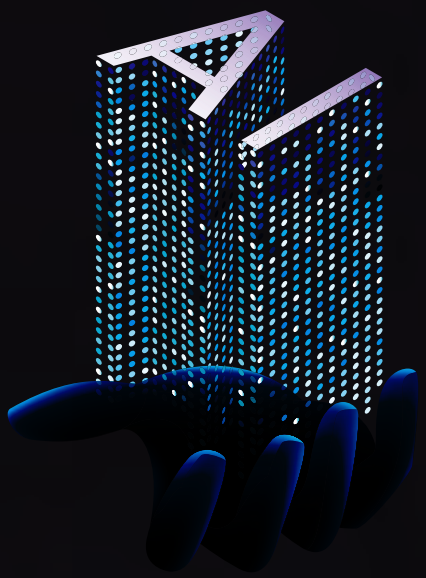
The conference also addressed the ethical considerations and challenges linked to AI usage, dedicating sessions to this critical topic with contributions from experts and academics who examined it from multiple viewpoints. They emphasized the need to balance technological progress and the preservation of ethical standards and professional values.

By hosting this conference, the Al Jazeera Media Institute aims to foster dialogue on best practices for employing Artificial Intelligence in the media sector and to enhance collaboration between media organizations and tech companies, promoting innovative and responsible use of technological tools.


AI

The conference **objectives**

- Discuss Artificial Intelligence's role in improving news quality and accuracy.
- Review the latest tools and applications used in the media industry.
- Providing successful international experiences in employing Artificial Intelligence in newsrooms.
- Discuss the legal and ethical challenges associated with using Artificial Intelligence.
- Open the discussion about the impact of Artificial Intelligence on media workers.



Conference **program**

Day **One**

09:00 - 10:00	Reception, Registration & Opening for Technical Exhibition
10:00 - 10:15	Opening of the conference
10:15 - 10:35	Keynote Address
10:45 - 12:15	The 1st Session: Innovative AI Tools in Contemporary Media Technology
12:15 - 13:40	Lunch break/prayer
13:40 - 14:10	The Arab Artificial Intelligence industry and its challenges through the experience of the "Fanar" platform
14:15 - 15:30	The 2nd Session: AI Insights in Al Jazeera Media Network
15:30 – 15:40	Group Photo
15:40 – 16:15	Coffee break/prayer
16:15 – 17:45	The 1st workshop - Google
16:15 – 17:45	The 2nd workshop – Thomson Foundation

Day **Two**

09:00 - 10:00	Technical Exhibition
10:00 - 11:15	The 3rd Session: AI in Newsrooms: Exploring Successful Implementations
11:20 - 12:00	Applications of Artificial Intelligence in journalism-A Review of Al Jazeera Fellowship Program 2024
12:00 - 13:30	Lunch break/prayer
13:30 - 15:00	The 4th session: 4th Session: Addressing the Challenges of AI in Media
15:00 – 15:10	Group photo
15:10 – 15:40	Coffee break/prayer
15:45 – 17:15	The 3rd workshop – OpenAI Ambassador
15:45 – 17:15	The 4th workshop – AI for Al Jazeera: The Opportunity and How Al Jazeera is Avoiding Pitfalls.

Speakers

Dr. Mostefa Souag
Acting Director General of Al Jazeera Media Network

Abran Maldonado
OpenAI Ambassador

Dr. Yusri Medheb
Senior Digital Advisor - Google Cloud

Rabih Saad
Sr. Manager of Solutions Engineering at Cisco

Daniel Heer
Founder & CEO of Zeotap

Chady Haddad
Regional Director of Data and AI, Microsoft

Vinicius Vasconcellos
Sr. Consultant and Head of Media Practice at IBM

Dr. Ahmed El Magarmid
Executive Director, Qatar Computing Research Institute

Dr. Mohamed Eltabakh
Principal Scientist, Qatar Computing Research Institute

Asef Hamidi
Director of News at Al Jazeera Channel (Arabic)

Ramzan Alnoimi
Director of Network Creative - Al Jazeera Media Network

Dr. Mohamed Benamoun
AI Expert - Al Jazeera Media Network

David Wilkinson
Executive Director,
Reuters Imagen

Takashi Uesugi
No Border CEO -
Journalist & Entrepreneur

Troy Thibodeaux
Director of AI Products
and Services, Associated
Press

David Hostetler
Director of Product
Development & Innovation
Al Jazeera Media Network

Abdulrahman Al-Shafi
Director of the Cyber
Security Strategies and
Policies

Dr. Reema Diab
Founder and CEO,
Galaxy Technology

Giles Trendle
Media Consultant and
Former Director of
Al Jazeera English Channel

Joey Marburger
VP of Content Intelligence
at Arc XP - Washington
Post

Mohamed Ali
Vice President of Sales
- North Europe, Zeotap

Dean Arnett
Media Production
Consultant – Thomson
foundation

Dr. Amani Al-Abed
Assistant Professor -
University of Doha for
Science and Technology

Dr. Marc Jones
Associate Professor -
Northwestern University

Mohammed Khodr
AI Sales Lead - META - Google

Bassam Al Shmeery
Yemeni Journalist and Media Trainer

Kawthar Salih
Syrian Journalist

Baker AbdalHaq
Founder and director of the Palestinian Observatory "Tahaqqaq"

Muhammad Ejaz
AI Expert - Al Jazeera Media Network

Conference **Presenter**

Ahmed Fakhouri

Session **Moderators**

Samantha Johnson

Baiba Ould M'hadi

Ezdehar Sheashaa

Rawaa Auge

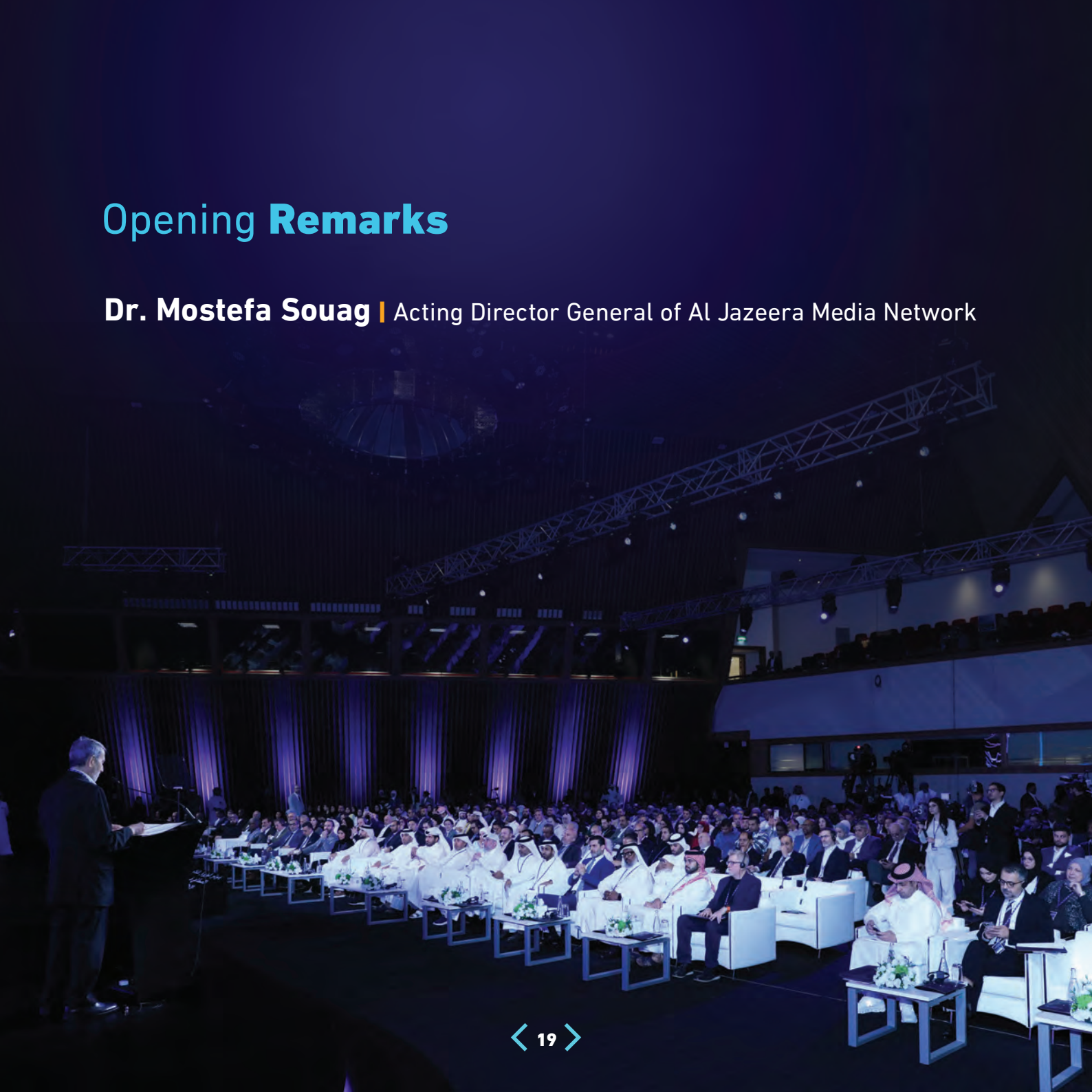
Sandra Gathmann

Muhammad Alkhamaiseh

Day One **of the conference**

Opening **Remarks**

Dr. Mostefa Souag | Acting Director General of Al Jazeera Media Network



In the name of God, the Most Gracious, the Most Merciful.

Ladies and gentlemen, esteemed audience,

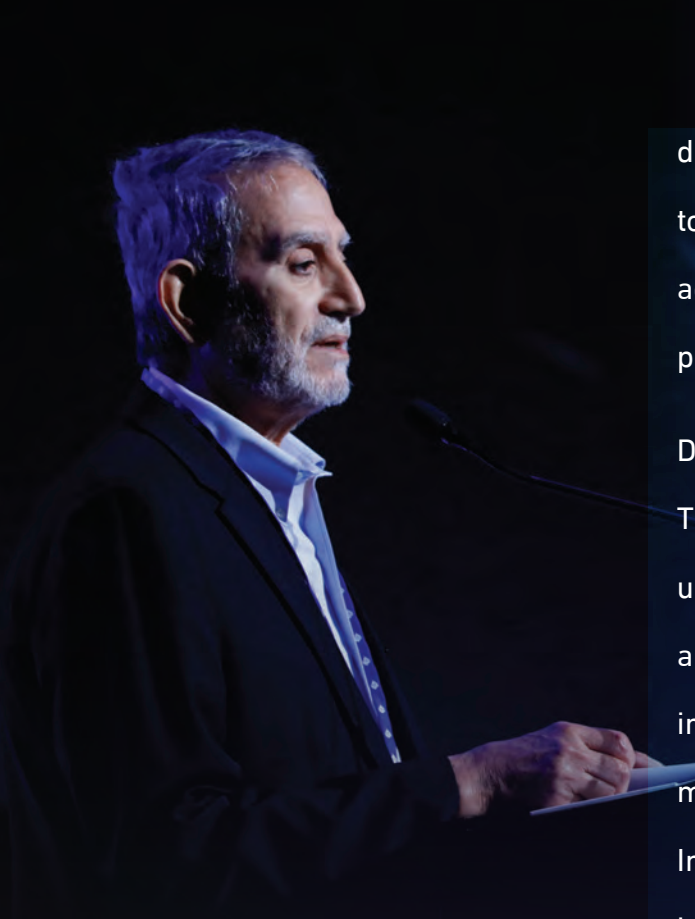
Peace be upon you, along with the mercy and blessings of Allah.

I welcome you to the second edition of the “Al Jazeera Conference: Artificial Intelligence in the Media.”

Today, we gather to explore further the significant impact of Artificial Intelligence on journalism, a journey we embarked upon during the first edition of this conference organized by the Al Jazeera Media Institute in March 2023. Al Jazeera has long been a pioneer in integrating modern technologies into media practices, mainly utilizing Artificial Intelligence and its diverse applications. The network has diligently worked to adapt these technologies to support its media mission, acknowledging their vital role in enhancing journalistic performance and improving various media practices.

I welcome you to the second edition of the "Al Jazeera Conference: Artificial Intelligence in the Media."

Today, we gather to explore further the significant impact of Artificial Intelligence on journalism, a journey we embarked upon during the first edition of this conference organized by the Al Jazeera Media Institute in March 2023. Al Jazeera has long been a pioneer in integrating modern technologies into media practices, mainly utilizing Artificial Intelligence and its



diverse applications. The network has diligently worked to adapt these technologies to support its media mission, acknowledging their vital role in enhancing journalistic performance and improving various media practices.

Dear esteemed audience,

The organization of this conference underscores our unwavering commitment to fostering a serious dialogue about Artificial Intelligence technologies, assessing their implications, and considering how to integrate them into media practices responsibly. We recognize that Artificial Intelligence is not merely another technical tool for journalism; it represents a transformative shift that will shape the future of the field. This transformation brings significant responsibilities, necessitating an awareness of both the opportunities and challenges it presents and a commitment to adapting in a way that upholds the values and ethics of our profession.

We must acknowledge the substantial challenges and risks accompanying the meaningful opportunities offered by Artificial Intelligence to the press and journalists. Concerns such as deepfake technology and AI-driven disinformation campaigns pose serious threats to the integrity of journalism and the credibility of media content. Additionally, algorithmic bias stemming from flawed data can perpetuate stereotypes, marginalize certain groups, and undermine diversity and neutrality in content.

With this in mind, I hope this conference will serve as more than just a platform for theoretical discussions; I envision it as a gathering of journalists, academics, and technology experts working together to create a comprehensive vision for employing Artificial Intelligence in service to journalism.

To this end, the conference will feature a range of academics and experts from leading global companies, showcasing pioneering experiences in utilizing Artificial Intelligence within newsrooms at both Arab and international levels. Several practical workshops will also be designed to provide valuable insights into applying Artificial Intelligence tools in various journalistic endeavors. We aim for this conference to yield actionable recommendations enabling journalists and media organizations to effectively and efficiently harness these technologies while upholding professional and ethical standards, ensuring that humanity remains at the core of our investment in Artificial Intelligence. Human intelligence is In

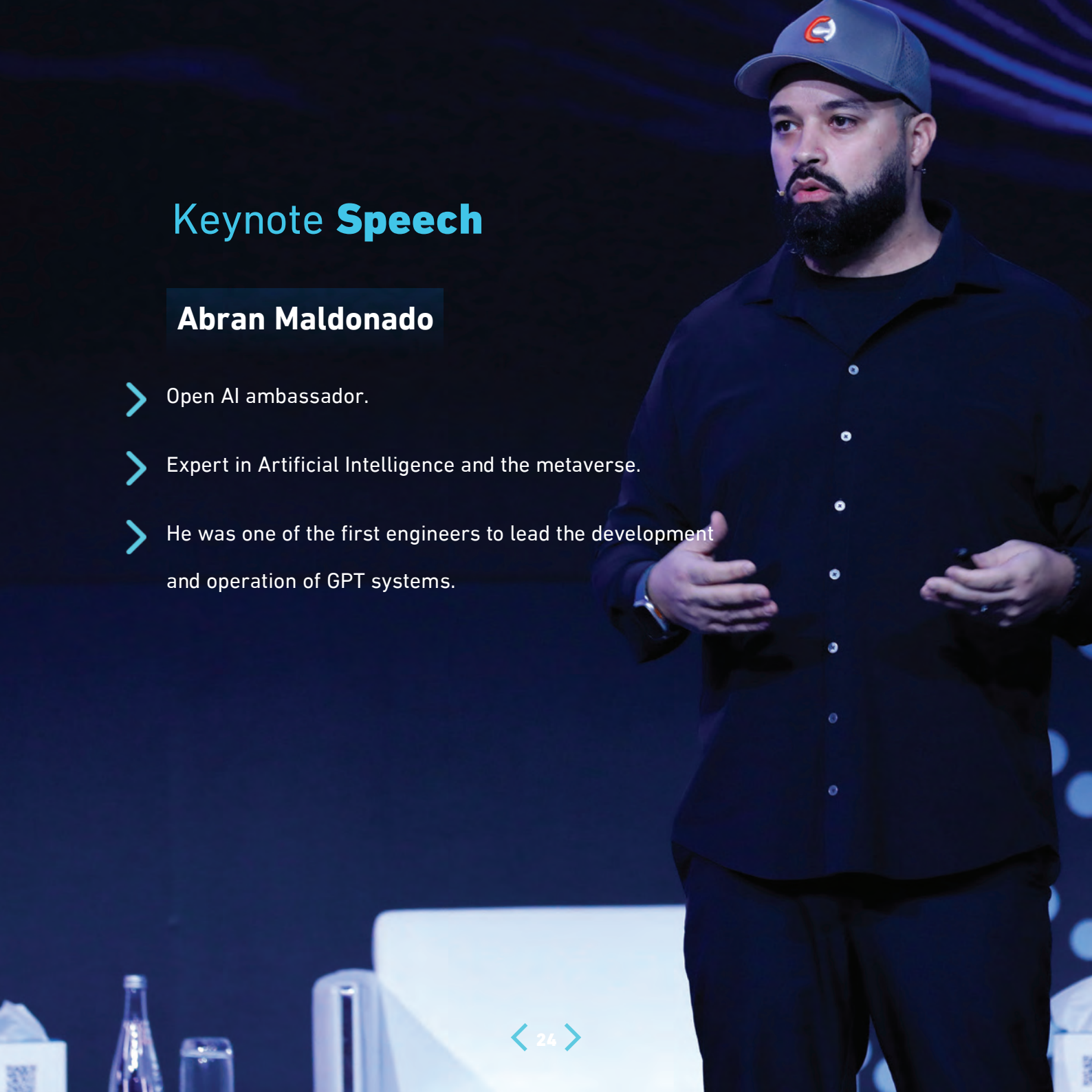
closing, I would like to express my gratitude to the management and staff of the Al Jazeera Media Institute for their invaluable efforts in organizing this conference. I also thank the public services sector, the innovation department, and all other sectors within the network that have come together over the past months to make this important event possible. Additionally, I would like to thank our conference guests, who have traveled from various countries and shared their extensive knowledge and experiences with us.

Peace be upon you, along with the mercy and blessings of Allah.

Keynote **Speech**

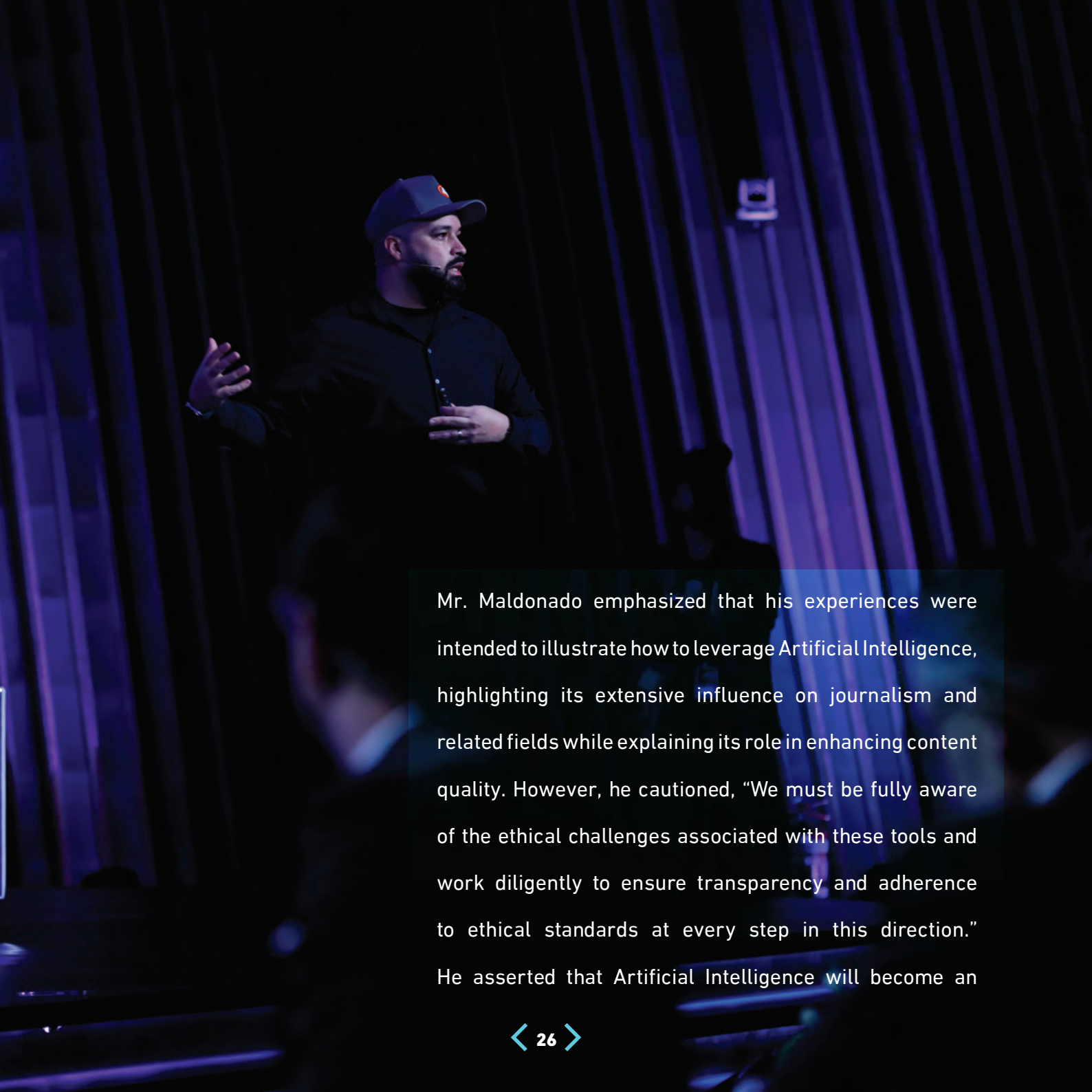
Abran Maldonado

- Open AI ambassador.
- Expert in Artificial Intelligence and the metaverse.
- He was one of the first engineers to lead the development and operation of GPT systems.



The Al Jazeera conference titled “Artificial Intelligence in the Media” commenced with a keynote address by Mr. Abran Maldonado, an ambassador for OpenAI. He started the conference by sharing his journey with Artificial Intelligence, reflecting on his upbringing in a low-income environment in Puerto Rico that inspired him to envision a brighter future and seek innovation. Initially, he viewed Artificial Intelligence as a form of science fiction, but the recent advancements in the field encouraged him to engage with it more profoundly. Joining OpenAI, he began researching and testing the company’s innovative models and tools. Over time, he experimented with these programs and provided insights into their global impact, mainly focusing on their potential applications in various sectors.

In 2023, Entrepreneur approached Mr. Maldonado to design the first cover of its magazine using Artificial Intelligence, utilizing the Midjourney tool for this task. Later, in November 2024, the Washington Post requested him to craft a journalistic piece centered on Artificial Intelligence, which he regarded as a pivotal opportunity to demonstrate AI’s potential as a powerful asset in understanding and producing journalistic narratives concerning social issues



Mr. Maldonado emphasized that his experiences were intended to illustrate how to leverage Artificial Intelligence, highlighting its extensive influence on journalism and related fields while explaining its role in enhancing content quality. However, he cautioned, “We must be fully aware of the ethical challenges associated with these tools and work diligently to ensure transparency and adherence to ethical standards at every step in this direction.” He asserted that Artificial Intelligence will become an

indispensable asset in newsrooms, enabling journalists to focus on crafting important stories and sensitive reports that require careful oversight and deep concentration. He noted that many tasks previously performed manually are now candidates for automation, including monitoring, analysis, and source research while emphasizing that human relationships and managing those sources remain irreplaceable responsibilities.

Regarding content production, Maldonado believed that humans would continue to be the wellspring of creativity. Artificial Intelligence is a supportive tool to expedite other tasks, such as budgeting, hiring, and drafting contracts. He underscored the importance of seriously considering these transformations and preparing media organizations and their employees for these significant changes to maximize opportunities and mitigate risks.

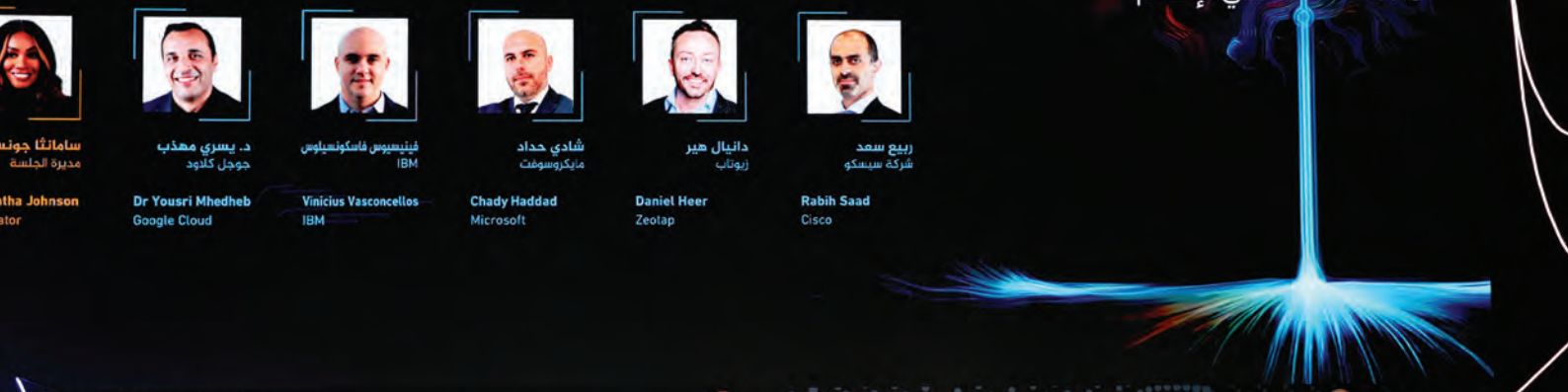
Maldonado also explored the future of Artificial Intelligence in media and creative production, showcasing some innovative tools, such as Wonder Dynamics, which allows for the integration of digital characters into film scenes, and the Showrunner AI tool, which has raised concerns in Hollywood due to its capability to generate entire TV programs from simple ideas. He also mentioned Runway ML, which enables users to produce HD content at no cost. Additionally, Mr. Maldonado discussed the application of this technology in other areas, such as charitable media campaigns, citing a music video created by Artificial Intelligence in under 30 minutes for a charitable organization seeking assistance with a fundraising initiative. He highlighted modern technology's ability to enhance content production's quality and speed.

In conclusion, Maldonado urged attendees to embrace the pace of innovation rather than resist it, emphasizing that technological advancements will persist regardless of our stance. He called for a positive approach to these tools, encouraging objective evaluations of their capabilities.

The 1st **Session**

Innovative AI Tools in Contemporary Media Technology

The first main session of the “Artificial Intelligence in Media” conference commenced with representatives from various international technology companies, who gathered to discuss the latest advancements in Artificial Intelligence technologies and their applications within the media sector. The session highlighted the immense potential of this technology in journalism, emphasizing methods to leverage it to enhance media operations. Speakers showcased advanced technical models and innovative tools designed to automate media processes, analyze large datasets, and customize content. They underscored the importance of staying informed about the rapid developments in this field while maintaining adherence to editorial standards and ethical values that are fundamental to the essence of media work.



Speakers

Dr. Yusri Mhedheb | Senior Digital Advisor - Google Cloud

Vinicius Vasconcellos | Sr. Consultant and Head of Media Practice at IBM

Chady Haddad | Regional Director of Data and AI, Microsoft

Daniel Heer | Founder & CEO of Zeotap

Rabih Saad | Sr. Manager of Solutions Engineering at Cisco

Samantha Johnson | Session Moderator

Dr. Yusri Mhedheb

- Senior digital officer at Google Cloud.
- Specializes in digital transformation and supporting organizations in adopting cloud computing technologies.
- Works to enhance the capabilities of the private and government sectors through the cloud.

During his session, Dr. Yusri explored various innovative tools and models developed by Google, discussing their application within journalism and media. He emphasized the growing significance of cloud computing and Artificial Intelligence in the digital transformation.

Dr. Yusri explained that Google offers a cutting-edge infrastructure to foster digital innovation and expedite transformation through cloud technologies. Among the tools he highlighted, the Vertex AI platform assists in creating and deploying intelligent models. In contrast, the AutoML tool aids media professionals in verifying data accuracy and identifying the “hallucinations” produced by linguistic models. He also mentioned the “Doc AI” tool, which efficiently analyzes, comprehends, and organizes document content.

Dr. Yusri noted that these tools enhance operational efficiency in media organizations by automating data verification, personalization, and rapid analysis. Furthermore, he discussed Google's collaboration with major media entities, including Al Jazeera, to deliver innovative solutions that improve media operations and enhance user experiences while facilitating audience engagement.

Dr. Yusri stressed that Google prioritizes ethical principles and collaborates with media organizations to ensure the responsible use of Artificial Intelligence. He highlighted the necessity of human oversight in deploying AI tools, asserting that technology should serve as an aid to journalists rather than a replacement.

In discussing the impact of Artificial Intelligence on media, Dr. Yusri examined how these tools influence various stages of content production, from planning to publishing and audience interaction. AI enhances translation, search, content processing, summarization, and personalization, accelerating production timelines and boosting efficiency within media organizations.

Dr. Yusri's presentation underscored the critical nature of ethically utilizing technology, emphasizing that the challenge lies not in AI's capabilities but in our application. He advocated for a unified global framework to regulate AI tools and ensure their ethical usage, asserting that humans will always possess superior intelligence, enabling them to control and leverage technology for their advantage.

Vinicius Vasconcelos

- Senior consultant and head of media practice at IBM.
- Based on almost 30 years of experience in information and communication technologies.
- Leads digital transformation and media solutions initiatives at IBM Latin America.

While participating in the first session of the Al Jazeera conference on Artificial Intelligence in media, Mr. Vinicius Vasconcelos shared insights from his 15 years of experience in the field, emphasizing that he is a technical expert and understands the demands of media work. He noted that IBM does not create products specifically for the media sector but focuses on assisting clients across various industries by streamlining their daily operations. Central to this effort is IBM's Watson technology, which is designed to develop tools for data processing and the construction of Artificial Intelligence models.

Among IBM's prominent AI offerings are Watson x Data, a platform for downloading, processing, and analyzing data, and Watson AI, which aids users in building and managing AI models. This includes a library of pre-built models that can benefit journalists. Mr. Vinicius also highlighted the Watson X governance tool, which addresses challenges associated with Artificial Intelligence, such as bias and hallucinations, and ensures compliance with global regulations, including the EU's Artificial Intelligence law.

In his address, he emphasized the importance of understanding the issues related to Artificial Intelligence and advocating for collaboration between technicians and journalists. He stated, "Artificial Intelligence is not just a technology; it is part of a broader system encompassing tasks, jobs, and people." He pointed out that many companies lack the organizational structures to manage AI tools effectively, resulting in various errors and complications.

Mr. Vinicius cited an incident in Brazil where a media organization began producing and publishing AI content without adequately training its staff. This led to the publishing of 300 news articles with duplicated content from other sources, which sparked significant backlash and criticism. He attributed this mistake to an over-reliance on machines without sufficient human oversight. To prevent similar occurrences, he stressed that journalists should not rely solely on AI tools and should receive training to control them effectively.

He concluded his remarks by underscoring the need for establishing supervisory boards to ensure the ethical use of Artificial Intelligence in media. He reiterated that collaboration between journalists and technical experts is essential for the responsible and effective utilization of AI technologies.

Chady Haddad

- Regional director for data, Artificial Intelligence, and innovation at Microsoft.
- He has over 23 years of experience in data management and Artificial Intelligence applications.
- Spearheading digital transformation efforts and enhancing data culture in the Middle East.

Mr. Chady Haddad started his speech by referring to the significant development witnessed by the region in adopting Artificial Intelligence over the past two years, stressing that this region is considered one of the fastest-growing markets in the world in Artificial Intelligence.

He explained that the percentage of Artificial Intelligence users in the GCC countries has increased from 32% to 47% over the past twelve months. He stressed that this growth means that almost half of the population uses Artificial Intelligence technologies directly or indirectly in content creation and consumption, significantly affecting various sectors, including the media.

Chady pointed out that the increasing reliance on Artificial Intelligence generates an excellent demand for customizing some of the products and services provided, which constitutes a fantastic opportunity for the media industry. He added that the discussion on issues related to misinformation and fake content reflects some of the challenges posed by Artificial Intelligence to the media and stressed that Microsoft has more than twenty years of experience in this field, which makes it a reliable partner to support the media sector.

Mr. Chady stated that Microsoft has integrated Artificial Intelligence into all its products, explaining that today, users can download tools such as Microsoft Copilot (Microsoft Copilot) on their mobile devices and use them to create high-quality content. He pointed out that all the models developed in cooperation with OpenAI, including GPT-4 (GPT-4) and Sora (Sora), are tools available for corporate use, and these tools can also be customized according to the needs of different media organizations.

Mr. Chady said that Microsoft works closely with companies such as Sony (Sony) and Adobe (Adobe) to ensure that Artificial Intelligence technologies are integrated into their products to meet users' needs.

During his speech, he explained that the Al Jazeera network benefits from Artificial Intelligence technologies in creating content, summarizing it, and translating it quickly and accurately while ensuring its suitability to its target audience. These tools allow Al Jazeera to exploit its Media Archive ideally to enrich its media messages.

He also pointed to the experience of The Associated Press, which relied on Artificial Intelligence to prepare financial reports, enabling it to generate 3.7 thousand reports in one year and save 20,000 working hours. He explained that this experience reflects the ability of Artificial Intelligence to improve the efficiency of journalistic work, allowing journalists to focus on the creative aspects of their work.

He concluded his speech by referring to Microsoft's efforts to combat misinformation. Microsoft has developed advanced tools that verify the authenticity of photos and videos, and others have specialized in ensuring the integrity of content by detecting offensive or inappropriate content.

Daniel Heer

- Founder and CEO of Zeo Tap.
- Helps various organizations in improving business performance using customer data.

In his intervention, Mr. Daniel Heer presented an overview of the company he manages, Zeo Tap. Zeo Tap provides software solutions that help major organizations, including the media, understand their audience more deeply. He pointed out that a comprehensive understanding of the audience leads to a fundamental improvement in service levels and increased content personalization, improving the user experience.

He stressed the crucial role of Artificial Intelligence in speeding up task execution, pointing out that, thanks to Artificial Intelligence tools, the completion time of some tasks related to media campaigns could be reduced from three months to only two weeks.

About software, Mr. Heer cited Google's experience as an example of enabling users to create comprehensive profiles, allowing data management and analysis in innovative ways, and highlighted the possibility of customizing customer experiences according to their individual needs, such as providing customized marketing messages instead of generic messages that are not suitable for everyone.

Mr. Heer highlighted the role of Artificial Intelligence in enhancing coordination between different teams within media organizations, which leads to increased transparency, stressing the importance of the human element in these processes.

He touched upon the growing role of Artificial Intelligence in automating processes within organizations, which contributes to improving efficiency and customizing services based on available data.

In conclusion, Mr. Heer stressed the power of Artificial Intelligence as a tool for developing software and advanced technical services, stressing the need to use it ethically without undue manipulation or control.

Rabih Saad

- Senior manager of solutions engineering at Cisco.
- Leads Solutions Engineering in the Gulf region and the Levant
- Has more than 20 years of experience in technological innovation.

During his presentation at the first session of the Al Jazeera conference, Mr. Rabih Saad highlighted Cisco's initiatives in advancing Artificial Intelligence technologies and their impact on enhancing journalistic practices. He discussed automatic camera framing techniques and improved sound, image quality, and visual communication. Mr. Saad also introduced Cisco's development of sophisticated tools that enhance audio quality and noise reduction alongside essential features like simultaneous translation, text transcription, and summarization, significantly improving the interview process and the accuracy of multimedia archiving.

He elaborated on using the Webex platform to organize hybrid conferences that blend in-person and virtual attendance. Mr. Saad emphasized how this platform fosters real-time interaction among participants, allowing them to ask questions and thus enhancing event management and audience engagement.

Additionally, he discussed Cisco Academy's role in providing educational programs centered on generative Artificial Intelligence. He highlighted the platform's capability to translate training content into over 50 languages, benefiting over 24 million students through programs developed by over 30,000 experts globally.

Mr. Saad also addressed security concerns associated with Artificial Intelligence applications, such as "engineering triggers" that could facilitate the entry of malicious commands or toxic data into systems, posing potential risks. He reassured the audience that Cisco is committed to bolstering security by developing advanced protection standards.

In conclusion, he expressed optimism about the future of AI applications in the media. He envisioned a landscape where multilingual news reports can be generated in real-time, with interactive graphics that adapt to evolving storylines. He underscored that these advancements aim to enhance the audience experience and foster more significant interaction between content creators and consumers, signifying a fundamental transformation within the media industry.

A segment of the activities of

The 1st **Session**

Innovative AI Tools in Contemporary Media Technology

The Arab Artificial Intelligence industry and its challenges

through the experience of the “Fanar” platform

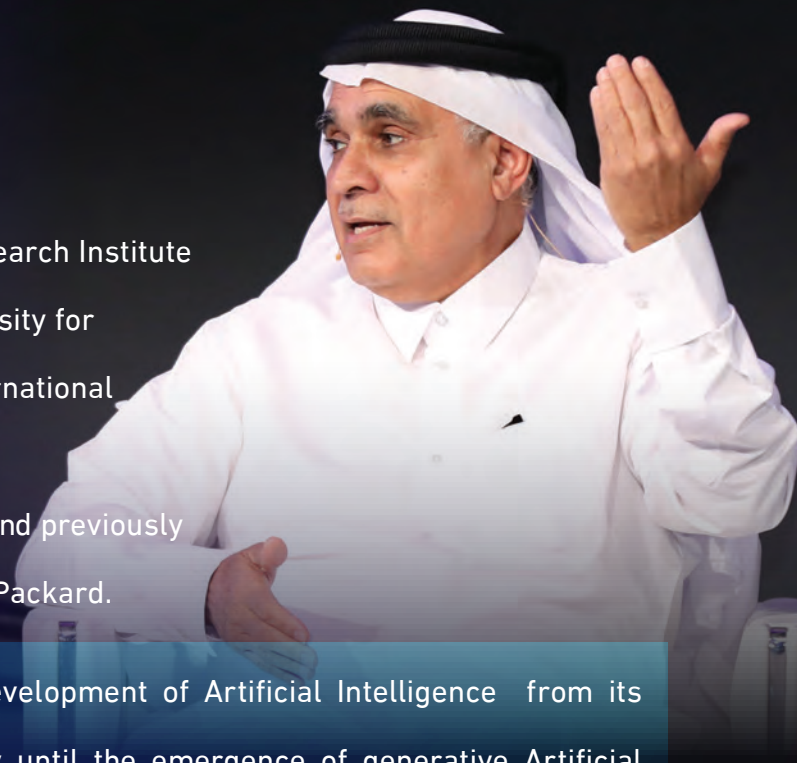
This paragraph addressed the “Fanar” platform, an Arab Artificial Intelligence initiative developed by the Qatar Computing Research Institute, part of Hamad bin Khalifa University, with support from Qatar’s Ministry of Communications and Information Technology. The discussions highlighted the challenges faced by Arab Artificial Intelligence, particularly in detecting Arabic content online and addressing algorithmic bias in global models. Speakers outlined the unique features of the Fanar platform, emphasizing its commitment to providing content that authentically represents Arabic culture and language while accurately handling religious content. They also underscored the significance of creating an Arabic model that prioritizes data privacy and promotes generating Arabic content.

Speakers

Dr. Ahmed Elmagarmid | Executive Director, Qatar Computing Research Institute

Dr. Mohamed Eltabakh | Principal Scientist, Qatar Computing Research Institute

Baiba Ould M'hadi | Session Moderator



Dr. Ahmed Elmagarmid

- Executive director of Qatar Computing Research Institute
- Vice president of Hamad bin Khalifa University for scientific research and co-chair of the International Committee on Artificial Intelligence .
- Professor emeritus at Purdue University, and previously worked as a principal scientist at Hewlett-Packard.

Dr. Ahmed Elmagarmid reviewed the development of Artificial Intelligence from its beginnings in the Fifties of the last century until the emergence of generative Artificial Intelligence , which has gained wide fame recently. He touched upon the importance of using these tools responsibly, pointing to the growing concern about their adverse effects.

Speaking about the “Fanar” platform, Dr. Elmagarmid explained that this project was launched from a Qatari national vision, which aims to move from the stage of technology consumption to the stage of production; the idea of the platform came based on ongoing discussions between the Qatar Computing Research Institute, Hamad bin Khalifa University, and the Ministry of Communications and Information Technology. These discussions provided an opportunity to develop a platform that directly serves the Arabic language and reflects the Arab cultural

identity in response to an urgent need represented by the weak interest in global linguistic models in the Arabic language.

Dr. Elmagarmid pointed out that the work on the Fanar platform relied mainly on cooperation with various local entities, including the Al Jazeera Media Network, the Ministry of Awqaf and Islamic Affairs in the state of Qatar, the Qatar National Library, and the Doha Institute for graduate studies. These entities provided rich data and information, enabling the platform to build a strong language model reflecting Arab and Islamic culture and identity.

Dr. Elmagarmid stressed that the Fanar platform does not seek to compete with significant language models such as ChatGPT and Gemini but instead aims to provide a language model based on authentic Arabic content; it is designed to be a tool that enhances the presence of the Arabic language on the Internet, supports writers and creators through a system that ensures the protection of their intellectual rights, and encourages them to produce new content that reflects our cultural identity.

Dr. Mohamed Eltabakh

- Principal Scientist, Qatar Computing Research Institute
- Holds a Ph. D. in Computer Science from Purdue University.
- He worked as an associate professor at the Worcester Polytechnic Institute between 2011 and 2022.

In his intervention, Dr. Mohammed Eltabakh discussed how the Fanar platform works, mentioning that it consists of several main parts. The core part is the large language model built entirely within QF and other components that support content production, such as handling different dialects, creating images, and converting written texts into audible texts. The platform also provides an exceptional service for data validation and error correction.

Speaking about what distinguishes the “Fanar” platform from other platforms, Dr. Mohammed pointed out that the most distinctive thing is that it is a local Qatari product, built through cooperation with many institutions that may be reticent about dealing with foreign language models due to issues related to privacy and data misuse.

Dr. Mohamed Eltabakh touched upon the main challenges facing Arabic linguistic models, highlighting the cultural aspects as one of the most prominent obstacles and pointing out that the scarcity of Arabic content available on the internet is a great challenge, as data is the central pillar of any linguistic model. To meet this challenge, Dr. Mohammed stressed the need to make strenuous efforts to provide data that accurately reflects the nature of Arab society and culture.

Regarding religious content, Dr. Mohammed explained that the “Fanar” platform treats this type of content with great care and integrates reliable sources to ensure accurate answers.

A segment of the activities

The Arab Artificial Intelligence industry and its challenges through the experience of the “Fanar” platform


Research Institute


Conversation with
Fanar
حوار مع
فنار
مؤتمر الجزيرة
الذكاء الاصطناعي
في الإعلام
Al Jazeera Conference
AI
in Media


مؤتمر الجزيرة
الذكاء الاصطناعي
في الإعلام
Al Jazeera Conference
AI
in Media

The 2nd **Session**

AI Insights in Al Jazeera Media Network

Titled “AI Insights in Al Jazeera Media Network,” the second main session of the Al Jazeera Conference on Artificial Intelligence in Media explored the impact of innovative tools and models on the evolution of media practices within the network. The speakers examined the technologies utilized across Al Jazeera’s various channels and sectors, focusing on news collection, processing, and dissemination through Artificial Intelligence . They highlighted the Labib platform, detailing its contributions to enhancing productivity and improving content quality. The session also addressed the challenges of deepfakes and disinformation, emergency strategies to respond to technical failures, and the crucial need to integrate the human element alongside Artificial Intelligence.

Speakers

Ramzan Alnoimi | Director of Network Creative – Al Jazeera Media Network

Asef Hamidi | Director of News at Al Jazeera Channel (Arabic)

David Hostetter | Director of Product Development & Innovation – Al Jazeera Media Network.

Dr. Mohamed Benamoun | AI Expert – Al Jazeera Media Network

Ezdehar Sheashaa | Session Moderator

David Hostetter

- Director of Product Development Department at Al Jazeera Media Network
- Leads innovation in the Al Jazeera network and focuses on Artificial Intelligence in the media.
- He has extensive experience in computing and digital media and has a patent in this field.

Mr. David Hostetter addressed the integration of Artificial Intelligence within the Al Jazeera network, spotlighting the "Labib" platform as a key AI tool. He explained that Labib supports content production by offering essential services such as text translation, translation of accompanying video files, and multimedia data analysis, encompassing images, text, and video.

Hostetter emphasized the platform's flexibility, which was designed to adapt to rapid technological changes. He noted that one of its most significant features is the ability to work with various innovative models and applications, enabling journalists to select the most appropriate tools for their specific tasks.

Discussing the role of AI in improving operational efficiency within the network, Hostetter asserted that Labib transcends being merely a technical tool; it serves as a means to enhance performance and save time. For instance, the platform has significantly reduced the time required to convert audio into written text, allowing press teams to concentrate on more critical aspects of their work.

He also addressed balancing leveraging AI technologies and mitigating their associated risks. Hostetter pointed out that Al Jazeera prioritizes building trust and preserving its brand reputation by implementing stringent controls and ensuring the ethical and responsible use of technology.

Regarding future expansion plans, he revealed that Al Jazeera intends to make the Labib platform open-source, enabling other media organizations to utilize this technology. He stressed that this initiative reflects the network's commitment to sharing its developed tools with the broader media community, thereby enhancing the efficiency of media operations and increasing access to modern technology.

Hostetter highlighted the necessity for media organizations to adapt to rapid technological advancements continuously. He expressed confidence that investing in the synergy of technological innovation and journalistic expertise will ensure that Al Jazeera remains at the forefront of the media landscape.

Asef Hamidi

- News Director at Al Jazeera Arabic.
- Has a long experience in the media.
- Author of several books and training manuals specialized in journalism and media.

At the outset of his participation in the second main session of the Al Jazeera Conference on Artificial Intelligence in the Media, Mr. Asif Hamidi discussed the stages of the editorial process in newsrooms, outlining three primary phases: monitoring, news gathering, and auditing, followed by editing and processing, and concluding with publishing and distribution. Mr. Asif began by addressing the first and third phases, noting that these stages do not pose significant concerns regarding using Artificial Intelligence . Instead, he highlighted how these technologies enhance journalistic values and editorial standards. In the monitoring, collection, and auditing phases, he emphasized the increasing reliance on innovative tools such as the "Ege Now X" platform, which verifies the authenticity of news and its sources.

He also mentioned the "News Flex" project, consolidating visual materials onto a single platform and simplifying the selection process for journalists and producers. Tools like "X agora" within the "X Copilot" platform also ensure accuracy and credibility.
In the third phase—news dissemination and content distribution—Mr. Asif introduced tools like "Moka," which facilitate the rapid spread of media content and analyze audience interaction with published materials. This capability enhances journalists' understanding of their audience and improves the methods of conveying the media message.

Conversely, in the second stage—news editing—Mr. Asif expressed reservations about entirely relying on Artificial Intelligence . While acknowledging the potential benefits of AI in enhancing sound and image quality and expediting searches, he raised concerns specific to Arabic culture and language. He pointed out that certain nuances in vocabulary, such as differentiating between "arrested" and "captured" or "disappeared" and "absent," may be lost when AI is used without human oversight, potentially compromising the accuracy of media content.

He emphasized that integrating Artificial Intelligence with human elements is essential for ensuring content quality and accuracy. Qualified media professionals must stay abreast of technological advancements and understand their strengths and limitations. In this context,

Mr. Asif advocated for incorporating Artificial Intelligence into the curricula of media colleges to equip new journalists with the skills needed to adapt to rapid technological changes.

Mr. Asif concluded his remarks by stressing the importance of having contingency plans in light of the growing reliance on Artificial Intelligence in media organizations. He asserted that the Al Jazeera network would not entirely depend on AI during the editorial process, highlighting that these tools cannot replace human intuition, emotional intelligence, and moral judgment—qualities that AI currently lacks.

Ramzan Alnoimi

- Director of the Creative Department at Al Jazeera Media Network.
- He has more than 25 years of experience in the media and is a specialist in innovation and entrepreneurship.
- Winner of more than 30 international awards in the field of creativity.

Mr. Ramzan Al Nuaimi articulated that the creative department at Al Jazeera Network harnesses Artificial Intelligence technologies and their various tools while maintaining a cautious approach, particularly in visual content design, to ensure adherence to the network's established editorial standards.

He outlined that Artificial Intelligence is utilized at three key levels within the creative sphere: production, optimization of working mechanisms, and personal assistance for designers. At the production stage, AI facilitates the creation of complementary design elements that enhance workflow without compromising ethical considerations. In optimizing work processes, AI helps save time by reminding designers of upcoming projects and retrieving previous visual materials through initiatives like the "annual calendar" project. At the personal assistance level, innovative tools inspire the development of visual ideas, allowing designers to draw insights without directly relying on AI-generated content.

Mr. Ramzan emphasized the irreplaceable value of human creativity in design, asserting that while AI is a complementary tool that opens new horizons, it cannot substitute for the creative minds essential to the organization. He highlighted the need for ongoing training for designers and fostering an environment conducive to artistic creativity, focusing on collaborative thinking and brainstorming to stimulate innovation and diversify perspectives.

In his remarks, Mr. Ramzan raised a crucial strategic question for media organizations considering the use of Artificial Intelligence : What is the primary purpose of its implementation? He pointed out that the goals could be to reduce costs, improve production efficiency, or mitigate the impact of limited human resources. To address these considerations, he noted that Al Jazeera Network has established a committee focused on Artificial Intelligence to formulate clear strategies that delineate appropriate roles and applications for the technology.

He provided an example of AI's application in designing three-dimensional content, such as generating public architectural models in mere minutes compared to the traditional process that could take days. Furthermore, he underscored that the team at Al Jazeera is meticulous in selecting the right tools to serve the creative process effectively.

Concluding his intervention, Mr. Ramzan praised the high caliber of the creativity team at Al Jazeera Network, which has garnered over 100 international creativity awards in recent years. He viewed these accolades as a testament to the superiority of human creativity, reiterating that Artificial Intelligence should remain a supportive tool that enhances productivity without replacing the human element, which is fundamental to success and excellence.

Dr. Mohammed Benamoun

- Artificial Intelligence expert at Al Jazeera Media Network.
- He published four books and over 500 monographs in prestigious scientific journals and conferences.
- He participates as a guest editor in scientific journals and delivers keynote addresses at international conferences.

Dr. Mohammed Benamoun commenced his address by highlighting the challenges and risks that generative Artificial Intelligence poses to the media landscape, with deepfakes identified as one of the most significant threats. He explained how deepfake technology can be misused to create misleading videos and images, leading to the widespread dissemination of incorrect information. He noted that as some digital platforms, like Meta, may cease providing verification services, distinguishing between true and false information becomes increasingly challenging.

Dr. Mohammed emphasized the need to develop specialized tools to detect falsifications in photos, videos, and data to combat this issue. He advocated for making these tools accessible to the Al Jazeera network, the broader public, and other media organizations rather than restricting their use to internal purposes.

During his participation, Dr. Mohammed also addressed the challenge posed by the lack of Arabic data in training large language models. He suggested encouraging users to contribute to creating Arabic databases would enhance the models and improve their accuracy and effectiveness.

In discussing the application of Artificial Intelligence to improve journalistic work, Dr. Mohammed referenced a project that utilized AI to analyze aerial images in media coverage areas, such as Gaza. This initiative enabled real-time data collection, assisting in locating individuals needing help, thus serving as a vital tool for journalists in the field.

Dr. Mohammed further clarified the distinction between traditional Artificial Intelligence and generative AI. He explained that conventional AI focuses on enhancing the quality of video, audio, or data processing, while generative AI can create new content, including text, images, and video clips. He provided an example of applications that convert texts into actions, such as travel robots that can book tickets and interact with bank accounts to execute transactions. Looking to the future, Dr. Mohammed mentioned upcoming projects involving holograms in the media, explaining how this technology could transform user experiences from interacting with two-dimensional texts and images to engaging in a three-dimensional world that offers a more immersive and realistic experience.

Lastly, he emphasized that while Artificial Intelligence can be a powerful tool in combating misinformation and detecting deepfakes, its effectiveness relies on a comprehensive framework that integrates audio, images, video, and data from multiple sources. He underscored the importance of strengthening verification tools incorporating AI technologies and the human element to ensure accuracy and credibility in media reporting.

A segment of the activities of

The 2nd **Session**

AI Insights in Al Jazeera Media Network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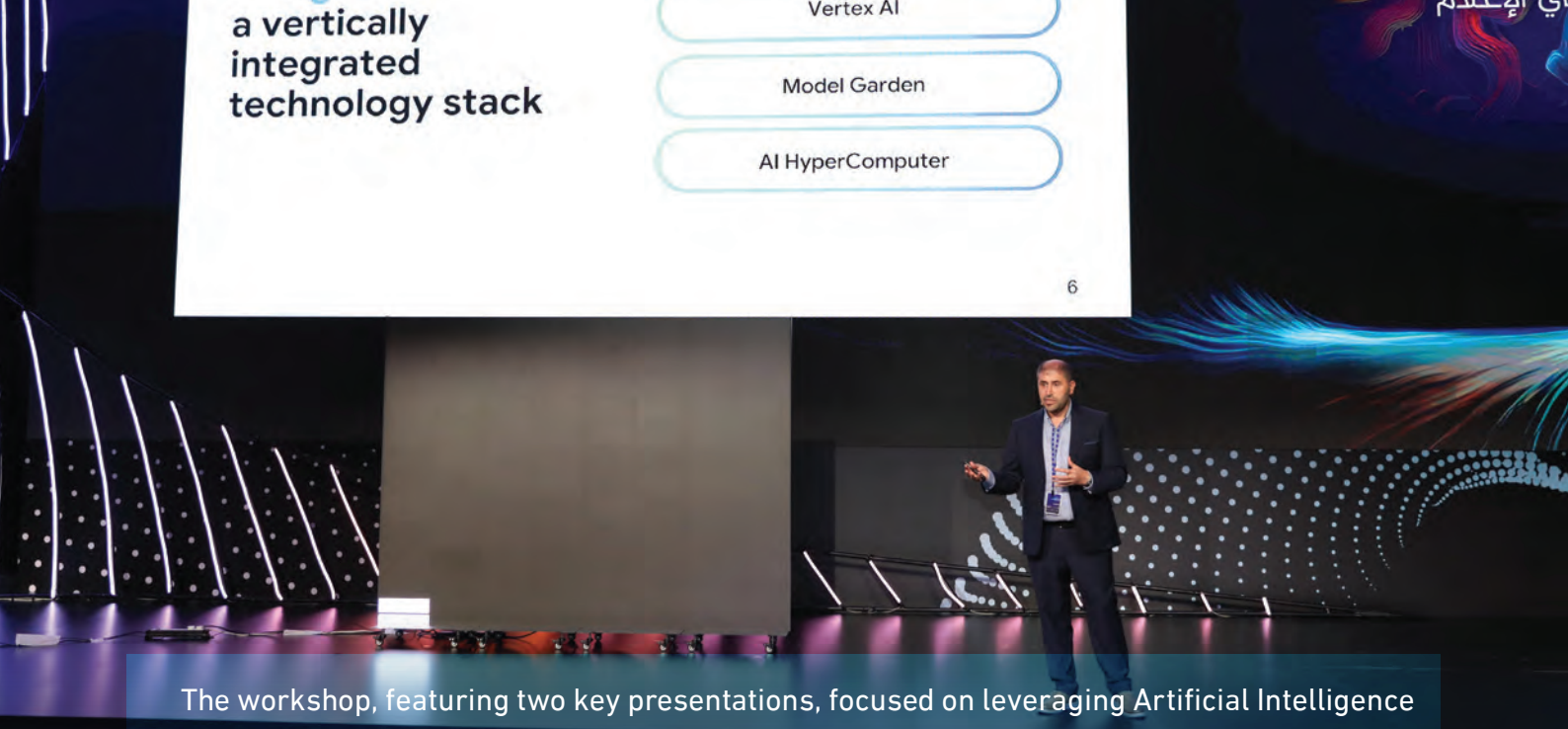
AI

The 1st **training workshop**

Artificial Intelligence and Media Performance Enhancement



The workshop, featuring two key presentations, focused on leveraging Artificial Intelligence technologies to enhance media performance.

Mr. Mohammed Khodr delivered the first segment from Google, which focused on the tools available through the Google Cloud Platform (Google Cloud). He emphasized the platform's transformative role in content creation and distribution, highlighting how it harnesses Artificial Intelligence for analytics, predictive modeling, and media workflow automation. These capabilities are designed to improve operational efficiency and enable content customization, ultimately enhancing the overall media experience.

The second part of the workshop was presented by Mr. Mohamed Ali from Zeo Tap company and discussed how to use customer data platforms to develop the media industry, reviewing the mechanisms of data integration and analysis using Artificial Intelligence to provide customized experiences, improve advertising performance, and provide practical strategies to achieve success in the time of Artificial Intelligence.

The 2nd **training workshop**

Revolutionizing News Production:
Using AI to Create Video Reports in 15 Minutes.

The second workshop, led by Mr. Dean Arnett from the Thomson Foundation, centered on using AI-powered video editing tools in news production. He showcased how these innovative tools can significantly reduce the time required for video editing, transforming an entire day's work into just 15 minutes. The workshop featured live demonstrations highlighting advanced functionalities, including voice commentary integration, automatic viewer selection, and real-time enhancements through effective error detection.

In addition to the technical capabilities, Mr. Arnett addressed the ethical considerations surrounding implementing these technologies. He discussed the challenges of balancing the need for speed in news production with the imperative of maintaining journalistic integrity and the potential impact of modern technologies on the credibility of news content.

The workshop concluded with a discussion on various applications of Artificial Intelligence that facilitate the completion of complex tasks, thereby reducing both effort and time in the production process. Overall, the workshop provided valuable insights into AI's transformative potential in the media industry while emphasizing the importance of ethical considerations in its application.

Day Two **of the conference**

The 3rd **Session**

AI in Newsrooms: Exploring Successful Implementations

The third session of the Al Jazeera conference, titled “Artificial Intelligence in Newsrooms... Pilot Experiments,” delved into applying Artificial Intelligence within the media sector. This session showcased successful models from various international media organizations, including The Associated Press, Reuters, The Washington Post, and News Without Borders, highlighting innovative tools that have been effectively employed in their operations.

Speakers

Troy Thibodeaux | Director of AI Products and Services – AP

David Wilkinson | Executive Director – Reuters Imagen

Joey Marburger | VP of Content Intelligence at Arc XP – Washington Post

Takashi Uesugi | No Border CEO – Journalist & Entrepreneur

Sandra Gathman | Session Moderator

Troy Thibodeaux

- Director of AI products and services at The Associated Press.
- Leads AI recruitment initiatives at the agency.
- Focuses on integrating AI into media products.

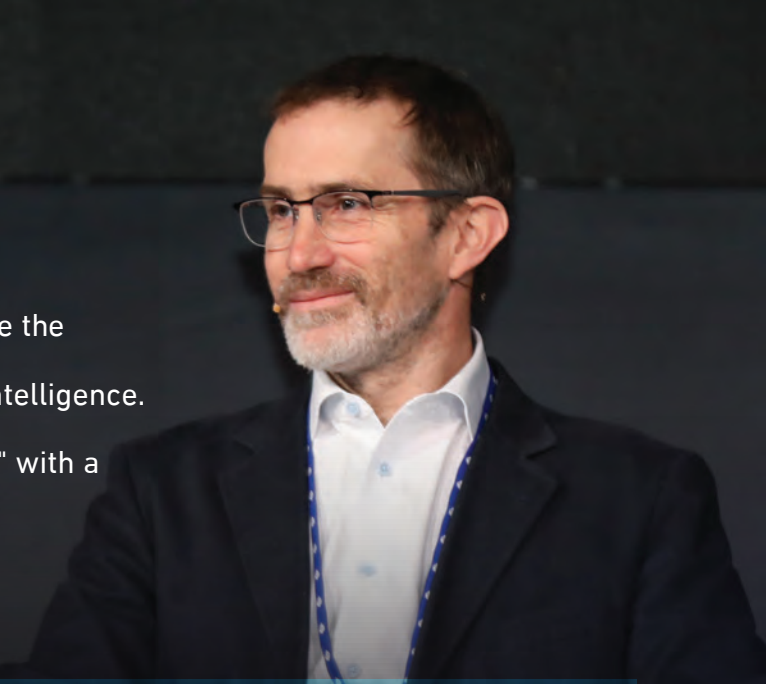
During his intervention, Troy Thibodeaux highlighted the importance of Artificial Intelligence in supporting journalistic work. He spoke at length about The Associated Press's experience in this field since 2014, where he stated that the agency first began to explore natural language generation techniques before the use expanded to include multiple tools that helped cover various stories related to sports, elections, and opinion polls. This laid the initial foundations for the use of Artificial Intelligence in newsrooms.

Mr. Thibodeaux added that the AP has launched five significant projects to employ Artificial Intelligence in journalistic work, including monitoring meetings, translating reports into multiple languages, processing press releases, and extracting necessary information. With the advent of mega-language models between 2021 and 2023, the agency began to use tools based on machine learning and generative Artificial Intelligence, such as "chat GBT," to enhance translation processes, suggest headlines, and make proposals to improve content editorially.

Mr. Thibodeaux also stated in his speech that the development process was based on newsrooms' needs. Journalists requested support in specific aspects, which prompted the agency to design and test Artificial Intelligence tools capable of summarizing texts, analyzing speeches, and sending customized summaries based on keywords identified by journalists. He stressed that these tools have significantly helped reduce the time spent on routine work, allowing journalists to focus on in-depth reporting.

At the end of his intervention, Mr. Thibodeaux stressed the importance of Artificial Intelligence in helping journalists and supporting their work. He explained that these tools are not a substitute for the human element but rather a complement, as they enable journalists to devote themselves to preparing the most critical and complex materials.

David Wilkinson



- Executive Director – Reuters Imagen
- Helped several media organizations overcome the challenges of transformation with Artificial Intelligence.
- Graduated from the University of "Cambridge" with a master's degree in Business Administration.

Mr. David Wilkinson began participating in the Artificial Intelligence media conference by saying that innovation and technological development have always been part of Reuters's history. He pointed out that Reuters was one of the first media organizations to adopt new technologies, such as the Telegraph and the Internet, and today seeks to invest in Artificial Intelligence 's potential to enhance the efficiency of journalistic work.

He pointed out that one of the agency's most essential principles is maintaining trust, which takes years to build and can be easily lost. Therefore, Artificial Intelligence is used cautiously and accurately to ensure that it adds value to journalistic work without compromising credibility.

Wilkinson explained that Reuters is developing Artificial Intelligence tools that enable journalists to easily use them in their daily tasks, noting that part of these tools aims to simplify routine tasks that may take a long time, such as summarizing news, analyzing speeches, and converting speech to text.

Throughout his speech, he pointed to specific tools used by Reuters, including those that help verify news and generate headlines for news. He explained that Artificial Intelligence is used to analyze information coming from various news agencies. Still, it is always supported by the efforts of the human element, which verifies the information and data.

He also reviewed Reuters 'investments in Artificial Intelligenc, noting that it has allocated 200 million dollars for this purpose. This helped to improve efficiency and reduce costs while enabling the agency to invest in hiring more journalists. He added that Reuters operates one of the largest fleets of drones in the world, which helps it to provide innovative and detailed news content with a high production speed.

Wilkinson stressed that Artificial Intelligence is not used at Reuters to generate articles or film clips but to summarize and translate texts and interviews, keeping the production process fully supervised by the human element.

In conclusion, Mr. Wilkinson expressed his aspiration for the future in light of the use of Artificial Intelligence tools in the journalism profession, pointing out that the biggest challenge is to ensure the use of these tools in a way that enhances the journalistic work and ensures its continuity without compromising the core values of the profession. He stressed

the importance of reshaping newsrooms in line with these transformations, expecting the journalism profession to know significant changes, which may be difficult to imagine now. Still, they will undoubtedly open new horizons for creativity in journalistic work.

Joey Marberger

- Vice president of the Artificial Intelligence department for content at Arc XP in the Washington Post.
- Leads AI-driven initiatives to enhance content across multimedia.
- He has developed innovative digital platforms to improve storytelling and audience interaction.

In his intervention, Mr. Joey Marberger mentioned that the Washington Post has developed a unique content management system to support publishing operations in multiple regions, focusing on effectively integrating Artificial Intelligence into journalistic work. He pointed out that the newspaper has worked on building tools that help journalists write news summaries and headlines, which are among the most essential tools for accomplishing daily editing operations.

He explained that the Washington Post focuses on enabling journalists to comfortably use Artificial Intelligence , considering that each media organization has its strategy for using these technologies. He stressed that the choice of suitable models, such as OpenAI tools, depends on the required instructions and outputs, pointing out that some models suffer from a language bias in favor of English, which makes the production of texts in other languages,

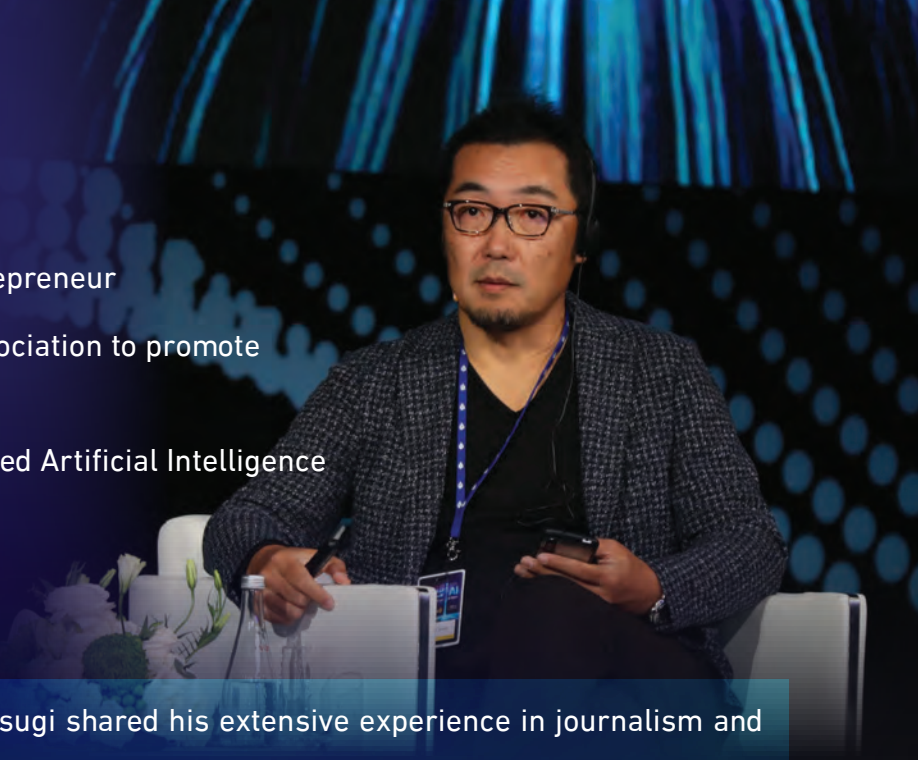
such as Arabic, less accurate. He pointed out that trust is an essential element in journalism, which leads the Washington Post to ensure that the tools used comply with its ethical and professional standards.

He also pointed out that the newspaper adopts an ethical approach to using Artificial Intelligence , where a framework is being developed that considers the editorial context, ethical aspects, and privacy while emphasizing that Artificial Intelligence is not used to generate texts or information without human supervision. He explained that tools speed up work, such as large linguistic models that allow analyzing press releases and creating stories related to the desired context. He stressed that there is a need to train journalists to understand the mechanisms of action of these tools and use them effectively.

Marberger reviewed additional tools, such as metadata analysis, that enable journalists to make precise adjustments to fit the organization's standards. He pointed out that integrated platforms also facilitate the search and interaction with journalistic stories, which helps to save time and effort.

At the end of his intervention, he explained that Artificial Intelligence represents an essential development in newsrooms, as did the major technical transformations in previous decades. However, he stressed that the human role will remain pivotal in maintaining the quality of journalistic work, calling for strengthening the culture of continuous development among journalists to adapt to these technical tools and their accelerated developments.

Takashi Uesugi



- No Border CEO – Journalist & Entrepreneur
- Founder of the Press Freedom Association to promote transparency and media freedom.
- He authored 23 books and introduced Artificial Intelligence in Japanese news bulletins.

In his intervention, Mr. Takashi Uesugi shared his extensive experience in journalism and the integration of Artificial Intelligence within his work. He clarified that while he does not specialize in information technology or modern technologies, he identifies primarily as a journalist, drawing on his two decades of experience as a producer and broadcaster.

Mr. Uesugi highlighted the success of his program, which began broadcasting in June 2014 and has flourished as of November 2023. The program utilizes innovative technologies and tools to deliver news directly to audiences via multiple digital platforms, leveraging Artificial Intelligence to monitor, collect, and verify news. AI then generates articles based on guidelines provided by supervising journalists. He emphasized that while AI plays a significant role, human oversight remains crucial in the editing and reviewing, ensuring that all content is thoroughly vetted before airing.

He recounted the evolution of his program, particularly noting the introduction of the first AI-based news anchor in 2016. Given the complexities of the Japanese language, the development required advanced deep learning technologies to ensure accurate functionality and pronunciation in news delivery.

Mr. Uesugi underscored the importance of transparency and credibility in journalism throughout his presentation. He was committed to citing exclusive news sources and indicating the types of Artificial Intelligence employed in content creation. His insights reflect a balanced approach to integrating AI in journalism, emphasizing that while technology can enhance efficiency, the foundational principles of trust and accountability must remain intact.

A segment of the activities of

The 3rd **Session**

AI in Newsrooms: Exploring Successful Implementations


مؤتمر الجزيرة
الذكاء الاصطناعي
في الإعلام
Al Jazeera Conference:
AI
in Media
AI

Al Jazeera Fellowship Research Review

The second edition of the Al Jazeera conference on Artificial Intelligence in the media featured a dedicated session that reviewed the findings of the Al Jazeera fellowship project. This project focused on exploring the complex relationships between Artificial Intelligence and journalism, addressing significant issues that will shape the future of the media profession.

Researchers

Baker AbdalHaq | Founder and director of the Palestinian Observatory “Tahaqqaq”

Kawthar Salih | Syrian Journalist

Bassam Al Shmeery | Yemeni Journalist and Media Trainer

Muhammad Alkhamaiseh | Session Moderator

Baker AbdalHaq

The use of Artificial Intelligence technologies in the audit of information False and misleading during the 2023 Gaza war

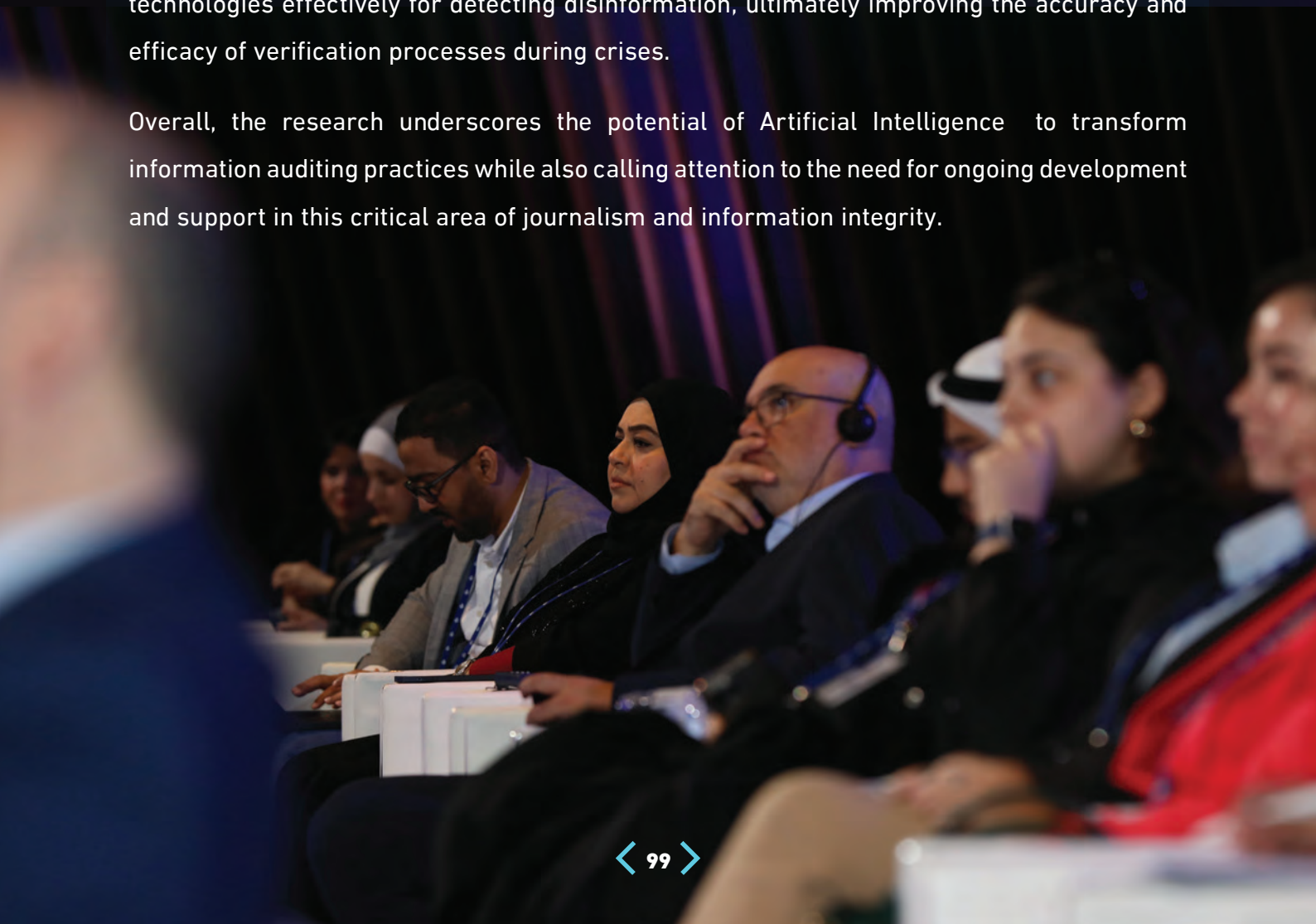
Abstract

The study investigated the application of Artificial Intelligence technologies in auditing false and misleading information during the 2023 Israeli war on Gaza. It focused on Arab information audit platforms, including the Palestine Information Audit Alliance and internal audit units like the "Sanad" agency. The findings highlighted the significant role of Artificial Intelligence in accelerating the verification of misinformation by analyzing photos, videos, and geographical data and leveraging machine learning and deep learning tools.

These AI technologies effectively detect digital manipulations, making them invaluable in a conflict environment characterized by a massive influx of information. The ability to quickly and accurately verify content is crucial in such contexts, where misinformation can spread rapidly and have profound implications.

However, the study also identified several technical and professional challenges that hinder the broader use of Artificial Intelligence in these auditing platforms. Key issues included a lack of resources and limited accuracy in some existing AI tools. To address these challenges, the study recommended developing comprehensive policies and strategies to support information auditing platforms. Such measures would enhance their capacity to utilize AI technologies effectively for detecting disinformation, ultimately improving the accuracy and efficacy of verification processes during crises.

Overall, the research underscores the potential of Artificial Intelligence to transform information auditing practices while also calling attention to the need for ongoing development and support in this critical area of journalism and information integrity.



Kawthar Salih

Evaluation of AI in the production of political news

Original AI news model

Abstract

This study aimed to evaluate the GPT news network's (NewsGPT) experience as a model for a novel form of news generated by Artificial Intelligence , referred to as original Artificial Intelligence News (AI Native News). This represents a departure from the traditional use of AI as a supplementary tool in news production processes.

The research specifically focused on producing political news, examining its coverage across different regions, and assessing any inherent biases in the content created.

Findings revealed that the NewsGPT network exclusively relied on Western news sources, with no representation of networks from the Global South in the analyzed sample. Additionally, the study found a striking prevalence of literary plagiarism: 100% in 8 out of 35 articles and over 50% in 33 articles, accounting for nearly 94% of the total articles examined.

Based on the results of this sample study, the assertion that Artificial Intelligence can produce objective and unbiased truths is misleading. The information that feeds the AI and the sources it learns from are predominantly drawn from traditional Western news networks. Thus far, the language model utilized by NewsGPT and the underlying neural network has not demonstrated the capability to process news at a level comparable to that of a human journalist, who typically relies on diverse sources for their reporting.

Bassam Al Shmeery

Employing AI in Data Journalism

Abstract

This research aimed to explore the use of Artificial Intelligence in data journalism by examining Al Jazeera's experience developing a "detector" robot designed to predict the outcomes of the 2022 World Cup matches. The study focused on identifying the techniques and tools utilized in this project and the challenges encountered by the Al Jazeera laboratories team during the robot's development.

Employing a qualitative case study approach, the research involved analyzing documents related to the "detector" robot and conducting a structured interview with the head of the Al Jazeera laboratories team.

The findings indicated that while Artificial Intelligence technologies can effectively create predictive analytics stories, they face notable challenges when forecasting sports news, especially compared to other areas such as weather, environmental issues, or elections. Additionally, the study highlighted that Artificial Intelligence significantly enhances the speed of producing data journalism stories and can complement human journalists in delivering high-quality and reliable data-driven narratives.

The 4th **Session**

Addressing the Challenges of AI in Media

The session participants aimed to present and discuss the challenges of using Artificial Intelligence in the media, concentrating on critical issues such as algorithmic bias, its implications for journalistic values, and public trust in AI-generated content. The discussions emphasized the environmental challenges linked to the operation of Artificial Intelligence systems and the impact of these technologies on individuals' cognitive abilities.

In addition to addressing concerns like disinformation and cybersecurity, the session underscored the importance of training journalists to utilize Artificial Intelligence effectively while highlighting the necessity of maintaining the human element in the decision-making process.

Speakers

Giles Trendle | Media Consultant and Former Director of Al Jazeera English Channel

D. Mark Owen Jones | Associate Professor - Northwestern University -Qatar

D. Amani Al-Abed | Assistant Professor - University of Doha for Science and Technology

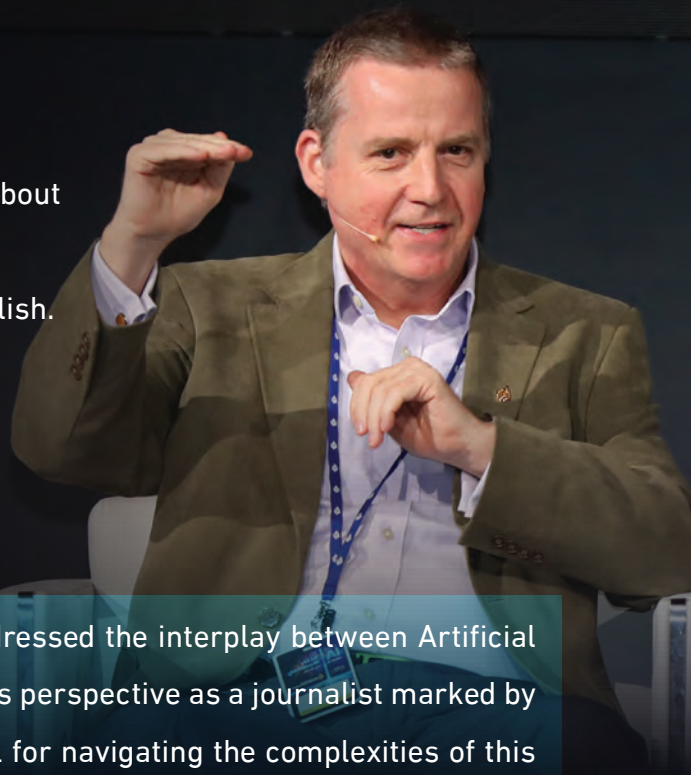
D. Reema Diab | The Founder and CEO of the non-profit organization Galaxy for Technology

Abdul Rahman Al Shafi | Director of the Cyber Security Strategies and Policies

Rawaa Auge | Session Moderator

Giles Trendle

- A media expert who writes and lectures regularly about journalism and its challenges.
- Previously served as the director of Al Jazeera English.



At the outset of his remarks, Mr. Giles Trendle addressed the interplay between Artificial Intelligence and environmental challenges, sharing his perspective as a journalist marked by positive skepticism—a quality he believes is essential for navigating the complexities of this issue.

Mr. Giles argued that Artificial Intelligence presents significant environmental challenges, primarily due to the immense energy requirements of supercomputing systems. He referenced published reports indicating that energy demand is expected to rise dramatically in the coming years, demonstrating that Artificial Intelligence consumes substantial energy, contributing to increased carbon emissions. He cited alarming projections regarding electricity demand in the United States, predicting a twentyfold increase by 2030 attributed to Artificial Intelligence.

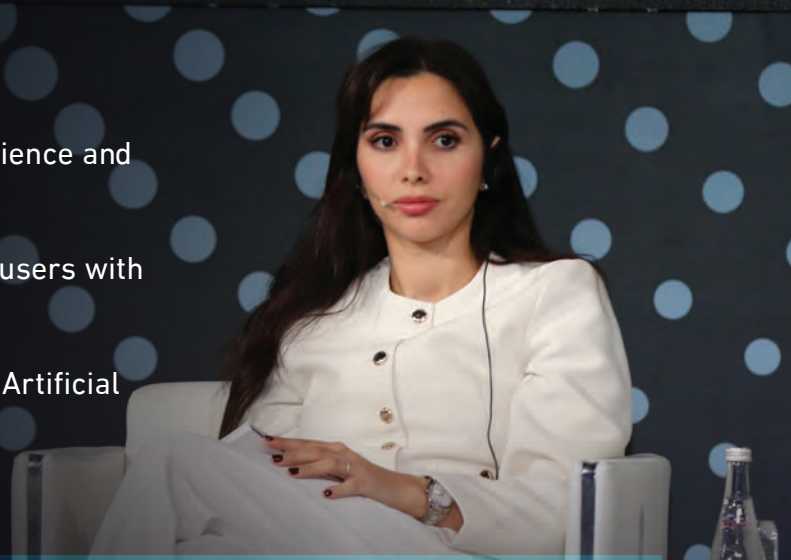
Regarding immediate environmental concerns, Mr. Giles discussed the impact of operating large data centers, highlighting that these facilities require vast land areas and consume significant amounts of water for cooling purposes. He referenced a study from the University of Colorado that revealed that even simple AI queries can lead to considerable water usage. He also noted that the growing adoption of video technologies and advanced content generation will likely exacerbate this issue.

Regarding political and social challenges, Mr. Giles emphasized the political and social dimensions of Artificial Intelligence , particularly the difficulties faced by Arabic users due to the scarcity of digital content in Arabic, which accounts for only 0.05% of the total digital content relative to the number of Arabic-speaking users.

He also addressed the dangers of data centralization, cautioning against reliance on third-party entities for data storage. He shared his experience with Al Jazeera English in 2017, when its content was blocked on "Snapchat" due to political ramifications, underscoring that the centralization of data by major corporations like Google and Microsoft heightens privacy and data control risks.

In conclusion, Mr. Giles emphasized the need to pose serious questions regarding the future of Artificial Intelligence . While he does not suffer from "AI phobia," he advocates for a cautious approach and the pursuit of sustainable solutions to mitigate the negative impacts of Artificial Intelligence on the environment, culture, and society.

Dr. Amani Alabed



- Assistant professor at Doha University of Science and Technology
- Her research focuses on the relationship of users with Artificial Intelligence agents
- Interested in the development of interactive Artificial Intelligence agents in various sectors.

Dr. Amani Alabed centered her intervention on "digital dementia," exploring its cognitive and social implications arising from the increasing reliance on Artificial Intelligence technologies in daily life.

She began by defining "digital dementia," a term coined in 2012 to describe the loss of cognitive skills and memory due to excessive dependence on digital technology. Dr. Amani explained that this concept has since been broadened to encompass the effects of repeated interactions with Artificial Intelligence agents, emphasizing her research on how such interactions can lead to a decline in cognitive abilities, particularly when individuals lack awareness of these potential consequences.

In another segment of her discussion, Dr. Amani highlighted the significant transformation that Artificial Intelligence technologies have brought to information processing. She noted that, in the past, journalists and ordinary users would analyze reports and compare sources to conclude. Today, however, Artificial Intelligence tools perform these tasks on behalf of journalists, granting them considerable influence over the type of information presented and its framing. Dr. Amani cautioned that this shift could result in cognitive bias, as algorithms dictate the content users receive, potentially trapping them in "echo chambers" where they are exposed to only a narrow perspective of multifaceted issues.

Addressing the professional implications, Dr. Amani explained that an increasing reliance on Artificial Intelligence tools can undermine critical thinking skills and weaken individuals' judgment abilities, leading them to accept information these systems provide without question. She stressed the seriousness of this issue for decision-making at the institutional level, where AI recommendations could influence recruitment strategies or business decisions. She emphasized the importance of retaining the human element in the decision-making process to mitigate these risks.

In conclusion, Dr. Amani acknowledged that while Artificial Intelligence tools offer many advantages—such as facilitating access to information and enhancing professional and social skills—they should be used judiciously. She urged users to recognize the potential benefits and inherent risks of these technologies.

Dr. Mark Owen-Jones

- Associate professor at Northwestern University-Qatar
- Specializes in media analysis, disinformation campaigns, and digital authoritarianism.
- His research revealed networks of" fake journalists" and" robots " supported by various countries.

In his intervention, Dr. Mark Jones addressed several core issues he believes are intrinsically linked to using Artificial Intelligence in the media. He emphasized the challenges posed by misinformation, the role of significant technology companies in this landscape, and the crucial importance of the human element in overcoming these challenges.

Dr. Mark elaborated on how Artificial Intelligence can be weaponized to mislead public opinion by disseminating false or misleading information. He warned that AI can simultaneously generate thousands of fake accounts that amplify false narratives, making them appear as widely supported facts. He provided real-world examples, particularly highlighting campaigns launched by fake accounts during conflicts in Gaza, where targeted defamation, hate speech, and polarization were prevalent.

Regarding journalists' role, Dr. Mark underscored their position as the first line of defense against misinformation. He stressed the necessity of training journalists to effectively use Artificial Intelligence techniques while enhancing their skills in information verification. He also called for improving public digital literacy so that individuals can better distinguish between factual information and misleading content generated by algorithms.

He pointed out the growing influence of technology companies and major digital platforms in shaping public opinion through their algorithms. Dr. Mark reviewed examples like Elon Musk, who utilized the X (formerly Twitter) platform to sway public discussions through repeated tweets—some of which contained misleading information. He also mentioned Mark Zuckerberg and the controversies surrounding Facebook's role in spreading fake news, highlighting the need for content regulation. Dr. Mark expressed concern over the concentration of power in the hands of a few individuals within these companies, raising questions about their undue influence on the information and knowledge people encounter daily.

Dr. Mark further emphasized the significance of maintaining the human dimension in the age of Artificial Intelligence . He discussed the importance of human values—such as wisdom, personal interaction, and memory—in addressing the challenges of the digital era. He raised concerns about the impact of Artificial Intelligence on future generations who rely on tools

like "ChatGPT," questioning whether this reliance might lead to a gradual loss of fundamental human capabilities.

In conclusion, Dr. Mark highlighted that many modern Artificial Intelligence technologies have not undergone sufficient testing to understand their long-term effects fully. He pointed out that large language models, such as "ChatGPT," still require in-depth study to comprehend their implications at both individual and community levels, particularly in the medium and long term.

Abdulrahman Al Shafi

- Director of Cybersecurity Strategies and Policies Department at the National Cybersecurity Agency in Qatar.
- Holds a bachelor's degree in cybersecurity from the United Kingdom and a master's degree in public policy from Hamad bin Khalifa University.

During his intervention, Mr. Abdulrahman Al Shafi focused on the challenges and risks associated with cybersecurity in the context of Artificial Intelligence .

He stressed that these risks include everyone, including individual users, developers, and institutions benefiting from the technology. Mr. Al Shafi pointed out the importance of considering cybersecurity as a key factor in enhancing digital trust and ensuring the safe use of Artificial Intelligence .

Mr. Abdulrahman mentioned last year's launch of the National Cyber Security Agency's guidebook on the safe use of Artificial Intelligence . This guide focused on key areas, such as protecting personal data privacy, building digital trust, and continuously assessing risks. He pointed out that one of the significant challenges related to cybersecurity lies in the storage of data and the training of innovative models and tools, as these operations require vast amounts

of data, which may carry ethical and legal challenges.

Mr. Abdulrahman pointed out the importance of addressing the ethical issues associated with Artificial Intelligence , mainly since many systems rely on data that may be biased or inaccurate. This bias leads to unbalanced outputs that can affect decisions and final results. Therefore, he called for developing responsible Artificial Intelligence systems that rely on a wide variety of data, including geographical and cultural aspects, to ensure the fairness of outputs and reduce bias.

Mr. Abdulrahman also addressed the government's role in regulating the use of Artificial Intelligence , citing the recently issued European law, one of the most prominent legislations regulating this field. Mr. Abdulrahman stressed the importance of balancing imposing Legislative regulations and encouraging innovation, stressing that the challenges vary from region to region depending on the nature of cultural and organizational trends.

At the end of his intervention, Mr. Abdul Rahman Al Shafi stressed the need to raise users' and developers' awareness of the importance of cybersecurity. He noted that total reliance on Artificial Intelligence without human supervision could open the door to significant risks. Therefore, the human element must remain essential to the decision-making process to ensure safe and responsible use of these technologies

Dr. Reema Diab

- The Founder and CEO of the non-profit organization Galaxy for Technology
- Entrepreneur and expert in AI and digital transformation.
- Leading innovative initiatives in the MENA region.

In her intervention during the fourth session of the Al Jazeera Conference on Artificial Intelligence in Media, Dr. Reema Diab addressed the issue of digital illiteracy, pointing out that it represents a significant challenge in the media field. She explained that journalists' lack of digital skills and unawareness of using Artificial Intelligence tools hinder their full benefit from these technologies. She cited statistics indicating that 77% of newsrooms use Artificial Intelligence tools, while only 30% of journalists are qualified to use them correctly.

Dr. Diab emphasized the necessity of training journalists to set clear objectives for using Artificial Intelligence, whether to improve productivity, reduce costs, or enhance content quality. She noted that fears of job loss due to Artificial Intelligence can be overcome by developing the necessary digital skills, asserting that individuals lacking these skills may become more susceptible to losing their jobs.

She also touched on the weak online content despite Arabic being one of the top five most widely used languages globally. She explained that this deficiency is attributed to the low production of Arabic content, stressing the importance of individuals and governments in promoting Arabic digital content and developing technologies that support this language.

A segment of the activities of

The 4th **Session**

Addressing the Challenges of AI in Media


Dr. Reema Diab
Galaxy for Technology
Abdulrahman Al Shafi
The National Cyber Security Agency - Qatar

The 3rd **training workshop**

AI: applied tools, ethics, and creative collaboration

The third training workshop, led by Mr. Adran Maldonado, an ambassador for OpenAI, concentrated on innovative tools transforming the media landscape. This included video and multimedia technologies, Artificial Intelligence agents, and advanced video editing platforms. The workshop featured hands-on training with these tools and addressed their ethical considerations and the boundaries of bias.

Throughout the session, Maldonado discussed how to customize and enhance these tools through collaboration with experts and specialists. He provided participants with practical skills and effective strategies for using Artificial Intelligence tools responsibly and creatively.

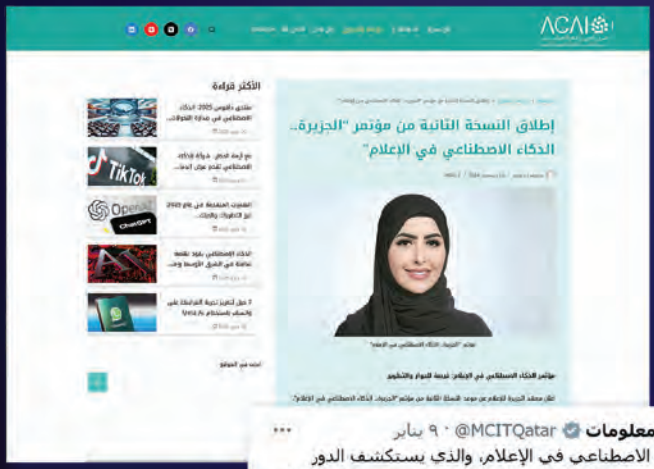
The 4th **training workshop**

Artificial Intelligence: opportunities, challenges and Proactive Strategies

During the fourth training workshop, Mr. Mohammed Ejaz from the Al Jazeera media network explored the potential of generative Artificial Intelligence (AI). He introduced the participants to the fundamentals of AI and generative AI, followed by practical examples of how Al Jazeera employs these technologies, including voice separation, translation, transcription, dubbing, and deepfake detection.

As he led the workshop, Mohammed Ejaz addressed the challenges related to Artificial Intelligence and common pitfalls in its application and guided the effective implementation of AI within media organizations. The trainer emphasized the necessity of building a robust data platform, creating a clear implementation strategy, and developing proactive approaches to managing the risks associated with modern technologies, ensuring Artificial Intelligence's ethical and practical integration.

Media coverage **accompanying the conference**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اختتام أعمال مؤتمر الجزيرة للذكاء الاصطناعي في الإعلام


وزارة الاتصالات وتكنولوجيا المعلومات @MCITQatar · ٩ يناير
نشارك في مؤتمر الجزيرة: الذكاء الاصطناعي في الإعلام، والذي يستكشف الدور المتطور للذكاء الاصطناعي في المشهد الإعلامي،وذلك على مدار يومين, 11 و12 يناير 2025.
قوموا بزيارة جناحنا للتعرف على "فنار" مشروع الذكاء الاصطناعي العربي
د. محمد الطباخ
عالم رئيسي في معهد قطر لبحوث الحوسبة
د. أحمد المفرمد
المدير التنفيذي في معهد قطر لبحوث الحوسبة
حول منار المبتكرة للإعلام العربي
دور فنار في تشكيل مستقبل الذكاء الاصطناعي في العالم العربي
التحديات التقنية والثقافية في تطوير الذكاء الاصطناعي للناطقين باللغة العربية
AI
الذكاء الاصطناعي في الإعلام
تعرف على "فنار" مشروع الذكاء الاصطناعي العربي
من خلال زيارتك لجناح وزارة الاتصالات وتكنولوجيا المعلومات
11 و12 يناير 2025
فندق شيراتون جراند الدوحة
QCRI ومعهد الجزيرة للإعلام


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الذكاء الاصطناعي
AI
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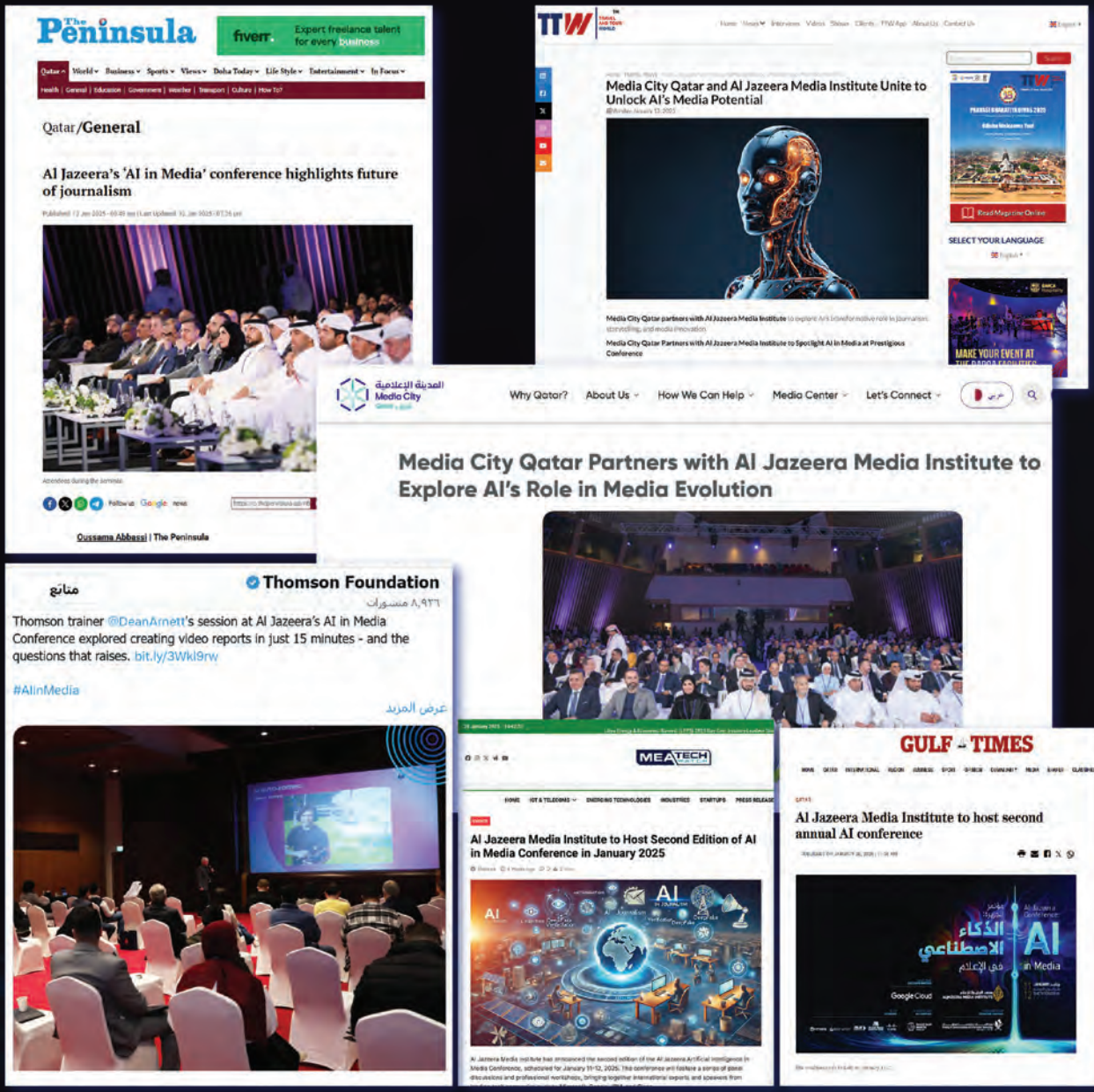
الرائية
استعراض أحدث تطبيقات الذكاء الاصطناعي في الإعلام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Al Jazeera's 'AI in Media' conference highlights future of journalism
Qussama Abbassi | The Peninsula
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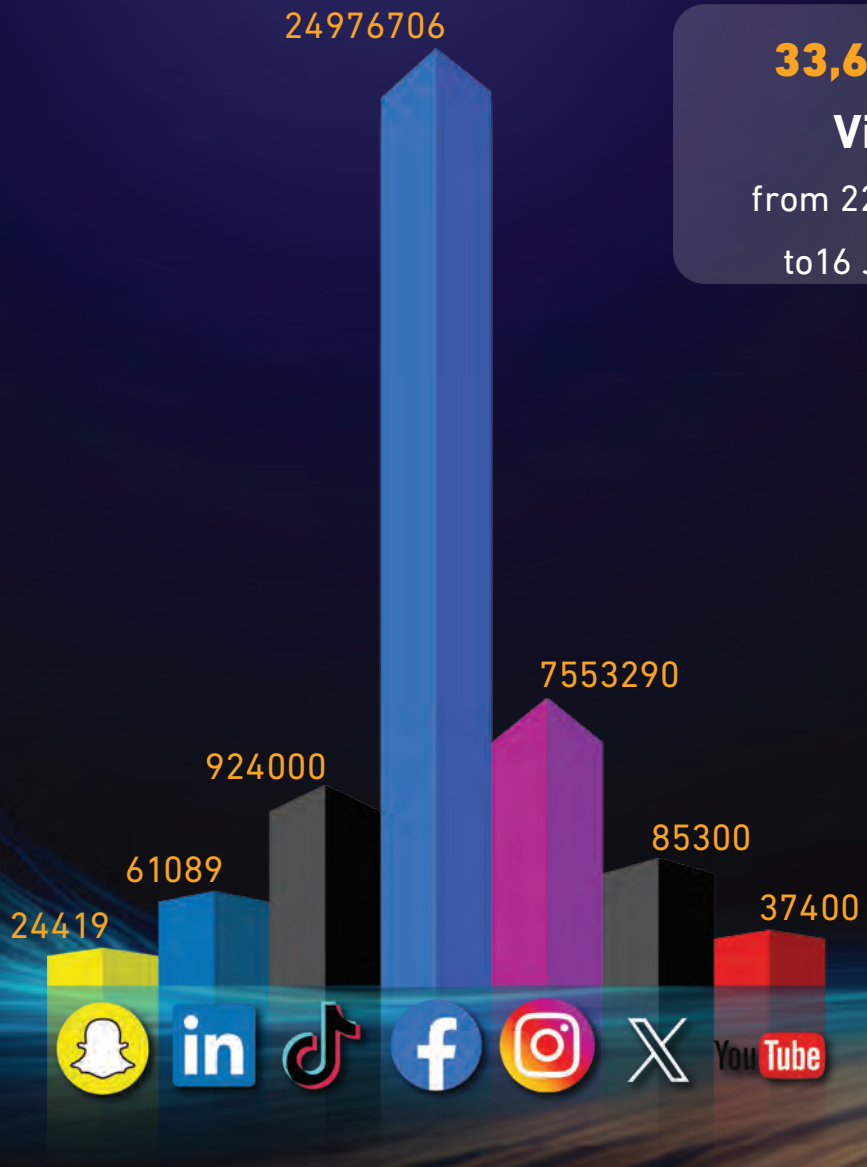
Media City Qatar and Al Jazeera Media Institute Unite to Unlock AI's Media Potential
SELECT YOUR LANGUAGE
Media City Qatar Partners with Al Jazeera Media Institute to Explore AI's Role in Media Evolution
Why Qatar? About Us How We Can Help Media Center Let's Connect
Thomson Foundation
٨,٩٢٦ منشورات
Thomson trainer @DeanArnett's session at Al Jazeera's AI in Media Conference explored creating video reports in just 15 minutes - and the questions that raises. bit.ly/3WkI9rw
#AIinMedia
عرض المزيد
MEATECH
Al Jazeera Media Institute to Host Second Edition of AI in Media Conference in January 2025
GULF TIMES
Al Jazeera Media Institute to host second annual AI conference
الذكاء الاصطناعي في الإعلام
AI in Media

Indicators of reach **and interaction** of the Al Jazeera Media Institute



33,662,204

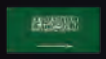
Views

from 22 Dec 2024

to16 Jan 2025

The most followed **countries**

for live broadcasts and posts related to the conference

Egypt	12.1%	
Moroco	8.4%	
Mauritania	7.9%	
Libya	7.6%	
Palestine	7.1%	
Saudi Arabia	6.9%	
Yemen	6.9%	
Algeria	6.7%	
Syria	6.4%	
Oman	5.7%	
Turkey	4.7%	
Qatar	4.2%	
Tunisa	3.9%	
Iraq	3.7%	

Registrants **and Attendance**

2300

Number of registrants

672

Number of attendees

* Note: Registration was closed one week before the conference due to exceeding the capacity limit.

Participants **in Training Workshops**

132

Ttrainees in the Artificial Intelligence and Media Performance Enhancement Workshop.

48

Trainees in the AI-Powered Visual Reporting Workshop, creating reports in 15 minutes

118

Trainees in the Artificial Intelligence Workshop: Practical tools, ethics, and creative collaboration

21

Trainees in the Artificial Intelligence Workshop: Opportunities, Challenges, and Exceptional Strategies

Recommendations

Ethical **Recruitment**

- Compliance and transparency must be ensured at all stages of using Artificial Intelligence in the media.
- The establishment of special committees to oversee the evaluation and guidance of using innovative tools within the observance of journalistic values.
- Take advantage of Artificial Intelligence without compromising privacy or neutrality and balance.
- Address biases generated by algorithms to ensure fairness and inclusiveness.

Partnerships **and collaborations**

- Enhancing cooperation between technology companies and media institutions to provide innovative solutions that contribute to improving journalistic performance and keeping abreast of technical developments.
- Enhancing cooperation between media institutions and international exchange experiences using Artificial Intelligence.
- Encourage governments and academic institutions to support AI research aimed at serving the media.
- Launch joint initiatives with research centers to study the impact of Artificial Intelligence in the media and reach solutions to current challenges.

Training **and development**

- Providing continuous training courses for journalists to develop their skills using Artificial Intelligence technologies effectively.
- Including Artificial Intelligence education curricula in media colleges will enable young journalists to work in the time of innovative applications and models.
- Designing customized training programs for media veterans to develop their skills in using modern technologies and Artificial Intelligence tools, focusing on practical applications that facilitate the integration of these tools in daily work.
- Training newsroom staff to distinguish between reliable and misleading content from using Artificial Intelligence technologies.

Sustainability

- Encourage research and development in Artificial Intelligence technologies that consume less energy.
- Investing in renewable energy sources to operate data centers and reduce carbon emissions.
- Develop strategies to reduce water and energy consumption in data centers that rely on Artificial Intelligence.
- Support media organizations in adopting sustainable solutions for Artificial Intelligence technologies that consider environmental issues.

Cyber **security**

- Establish strict standards for data protection and prevent breaches associated with using Artificial Intelligence.
- Training of employees in media organizations on data protection methods and dealing with cyber threats.
- Improve the data storage and processing policies to ensure privacy preservation.
- Adopt Artificial Intelligence technologies that help detect security risks early and counter cyberattacks.

The status of the **Arabic language**

- Establish data centers supporting the Arabic language and enhance its presence in Artificial Intelligence platforms.
- Investing in developing rich Arabic digital content that reflects cultural and linguistic identity.
- Support individuals and cultural institutions in increasing the production of Arabic content on digital platforms.
- Developing Arabic tools for detecting cultural bias and removing it from the outputs of large linguistic models.

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