AI Adoption in Bangladeshi Newsrooms 2024
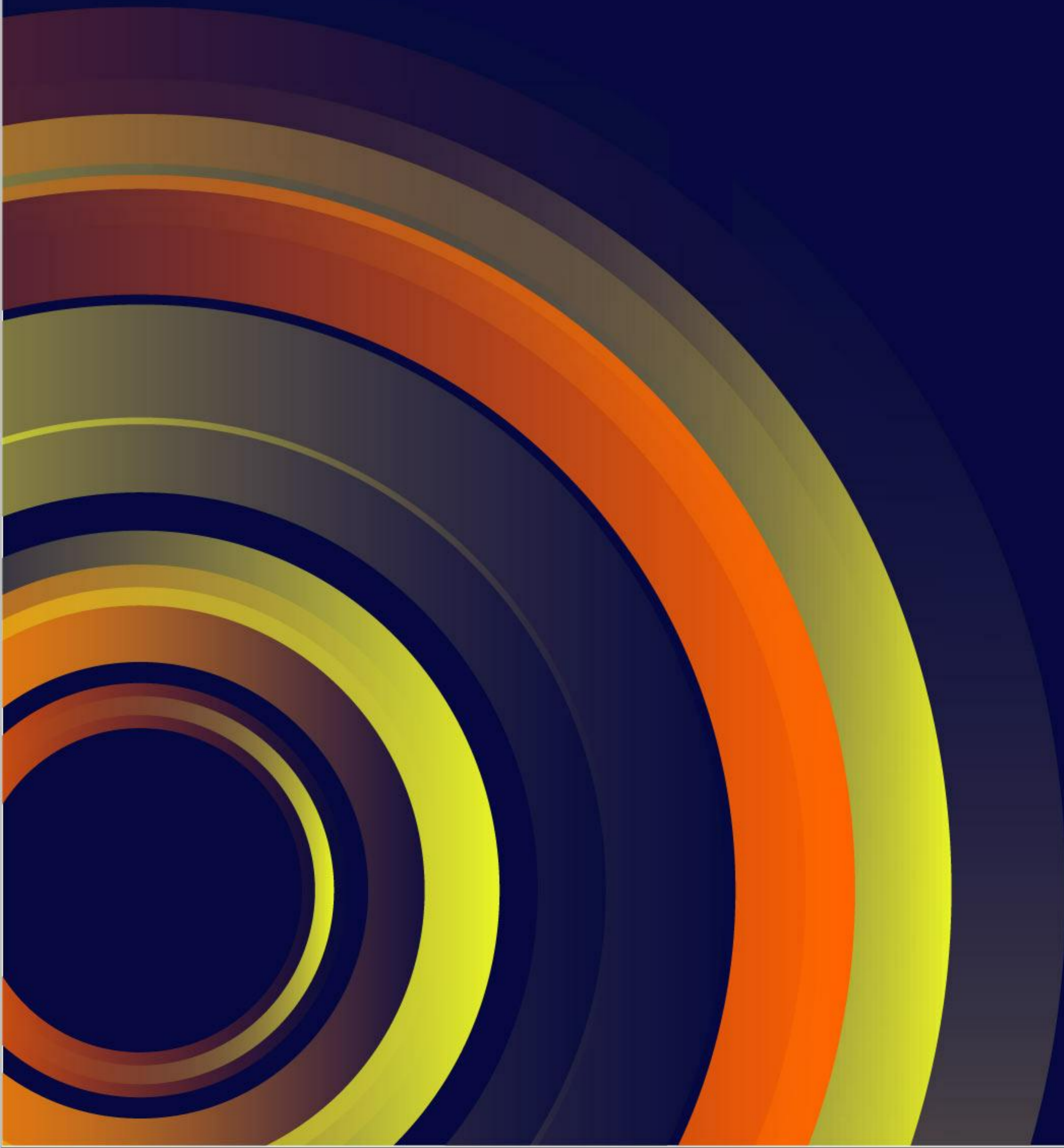
AI Adoption in Bangladeshi Newsrooms 2024

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MRDI digitally right The Asia Foundation years in bangladesh working together realizing potential

contents

TABLE OF CHARTS

TABLE OF FIGURES

FOREWORD

The swift technological changes are leading to massive shift and transformation in journalism globally including dramatic changes in the ways news is produced and consumed. From news gathering to dissemination, the technological advancements are reshaping the news media landscape.

Amid this global changes, Artificial Intelligence (AI) has emerged as a transformative force in reshaping journalism. Many newsrooms globally are leveraging the power of AI for enhanced content creation and deeper audience engagement. From automating routine tasks to providing insights through data analysis, use of AI is increasing due to its efficiency and quick responses. The global media industry is currently experiencing a transition as artificial intelligence tools reshaping traditional newsroom practices and storytelling methods.

However, the adoption of AI in journalism brings unique challenges too including concerns about misinformation, biases in AI tools and fears around job security. The ethical use of AI remains a concern as well.

Despite these challenges, if implemented ethically and strategically, AI has the potential to act as a powerful ally in overcoming systemic issues to reshape journalism into a more resilient and responsive domain.

Media Resources Development Initiative (MRDI) undertook this study to explore the knowledge, use and adoption of AI in Bangladeshi newsrooms and assess the policies & practices necessary for its ethical and responsible integration. The study also aimed to identify the needs and gaps that must be addressed for greater AI adoption in the sector.

Through a robust mixed method approach , including an online survey of editors, news managers and reporters from national news outlets, focus group discussions with news managers and interviews with senior editorial figures & leaders supervising digital operations within newsrooms, this report highlights the current perceptions and future demands of AI adoption in Bangladeshi newsrooms. It offers actionable recommendations for fostering responsible AI integration with emphasis on AI literacy, ethical practices and sustainable implementation for quality journalism in Bangladesh.

MRDI extends its gratitude to Digitally Right Limited for conducting the study on its behalf and to the authors of this study-Miraj Ahmed Chowdhury, Managing Director of Digitally Right, Maliha Tabassum, Assistant Professor at the Department of Mass Communication and Journalism at Bangladesh University of Professionals, and Partho Protim Das, Deputy Manager, Outreach at Digitally Right -for their time and effort in making this study successful.

MRDI thanks all individuals who took part in the survey, focus group discussions and key informant interviews for their knowledge support and cooperation.

MRDI hopes that the findings of this survey will serve as a valuable resource for news media in Bangladesh by guiding their journey toward embracing AI in operations with a focus on ethical approaches. It will also open a window of opportunity for future interventions including further research and capacity building to help news media embrace AI in their digital transformations.

The study has been conducted under the "More Information More Accountability - Phase II" project of MRDI, implemented in partnership with The Asia Foundation. MRDI extends gratitude to TAF for their continued and trusted partnership leading towards a meaningful and sustainable change in Bangladeshi news media landscape.

EXECUTIVE SUMMARY

This study is an initiative of Media Resources Development Initiative (MRDI) and Digitally Right Limited (DRL) with support from The Asia Foundation to examine the use and adoption of Artificial Intelligence (AI) in Bangladeshi newsrooms and the associated policies and practices for ethical and responsible AI usage. The study reveals a striking disconnect between potential and practice in terms of AI adoption in Bangladesh newsrooms. While journalists use AI tools for basic tasks like writing, editing and translation, they are reluctant towards deeper integration. At individual level, this reluctance stems not just from technological skepticism, but from lack of access and knowledge, deep-rooted cultural inertia and fears about job security. At the institutional level, resistance to change, lack of strategic vision, and limited organizational support hamper the broader application of AI in newsrooms. These barriers are intensified by insufficient investment in training, lack of clear policies on AI usage, and worries on maintaining journalistic integrity, all of which prevent the successful integration of AI technologies. Notably, newsrooms prioritize immediate output over systematic implementation, resulting in a shallow engagement with AI's capabilities.

This study is a mixed method approach result of a voluntary online survey with 53 journalists working in national level news media outlets, a focus group discussion with media managers and five key informant interviews with editors and experts.

The Survey Finds

- ⊘ Journalists are increasingly using AI tools at individual level, with roughly 51% of survey respondents reporting AI tool usage, while institutional adoption remains nominal at 20%, with no systemic integration reported.

- ⊘ The most popular AI tools include ChatGPT (78%), Grammarly (52%), Google Translate (44%), and Canva (37%) primarily used for improving grammar/writing style (52%) and conducting research/fact-checking (48%).

- ⊘ Usage patterns indicate that 37% of respondents engage with AI daily, while equal portions (26%) use it weekly or rarely.

- ⊘ Women show higher receptivity to AI tools at 58% compared to men at 48% in news production, challenging gender-based tech adoption stereotypes.

- ⊘ Moderate concerns about AI causing job loss, with stronger concerns about over-reliance affecting critical thinking.

- ⊘ Despite the benefits of increased content quality (63%) and improved efficiency (67%), newsrooms face significant barriers, particularly in capacity to use AI effectively (68%) and technical knowhow (63%).

- Nearly three-quarters (74%) of newsrooms report a fundamental lack of AI awareness, vast majority (92.5%) of newsroom staff are unaware of existing AI ethics policies or industry standards

- The future outlook remains positive, with strong support for increased AI adoption, though respondents note AI's greater effectiveness in English-language journalism compared to Bangla content.

Newsroom managements' approach to AI reveal a contradiction: simultaneously fearing disruption while hoping AI will solve systemic newsroom challenges. This uncertainty makes it difficult to establish a clear strategic vision for integrating AI. Economic constraints, insufficient investment in technological infrastructure, and linguistic barriers compound the difficulties. The disparities between English and Bangla outlets add complexity, with AI tools more commonly used in English-language outlets, as they are reported to these tools reportedly perform better in English than in Bangla.

Successful AI integration requires a fundamental shift in approach. The findings suggest that transformation must be management-driven, with clear ethical guidelines and targeted training programs with particular attention to regional newsrooms, where AI could help address resource constraints rather than exacerbate them.

The path forward requires reframing AI not as a threat to traditional journalism but as a catalyst for evolution in newsroom practices. This includes developing comprehensive but practical ethical frameworks, implementing phased training programs and creating clear operational guidelines. Success depends on balancing innovation with journalistic integrity while addressing the unique challenges of the Bangladeshi news media landscape.

1 Implement "Sandwich Method"

The current practice of AI usage in journalism reveals a shallow approach, with journalists individually using AI for basic tasks without systematic integration. To address this, newsrooms should adopt the "sandwich method" - a technique that combines human input with AI-generated structures. This approach involves providing appropriate prompts, allowing AI to create a skeleton or structure, and then manually editing the output.

2 Establish Transparent AI Disclosure

The inconsistent approach to AI disclosure in journalism raises significant ethical concerns and potential credibility issues. To turn this challenge into an opportunity, newsrooms should consider making AI disclosure a unique selling point. By transparently communicating the extent of AI usage in their content, media outlets can build trust with their audience.

3 Audience Research to Understand Changing Patterns/Audience Behavior

The impact of AI on public trust in journalism remains uncertain, with many newsrooms hesitant to fully embrace AI due to the concern. To address this, newsrooms should conduct systematic research comparing audience reception of AI-assisted content versus purely human-written content. This evidence-based strategy will not only help understand audience preferences but also guide the development of AI integration policies.

4 Developing Comprehensive Guidelines

The lack of clear ethical guidelines for AI usage in journalism exposes newsrooms to potential misuse and credibility risks. To mitigate these risks, it's imperative to establish comprehensive operational frameworks. These should include clear dos and don'ts for AI usage, set percentage limits for AI contribution in content, and define legal boundaries and compliance requirements.

5 Test and Trial before Big Investment

Financial constraints often limit newsrooms' capacity for technological advancements, including AI adoption. To navigate this challenge, a strategic approach to resource allocation is necessary. Newsrooms should start with trial runs before making major investments, carefully documenting cost-benefit analyses. Implementing a phased approach allows for gradual integration of AI tools, minimizing financial risks while maximizing learning opportunities.

7 Focus on Regional Media Support

Regional journalists often face unique challenges in AI adoption due to resource constraints and limited manpower. To address this, there should be a focused effort on empowering regional media through AI. Prioritizing basic AI training for regional journalists can help compensate for manpower shortages and enhance their capabilities.

9 Modernize Journalism Education

Current journalism education often lags behind in incorporating AI, creating a gap between academic preparation and industry needs. To bridge this gap, journalism schools should embrace AI in their curricula. This involves teaching students both traditional journalistic skills and ethical AI usage, focusing on creativity and uniqueness.

6 Create Tiered Training Programs

The varying levels of AI knowledge and skills among journalists necessitate a targeted approach to training. Instead of a one-size-fits-all solution, newsrooms should develop a strategic skill development plan. This involves identifying which levels of staff (management, mid-level, or entry-level) should receive training first and creating tiered training modules ranging from basic to advanced.

8 Management Driven Approach

The deep-rooted resistance to technological change, especially AI, in many newsrooms creates a significant barrier to innovation and adaptation. To overcome this, a top-down, management-driven approach is crucial. Management should lead by example in AI usage, create mandatory exploration time for AI tools, and actively work to break psychological barriers. This leadership-driven strategy can help shift the organizational culture towards embracing AI as a tool for enhancement rather than a threat to traditional practices.

10 From Job Loss to Job Transformation

The fear of AI-driven job displacement is a significant concern in the journalism industry. However, this challenge can be reframed as an opportunity for job evolution. By identifying and cultivating skills that complement AI rather than competing with it, journalists can position themselves for new roles in areas like information flow management, data collection, and processing. This approach transforms the narrative from job loss to job transformation, opening new career opportunities in the evolving field of AI-assisted journalism.
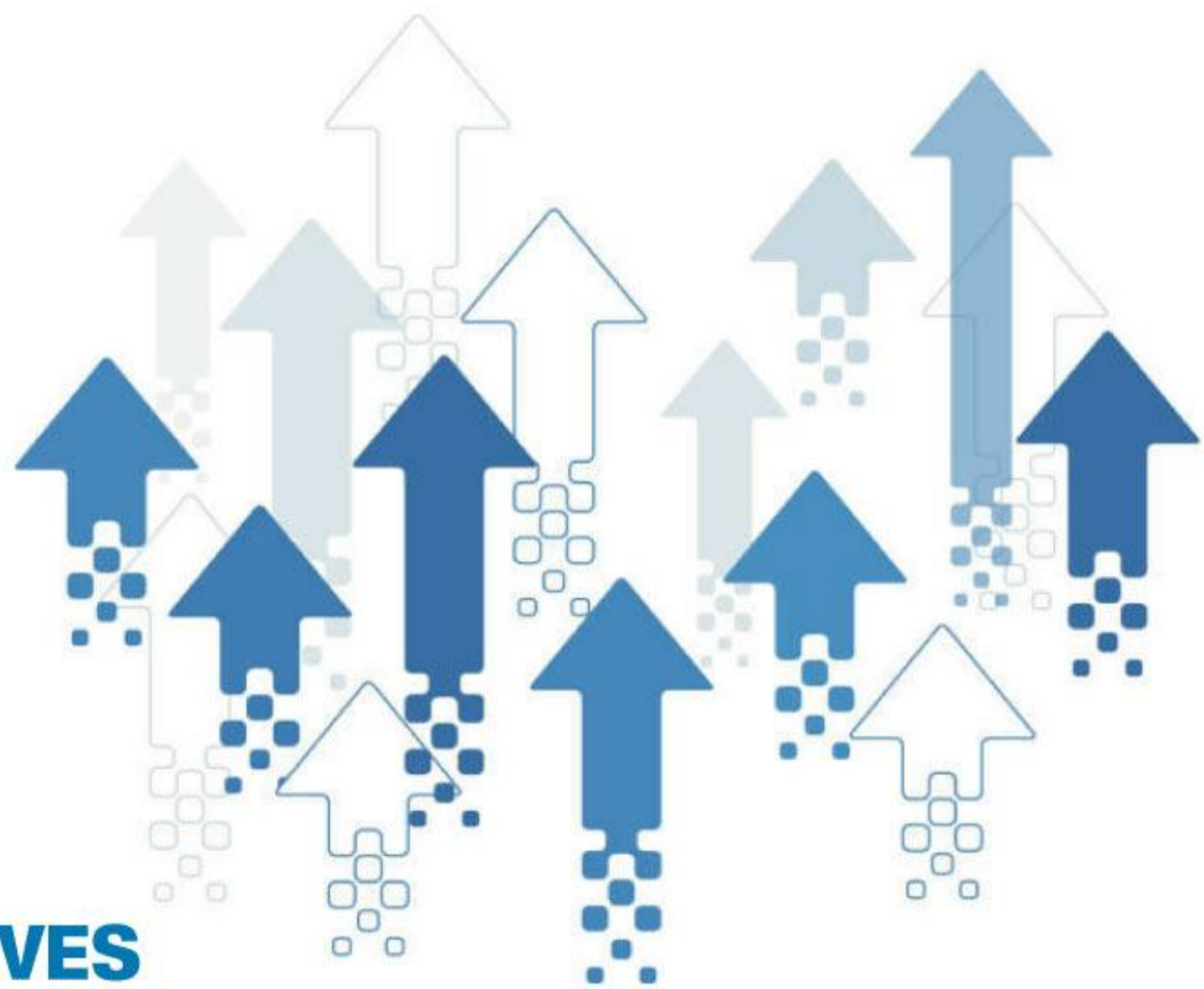
BACKGROUND AND OBJECTIVES

The journalism industry is undergoing a significant transformation driven by continuous technological advancements, with artificial intelligence at the forefront of this change (Walker & Powell, 2021). From news gathering to distribution chain, key AI technologies like machine learning (ML), natural language processing (NLP) and generative AI (GenAI) are creating an apparent impact (Beckett & Yaseen, 2023).

The rise of AI in newsroom is undeniable. A 2023 survey by the World Association of News Publishers (WAN-IFRA) found that nearly half of the newsrooms surveyed globally are actively using Generative AI (GenAI) tools. The New York Times and The Washington Post have already started building their AI initiative team and recruited human resources with new AI based roles in their organizations (A.I. Initiatives Team of The New York Times, 2024 & Deck, 2024).

However, AI comes with its drawbacks. While AI can be used in different facets of newsroom context, it raises important ethical concerns, including the potential for algorithmic bias, the spread of misinformation, and the responsibility gap in decision-making (Leiser, 2022). AI powered platforms can lead to rapid dissemination of fake news, mis and disinformation, and algorithmic bias that can diminish trust in media (Shin & Kee, 2023). A study revealed that AI contributes to filter bubbles, mis(dis)information spread through deepfakes, data privacy concerns, algorithmic opacity and accountability issues (Noain-Sánchez, 2022).

Again, there is an evident dissimilarity between global north and global south in terms of AI adoption. While the global north i.e., western countries and China lead the innovation of AI in newsrooms, little information exists about usage of AI technologies in Africa and other underdeveloped region (Kothari & Cruikshank, 2022). The prevalent scenario in Asian region in this regard is not different than Africa. In addition to that, Journalists are concerned about potential job losses due to the increased use of AI in the industry (Peña-Fernández et al., 2023). It often creates a divide between high resource language (English, Mandarin) and low resource language (Bangla, Hindi) to train and perform AI based tasks (Bender, 2019) . This notion is also highlighted by Chayma Mehdi, editor-in-chief at Inkyfada, as "the most prominent disadvantage for non-English languages is the lack of data." (Argoub, 2021).

Madhavan, et. al., (2020) suggests that an AI regulation is crucial for maximizing the benefits of AI while minimizing its risks. Nevertheless, the news media organizations are yet to prioritize the ethical decisions regarding responsible AI usage and its regulation (Porlezza and Ferri, 2022). There is also a lack of initiative from the governments in regulating responsible AI usage. Among those trying to regulate, the European Union was the first to enact the Artificial Intelligence Act (AI Act), 2024. According to Helberger and Diakopoulos (2023), the establishment of crucial benchmarks, particularly in algorithmic transparency, data privacy protection, and human oversight mechanisms, represents a significant step forward in AI governance. However, Porlezza (2023) argues to expand the EU's AI policy decisions with more focus into media and journalism. The USA, China, Canada and others are trying to incorporate AI regulation (Jacob, 2024). However, the issue of responsible AI usage in journalism is yet to be incorporated.

The ongoing technological transformation in newsroom requires extensive strategies to cope with the AI trend. As mentioned by Tessem, et. al. (2024), the modern journalistic landscape requires technical knowledge. Salgado (2022) also highlights the need, curricula and approaches to integrate AI literacy in journalism programs and the stakeholders of journalism industry. Similarly, 43% of Global Journalism AI survey participants highlighted the need for training on AI literacy skills and technologies (Beckett & Yaseen, 2023). Noain-Sánchez (2022) also highlights the importance of change of outlook among journalists and other stakeholders, along with the training and supervision on its ethical implications.

Talking about Bangladesh, Ahmed (2022) suggests that Bangladesh has a huge prospect of integrating AI into its various sectors. However, research specifically exploring AI adoption in Bangladeshi newsrooms is limited. Goni & Tabassum (2020) found that journalism students in Bangladesh are ready to adopt AI but there is need for infrastructural preparedness. Due to the AI's language accessibility barrier (Argoub, 2021), it is notable that Bangladeshi newsrooms require time to fully integrate AI. This observation is also supported by Partha et. al., (2024) who noted that economic and technological constraints in Bangladesh will likely delay the extensive adoption of AI aided newsrooms. The government of Bangladesh has introduced the draft Bangladesh National Artificial Intelligence Policy 2024 (Baree, 2024). However, it lacks clear provisions regarding the ethical and responsible adoption of AI in newsrooms.

Given the complexities surrounding AI integration in Bangladesh's journalism sector, there is a significant need for in-depth exploration. The global media industry is currently experiencing a transition as artificial intelligence tools reshape traditional newsroom practices and storytelling methods. In Bangladesh's media landscape, this technological transformation requires careful study as newsrooms navigate between established practices and emerging AI capabilities.

Media Resources Development Initiative (MRDI) and Digitally Right Limited (DRL), with support from The Asia Foundation, initiated this study to examine the use and adoption of AI in Bangladeshi newsrooms, and the policies and practices concerning ethical and responsible AI usage. It aims to assess current knowledge, identify current use and adoption, and highlight the challenges and opportunities within the industry. By doing so, it seeks to enhance understanding of the critical intersection between journalism and AI technology in Bangladesh, paving the way for informed strategies that address the unique context of the region. The specific objectives of this study are as follows:

- ▶ To understand the trends of AI use in Bangladeshi newsrooms.

- ▶ To assess the policies and practices concerning ethical and responsible AI usage.

- ▶ Identify needs and gaps for greater AI adoption
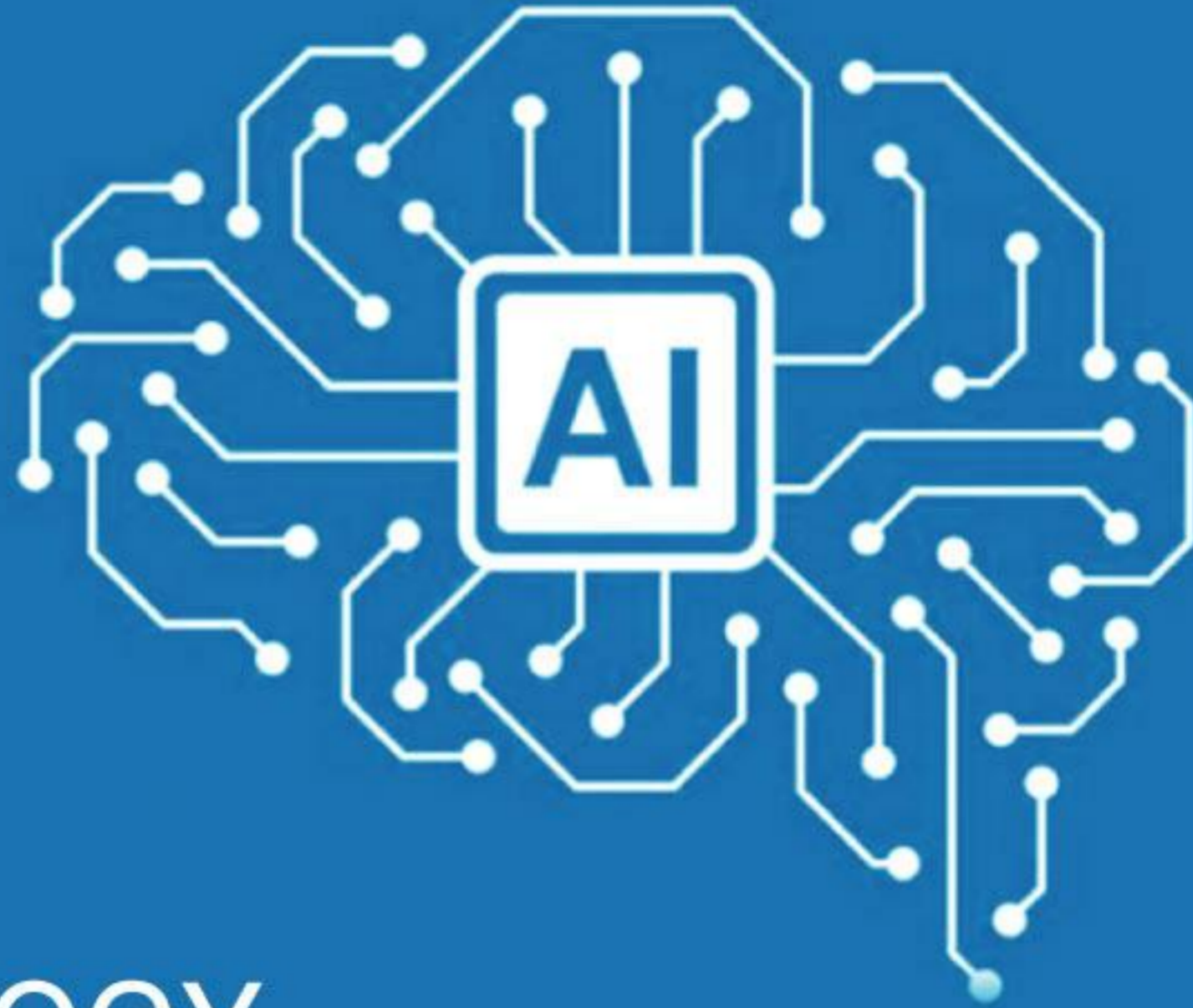
METHODOLOGY

This study employed a mixed-method approach to comprehensively understand AI adoption patterns and challenges in Bangladesh's news media landscape. The primary quantitative data was collected through a structured survey of 53 working journalists, predominantly comprising reporters and editors across various media platforms. The online survey was distributed and filled out by voluntary participants, which inherently limits the scope of the findings to those who chose to participate.

This was complemented by qualitative insights gathered through Focus Group Discussions (FGDs) with eight newsroom managers representing print (both Bangla and English), television, and online news outlets. Five Key Informant Interviews (KIIs) were conducted with strategic stakeholders including senior editorial figures, and leaders supervising digital operations within newsrooms. This triangulated approach enabled a broader understanding of AI integration challenges, opportunities, and barriers across different media contexts in Bangladesh.

Limitations : Despite its comprehensive approach, this study has several limitations. First, the sample size of 53 surveyed journalists, while diverse, may not fully represent the broader media landscape in Bangladesh, particularly smaller or more remote outlets that could experience different challenges with AI adoption. Additionally, while the FGDs and KIIs provided valuable qualitative insights, they were limited to a small group of senior journalists and editors, which may have excluded perspectives from junior staff or those with less decision-making power in AI adoption. The study's reliance on self-reported data also introduces potential biases, as journalists may underreport or overestimate their use and attitudes toward AI due to social desirability or fear of professional repercussions. These limitations highlight the need for broader studies to capture a more nuanced and inclusive picture of AI integration across all levels and types of media in Bangladesh.

SURVEY
FINDINGS

The result of the survey provides insights into the current trends in AI adoption and usage within the journalism industry in Bangladesh. The findings presented across six sections provide perspectives on the demographic composition of survey, newsroom's existing and anticipated AI usage patterns, the barriers and challenges impeding effective integration, awareness of ethical practices, and the overall future outlook.

Media Platform and Language Distribution

The respondents represent a diverse mix of media platforms, with print media dominating at 53%, followed by television channels (24%) and online portals (23%). The number of participations from newspaper outlets is higher because it includes representation from both Bangla and English language dailies which is a significant factor for media classification.

In Bangladesh, English news is largely served by newspapers. Overall, 72% respondents work in outlets that primarily produce news in Bangla, while 28% work in outlets that produce news primarily in English. For outlets producing news in both languages, the primary language refers to their main medium. For example, The Daily Star publishes in both Bangla and English online, but since its main medium is the English newspaper, English is considered its primary language.

What is the primary type of your news outlet?

22.6% Online

24.5% Television

52.8% Print
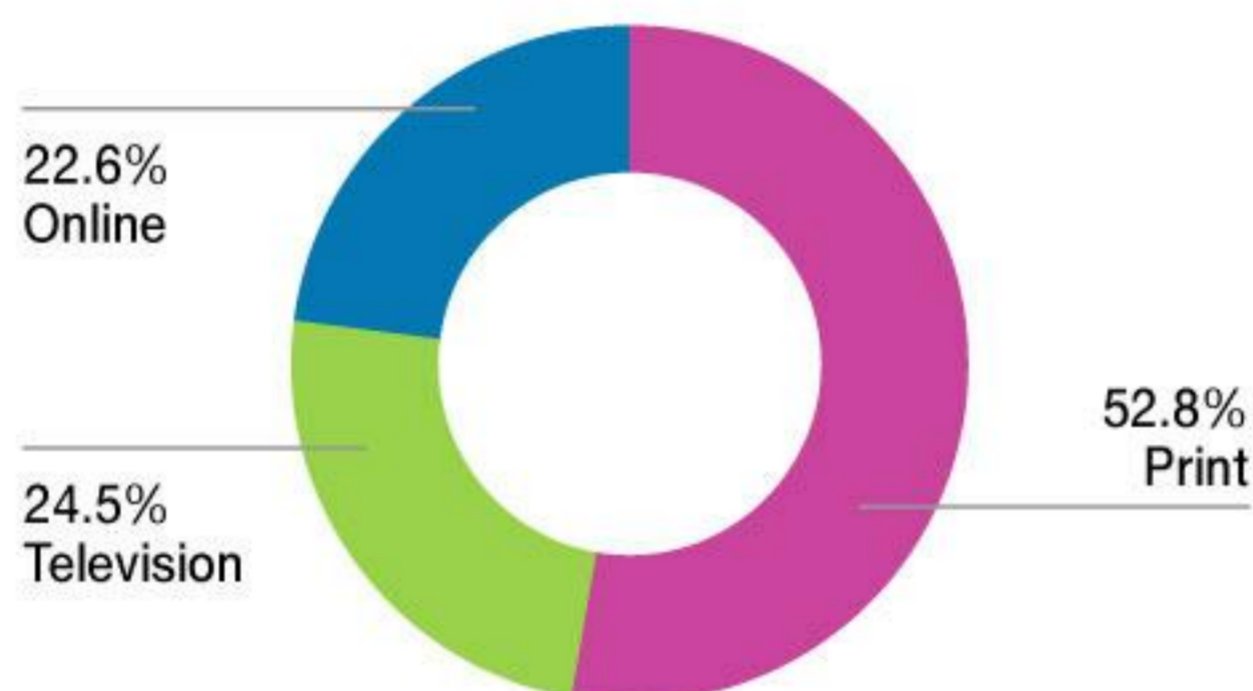
Chart 1.1 : Media type

What is the primary language of news production in your newsroom?

28.3% English

71.7% Bangla
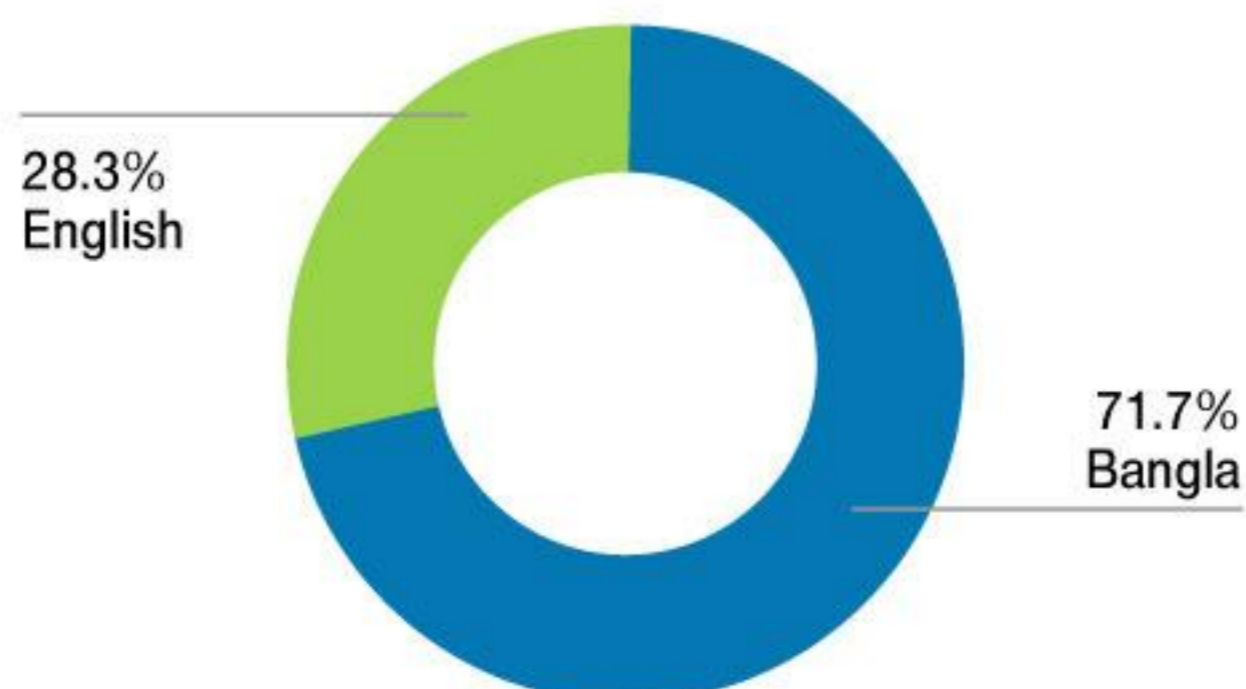
Chart 1.2 : Primary language of media outlets

Gender and Professional Roles

Among the survey respondents, 77% identified themselves as male and 23% as female. Participation of women is low but well above the share of working women in journalism in the local media industry. According to a recent study by MRDI and Fojo Media Institute, only 10% of the working journalists in Bangladesh are female. Female respondents are evenly split between reporting and news desk roles.

Gender distribution

22.6%
Female

77.4%
Male
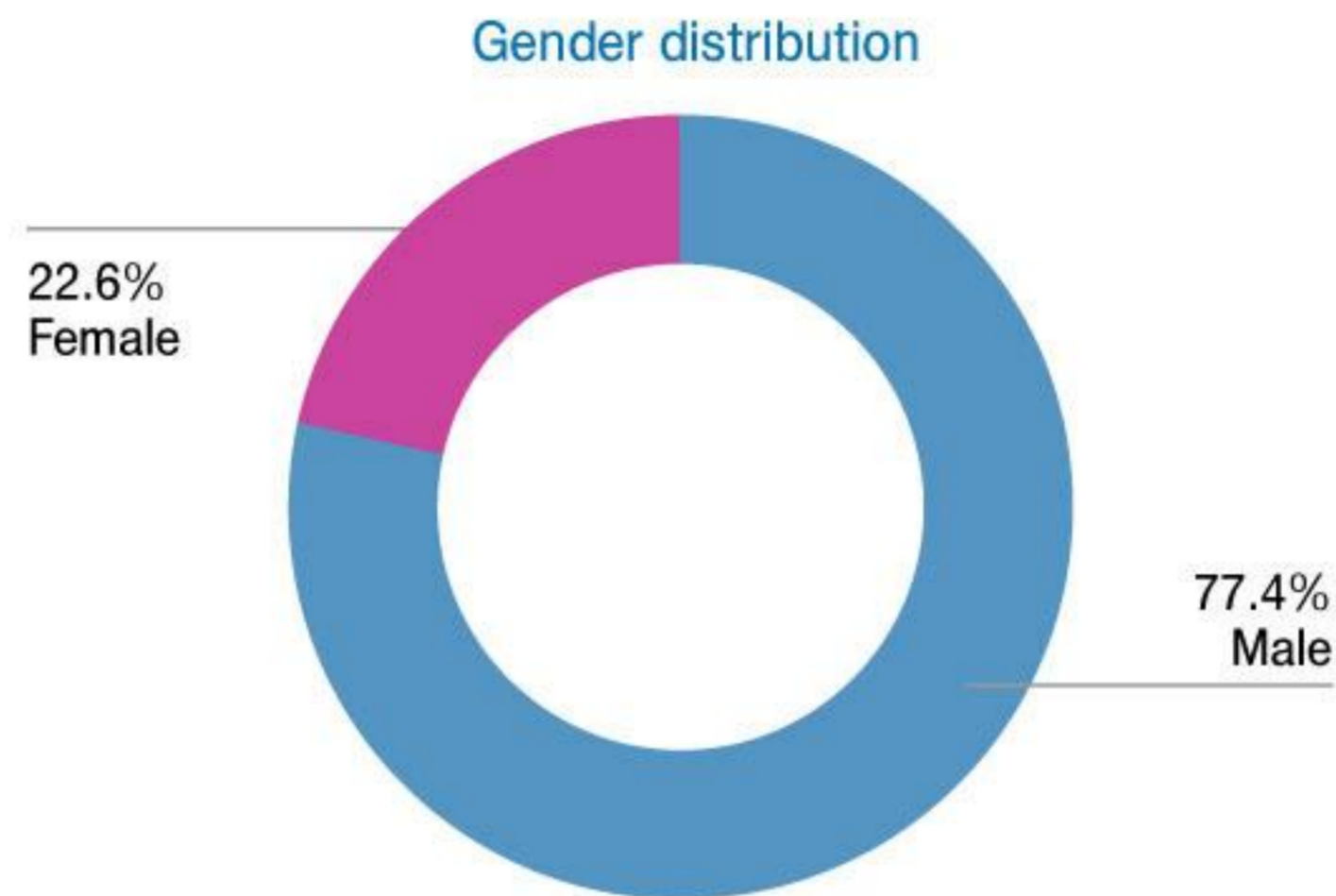
Chart 1.3 : Gender distribution of respondents

What is your primary role in the newsroom?

Other 4%

Reporting 55%

News Desk 42%

0%   20%   40%   60%
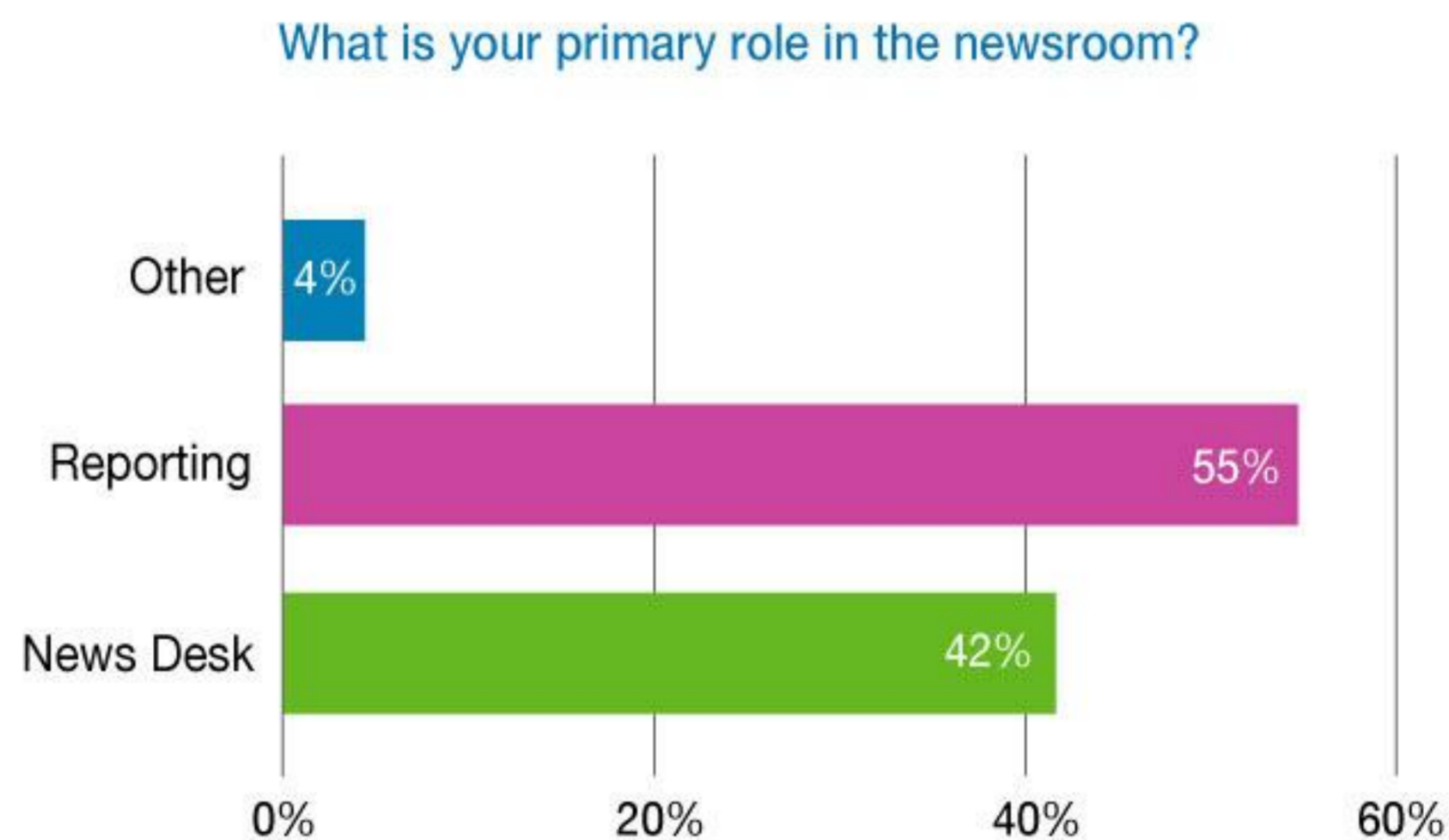
Chart 1.4 : Primary role in newsroom

Reporters lead the survey with a 55% participation followed by 42% respondents working in news desk positions, from copy editors to news editors. Four percent of the respondents are involved in video and online news production.

According to survey responses, 51% of journalists use AI tools in their individual work. Among them, 37% use AI daily, and 26% at least once a week, indicating these tools are becoming integral to their routine. AI usage is highest among respondents from print outlets, at 61%, compared to 41% in online outlets and 38% in television channels.

Do you personally use or have used AI tools in your journalistic work?

49.1%
No

50.9%
Yes

Chart 2.1: Personal use of AI

How frequently do you use AI tools in your work? (n=27)

Category	Value
Daily	37%
Weekly	26%
Monthly	11%
Rarely	26%
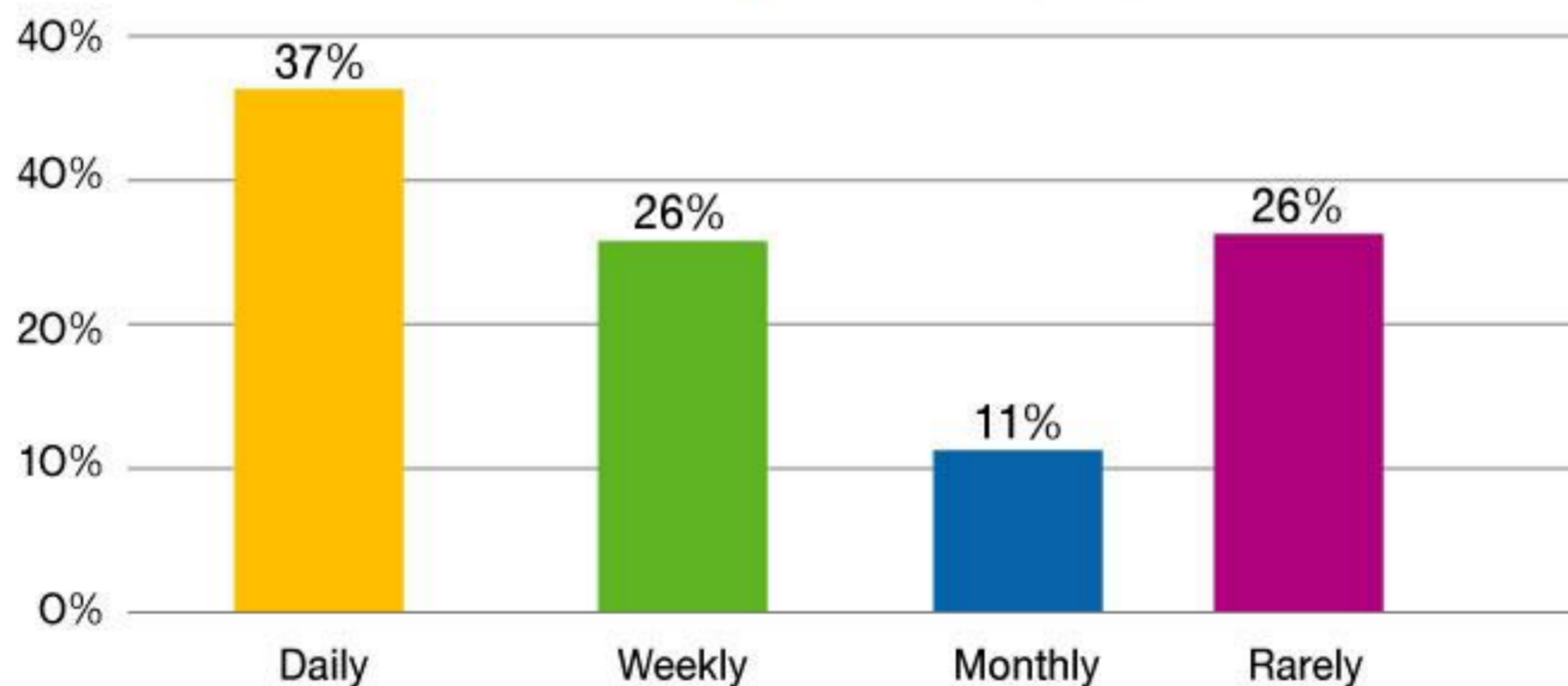
Chart 2.2: Frequency of AI usage

Female respondents demonstrated a higher adoption rate of AI tools, with 58% reporting usage compared to 48% of male respondents. AI tool usage is slightly higher among editors on the news desk compared to reporters. Among the respondents, 85% of the journalists aged 26-35 years report to using such tools, which is more than any other age groups.

Institutional Adoption of AI

Institutional adoption of AI is very low compared to use in individual level. The respondents come from 24 national level media outlets and only 20% of those newsrooms, mostly online outlets, somewhat use AI tools institutionally. Those newsrooms use paid tools for social media post generation, content summarization, search engine optimization, audience analytics and image generation mostly.

AI Tools Usage

Respondents were provided a list of 25 commonly used AI tools in journalism, covering a range of functions including writing, content generation, translation, fact-checking, editing, video and audio production, charts and visualization, with an option to add other tools or choose more than one tool. According to data, the most widely used tools are ChatGPT (78%), Grammarly (52%), and Google Translate (44%), indicating that journalists mainly use AI to improve their writing and editing while 37% reported using Canva to create and improve visuals for their stories.

Which specific AI tools do you use most or are frequently used in your newsroom?

Tool	Percentage
ChatGPT	78%
Grammarly	52%
Google Translate	44%
Canva	37%
Google Gemini	19%
DALL·E	15%
Adobe with Sensei	15%
Midjourney	7%
Tableau	7%
Factmata	7%
Turnitin	7%
Other	11%
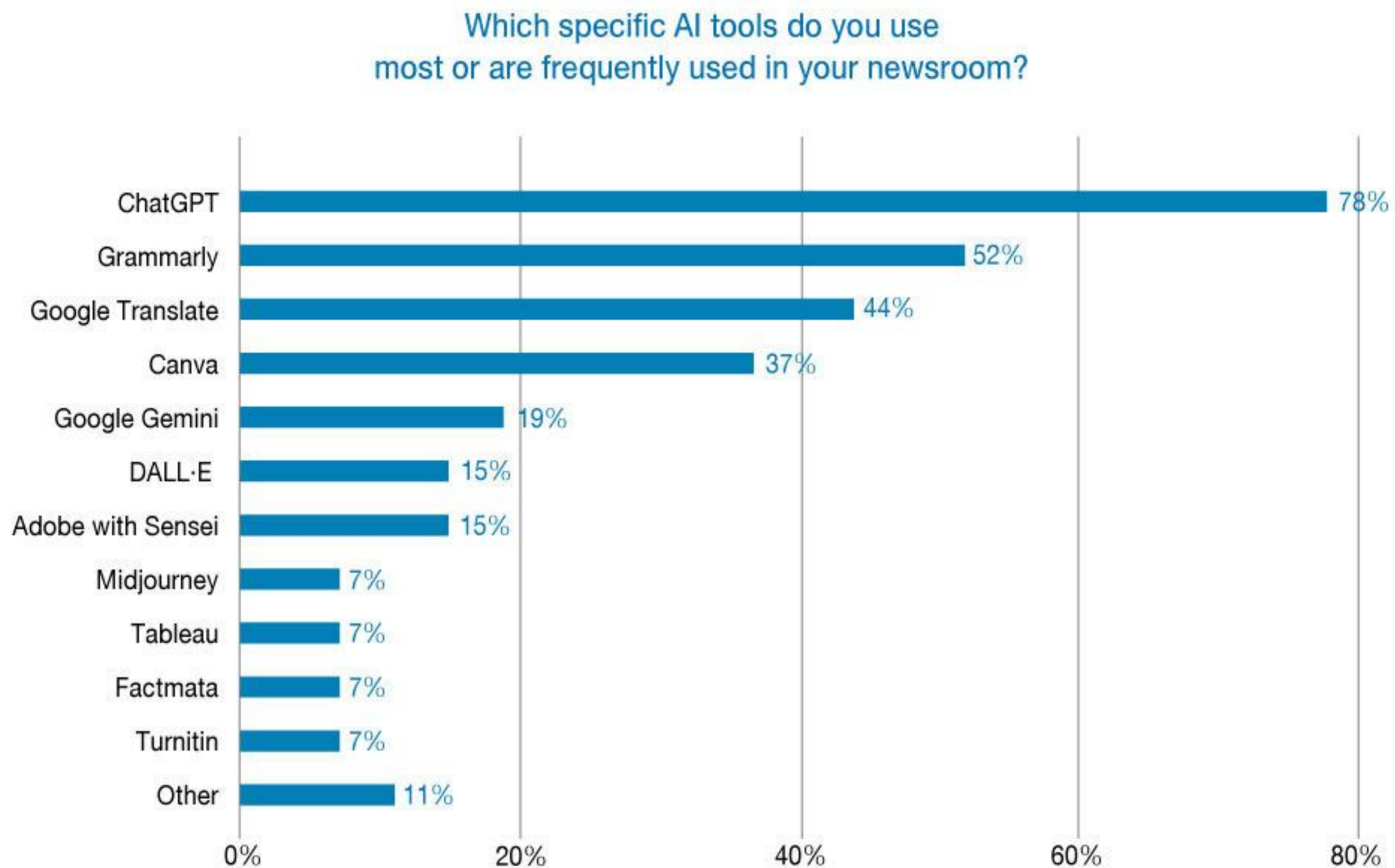
Chart 2.3 : Most used AI tools

When asked what they use AI for, the response was more diverse. Consistent with earlier findings, most journalists reported using AI tools to improve grammar and writing style (52%) and for translation (41%), while nearly half (48%) also use them for research and fact-checking, with significant usage in image editing (41%) and automated content generation (37%). About 37%, mostly desk editors, reported using AI tools to detect plagiarism.

For what purposes do you use AI in your journalistic work?

Purpose	Percentage
Improving grammar and writing style	52%
Conducting research and fact-checking	48%
Translation of texts, interviews and other resources	41%
Editing and creating images	41%
Automating content creation	37%
Detecting plagiarism	37%
Transcribing interviews and speeches	30%
Analyzing and visualizing data	19%
Creating and curating content for social media	14%
Scheduling and managing social media	14%
Creating motion graphics and animations	14%
Editing and enhancing audio	14%
Editing and producing video content	4%
Others	4%

Chart 2.4 : Purpose of AI usage

While low in number, journalists are also using AI tools for transcribing audio and purposes like data analysis, and social media management.

AI Use by Language

The usage data shows that all (100%) respondents from English-language outlets reportedly use AI in journalistic work, while only 32% of respondents from Bangla-language news outlets reported the same. When asked if they believe AI tools are more effective for English than for Bangla, 85% of respondents strongly or somewhat agreed, highlighting a growing inequality in AI usage due to systemic, language-based disparities.

AI use by Media Language

Language	Percentage
Bangla	32%
English	100%
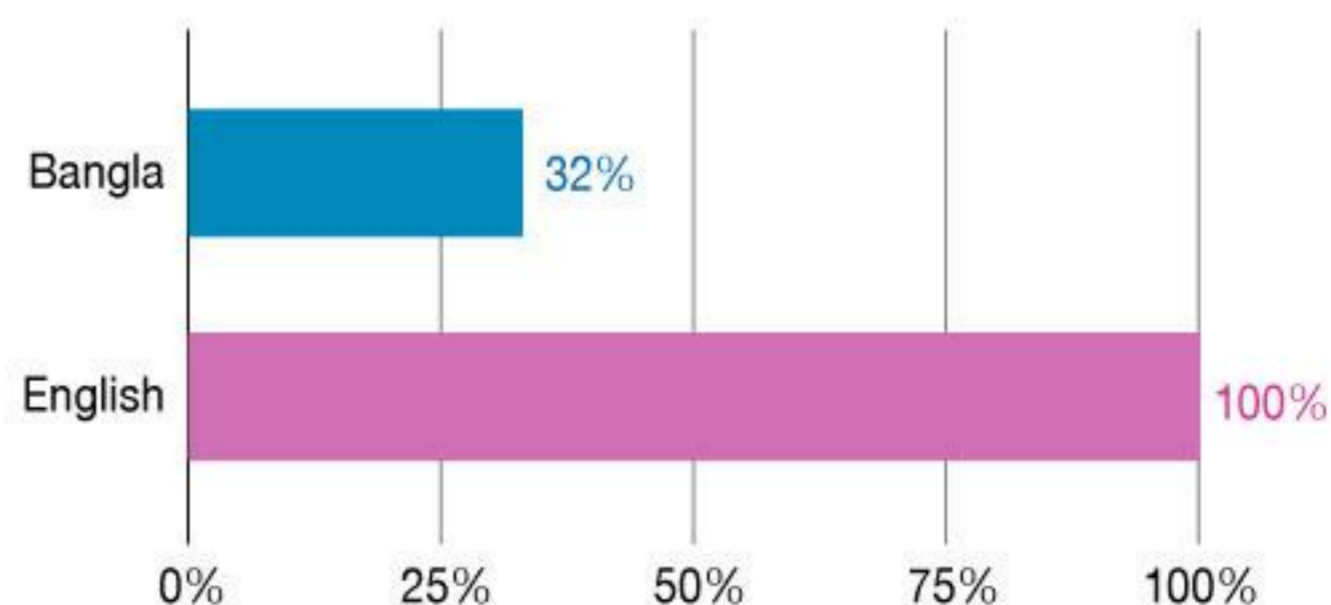
Chart 2.5 : AI use by primary language of news production

AI tools are more effective for journalism in English compared to Bangla, potentially benefiting English-language outlets more? Do you agree?

Strongly agree
54.7%

Neutral 7.5%

Not sure/
No opinion
7.5%

Somewhat agree
30.2%
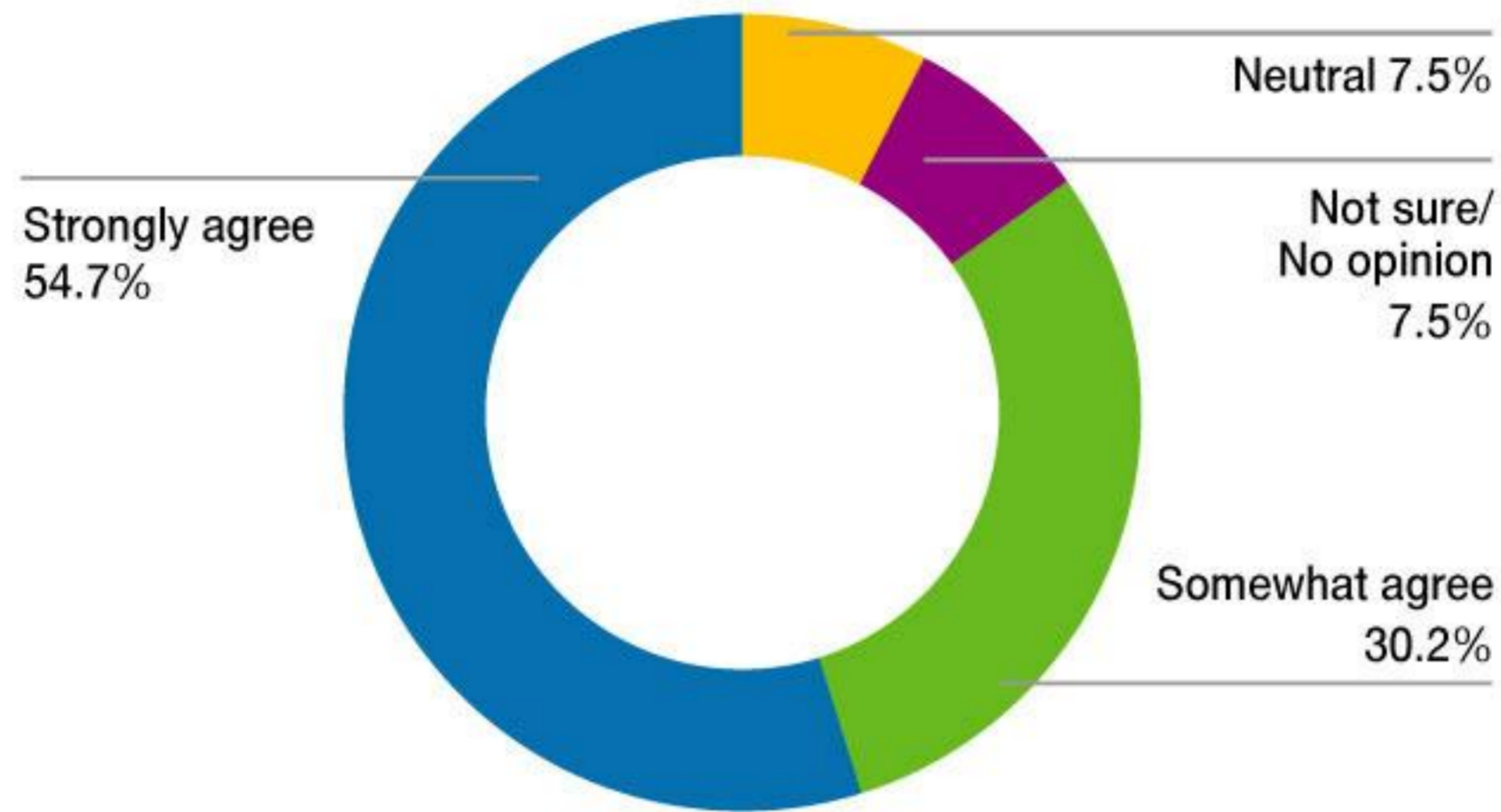
Chart 2.6: Perceived effectiveness of AI tools in Bangla vs. English

Impact of AI Use

The respondents that use AI in their work primarily benefit from AI tools through increased efficiency (67%) and improved content quality (63%), indicating that AI is enhancing productivity and writing standards. More than half of them report a reduced workload while 30% find data management easier. A few reported that such tools also improved audience engagement.

Ethical Use

According to the survey, only 8% of respondents are aware of global or industry-led policies on the ethical use of AI, with a whopping 92% being still in the dark. It highlights a major knowledge gap that could hinder responsible AI adoption in newsrooms and emphasizes the need for more education on AI ethics in the industry. Journalists reported that, at the newsroom level, none of the newsrooms using AI institutionally have a written code of ethics or guidelines for AI use.

Strongly agree
7.5%

Somewhat agree
92.5%
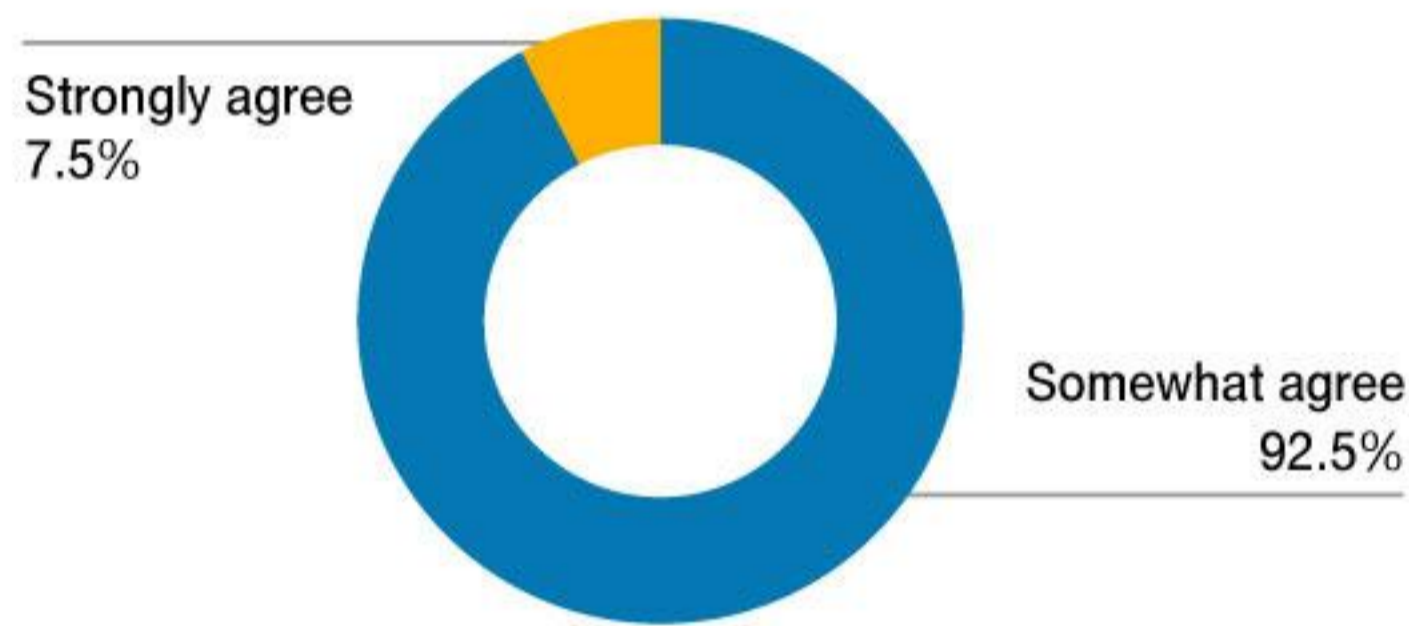
Chart 3.1 : Awareness of AI Policies

What consequences do you think could arise from unethical AI use in journalism?

Spread of misinformation	70%
Erosion of journalistic integrity	62%
Loss of audience trust	57%
Damage to the newsroom's reputation	55%
Legal or regulatory repercussions	51%
Other	4%
Not applicable / I do not believe there are consequences	4%

Chart 3.2 : Risks of AI use without ethical guidance

The respondents seemed to be aware of the consequences of using AI in journalism without any ethical framework. According to them, the major concerns of using AI unethically include the spread of misinformation (70%), followed by the decline in journalistic integrity (62%). Many believe, lost trust from the audience (57%) and damage to the newsroom's reputation (55%) are significant worries. Legal or regulatory repercussions are also a concern for 51% of respondents.

Existing Practices

To what extent do you personally implement the following practices to ensure the ethical use of AI in your journalistic work?

Legend:
- Strongly Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Practice	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I clearly disclose when AI tools are used in the content I produce	32%	23%	9%	8%	28%
I actively work to avoid biases by reviewing and editing AI-generated content	26%	19%	17%	4%	34%
I ensure that AI-generated content is fact-checked and verified for accuracy	28%	11%	15%	13%	32%
I have the access to knowledge and training to identify and mitigate ethical concerns	40%	19%	17%	13%	11%

Chart 3.3 : Existing ethical practices in AI use at an individual level

When asked about how they incorporate ethical practices in their use of AI, journalists expressed a range of experiences and h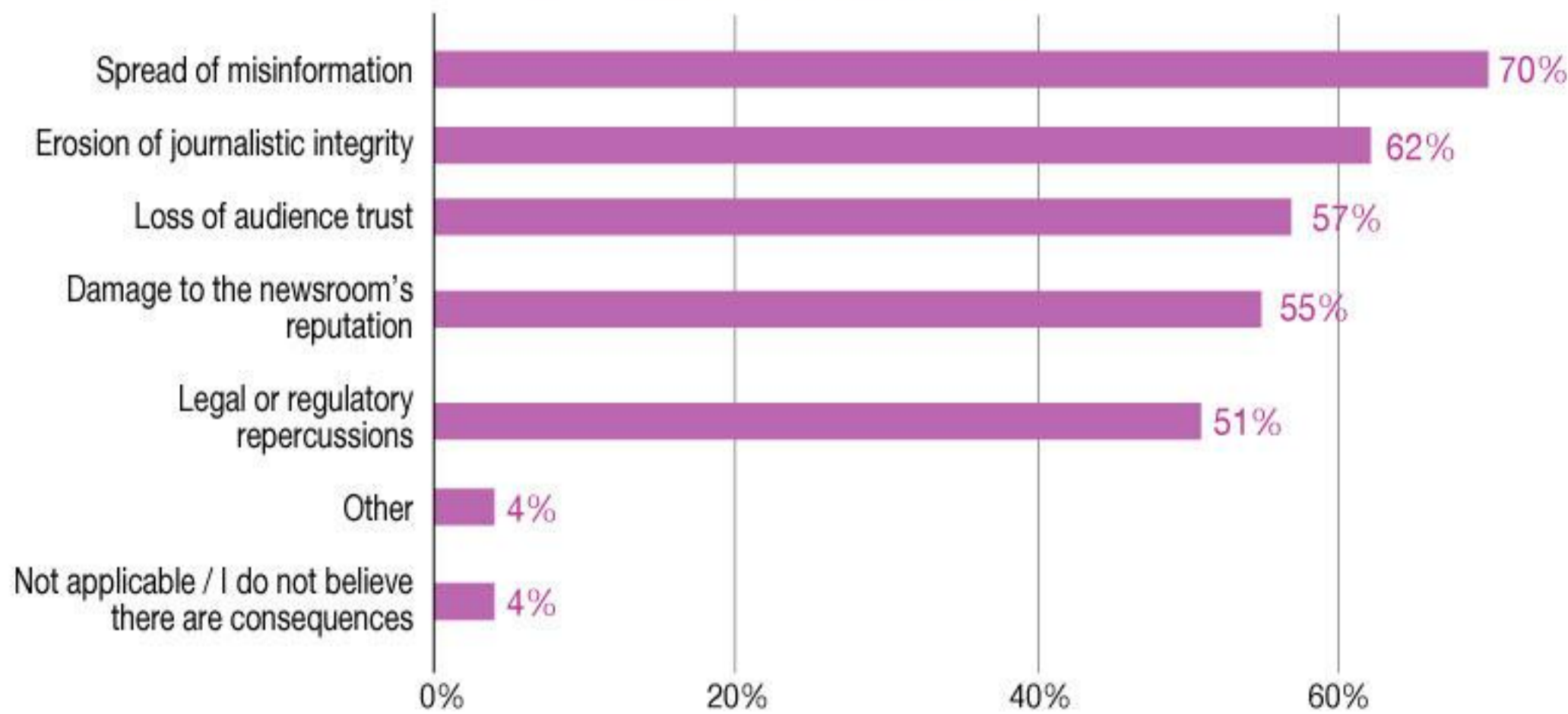ighlighted some clear challenges. When it comes to transparency in using AI, 32% reported that they rarely, if ever, disclose AI involvement in their work, and 23% somewhat disagreed with such disclosure-making over half of the respondents less transparent than ideal. On avoiding bias, the outlook is mixed: while 34% actively work to prevent biases in AI-generated content, 26% say they struggle to make this a priority, suggesting a gap in consistent practices.

In fact-checking AI outputs, there is a slightly stronger commitment, with 32% confirming they prioritize accuracy checks, though 28% still say this isn't their focus. Training and knowledge on ethical AI use stand out as the most under-resourced area, with 40% of journalists feeling they lack access to the necessary support, and just 11% reporting they feel equipped. Overall, while many journalists are striving for ethical AI practices, a large number are facing barriers in transparency, training, and resources that could help them make ethical AI use a more consistent part of their work.

To what extent are the following practices implemented in your newsroom to ensure the ethical use of AI?

Legend:
- Strongly Disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

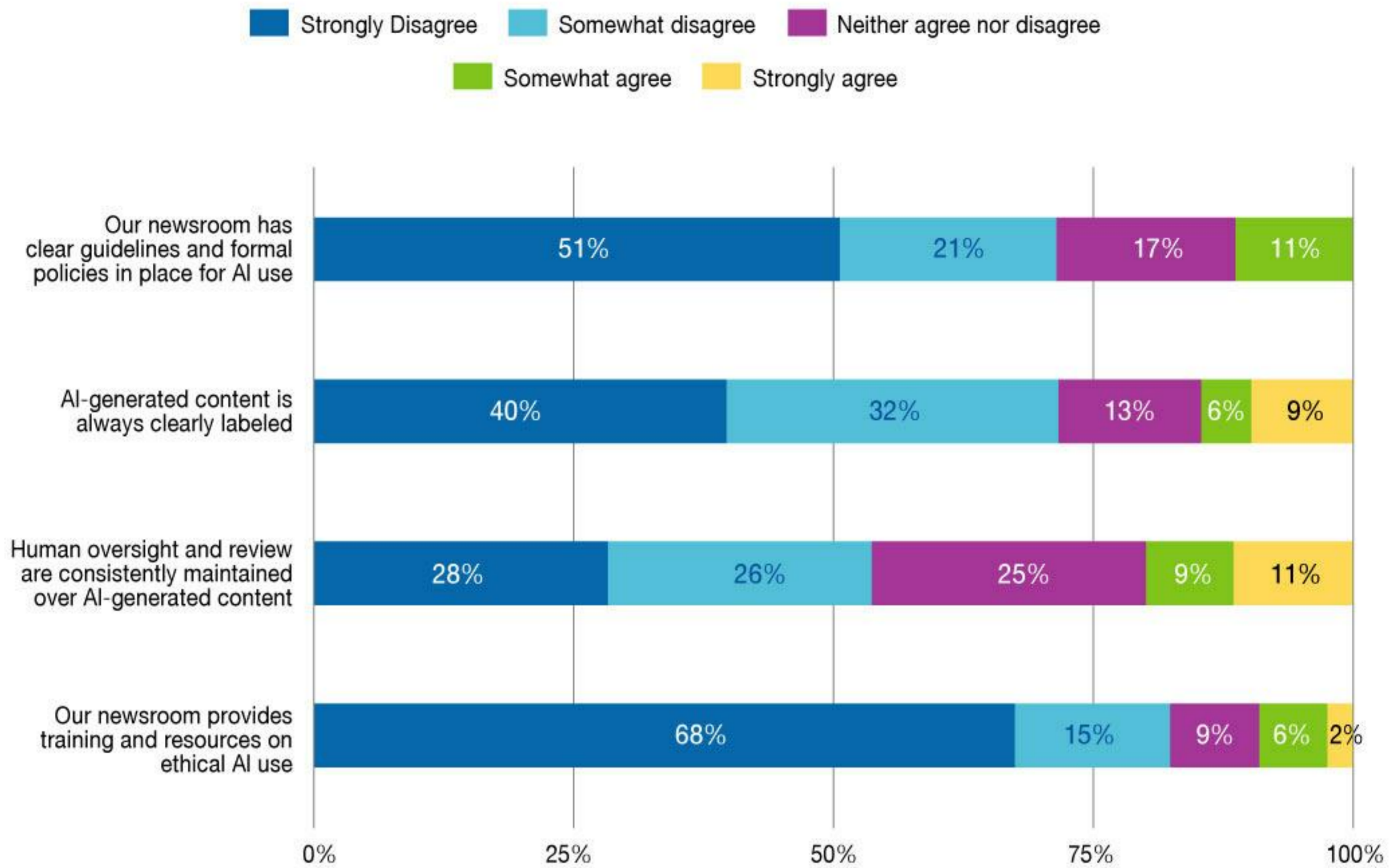| Practice	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Our newsroom has clear guidelines and formal policies in place for AI use	51%	21%	17%	11%	
AI-generated content is always clearly labeled	40%	32%	13%	6%	9%
Human oversight and review are consistently maintained over AI-generated content	28%	26%	25%	9%	11%
Our newsroom provides training and resources on ethical AI use	68%	15%	9%	6%	2%

Chart 3.4 : Existing ethical practices in AI use at institutional level

Journalists report limited implementation of ethical AI practices in their newsrooms. Clear guidelines and formal policies for AI use are absent in most newsrooms, as 51% of respondents strongly disagree that such policies exist, and 21% somewhat disagree. Labeling of AI-generated content is similarly limited, with 40% strongly disagreeing that it's consistently labeled, and 32% somewhat disagreeing-suggesting transparency around AI use is often overlooked.

Human oversight over AI output is maintained in some newsrooms, but only moderately; 28% strongly disagree that it's a consistent practice, and 26% somewhat disagree. The most significant gap is in training and resources on ethical AI use, with a substantial 68% strongly disagreeing that their newsroom provides these, and only 2% strongly agreeing.

Current Barriers to Effective AI Usage

According to the survey, the main barriers to ethical AI adoption in newsrooms are insufficient training and support (85%) and a lack of understanding or awareness of AI (74%), indicating a need for education and awareness initiatives. Financial constraints also play a role, with 47% citing limited financial resources for AI tools, while 45% highlight the absence of clear ethical guidelines, underscoring the necessity for structured ethical frameworks. Resistance to change from staff (30%) and concerns about bias and fairness (25%) reflect the cultural and ethical challenges involved in integrating AI into journalism.

What barriers do you think are preventing your newsroom from adopting AI more ethically?

Barrier	Percentage
Insufficient training and support	85%
Lack of understanding or awareness of AI	74%
Limited budget for AI tools and technologies	47%
Lack of clear ethical guidelines	45%
Resistance to change from staff	30%
Concerns about bias and fairness	25%
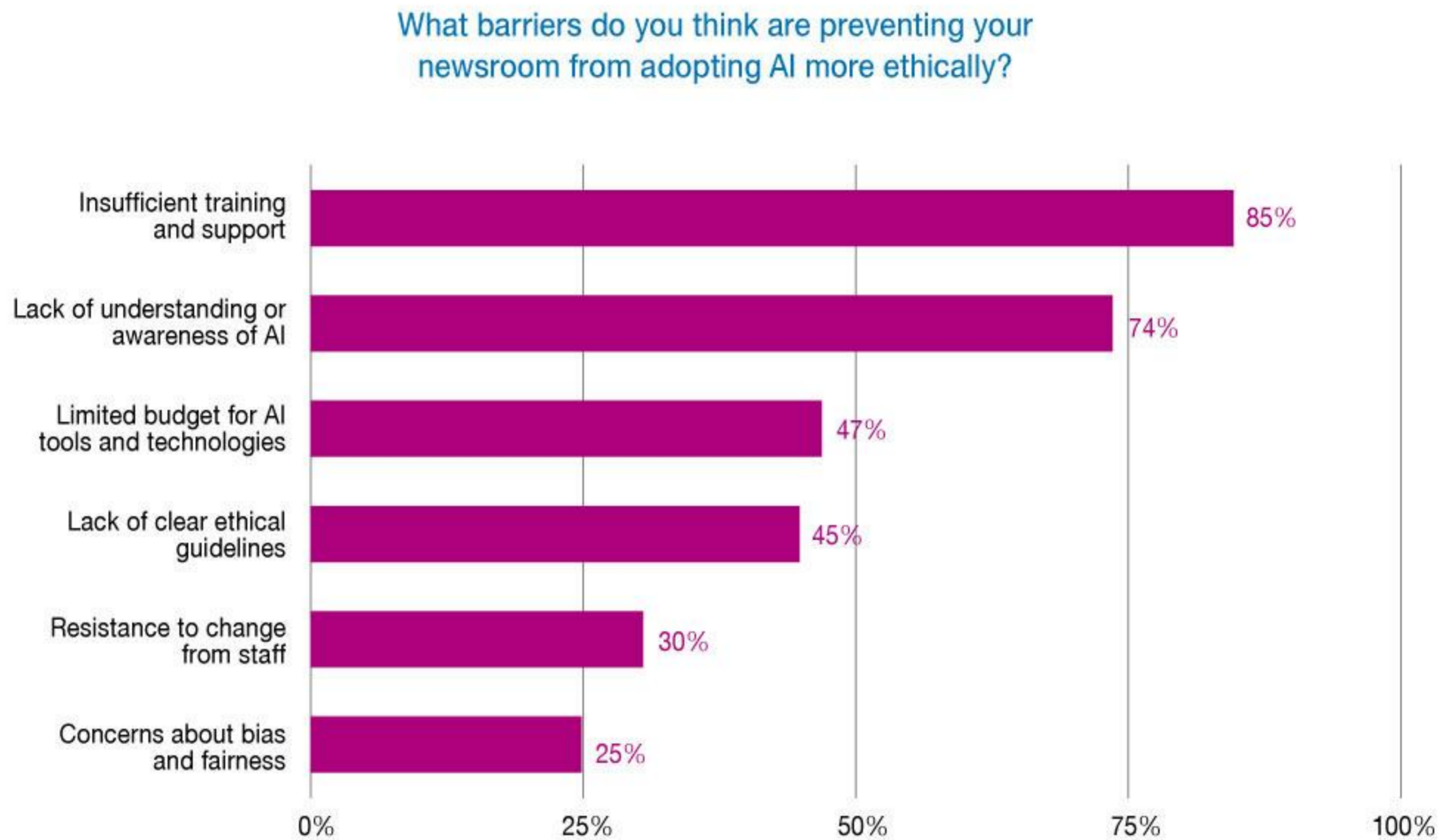
Chart 3.5 : Current barriers to ethical AI adoption

At an institutional level, the primary barrier to AI adoption is the lack of technical knowledge and expertise, reported by 86% of respondents. This is followed by the high cost of implementation, cited by 43%, highlighting that newsrooms remain reluctant to invest in broader AI integration. Only 29% noted a lack of clear policies or guidelines, a barrier that corresponds with low awareness of AI ethics and related frameworks.

Needs For Ethical Adoption

What resources do you think are necessary for journalists to better understand and use AI ethically in their work?
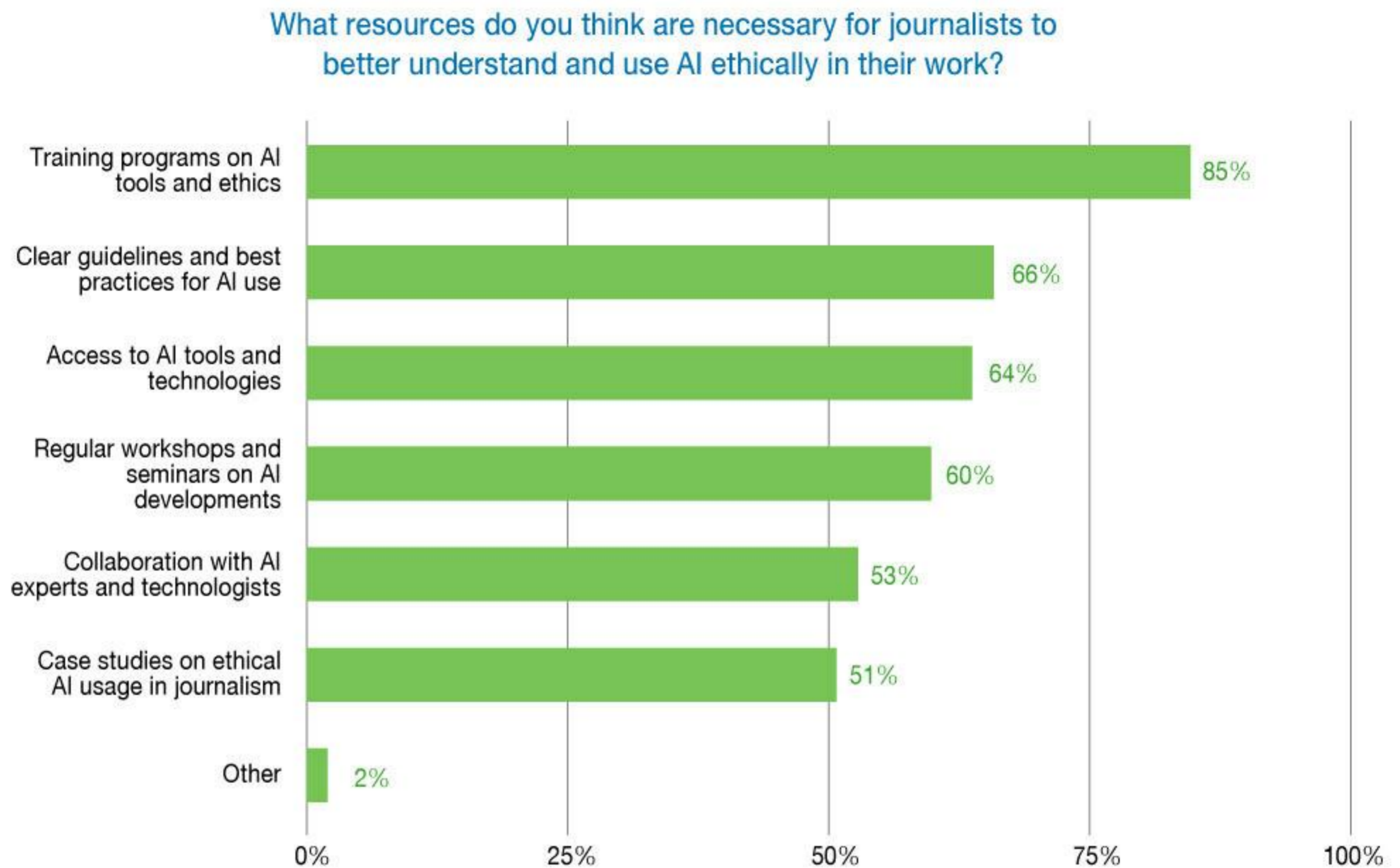

Chart 3.6 : Resources needed for ethical AI adoption

When asked about the resources necessary for journalists to better understand and use AI ethically, respondents overwhelmingly prioritized training programs on AI tools and ethics (85%). Clear guidelines and best practices for AI use were also deemed essential by 66%, while 64% emphasized the need for access to AI tools and technologies. Most of them view regular workshops and seminars on AI developments (60%) and collaboration with AI experts and technologists (53%) as important for better awareness. Case studies on ethical AI usage in journalism were suggested by 51%, highlighting a strong demand for structured support to ensure ethical AI integration in journalism.

Interest in AI Use

Despite all the challenges and needs, journalists are upbeat about the potential of AI in shaping their journalistic work. Three out of four (74%) respondents reported that greater adoption of AI in journalistic work or in newsrooms will be beneficial, while only 19% are unsure. Three-quarters of respondents feel AI will enhance their work, with over half expecting significant improvements, showcasing strong optimism about AI's future impact.

Would you personally like to see greater adoption of AI tools in your work or within your newsroom?

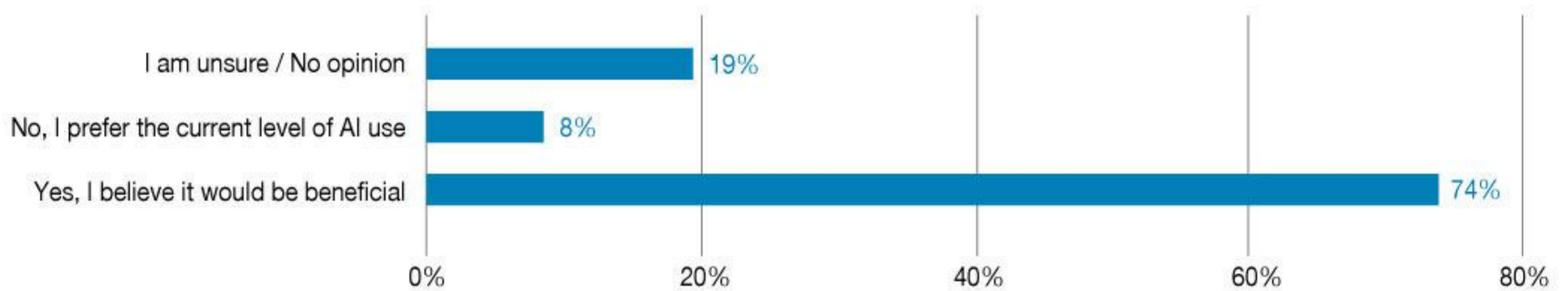|	
I am unsure / No opinion	19%
No, I prefer the current level of AI use	8%
Yes, I believe it would be beneficial	74%

Chart 4.1 : Perceived benefits of greater AI adoption in journalism

Respondents anticipate several key benefits from increased use of AI tools in their work. The top expected benefit is improved accuracy and quality, with 58% of respondents believing AI will enhance these aspects. About 53% foresee AI increasing the speed of their work, while 51% expect it to help in reducing the workload. About 38% believe AI can enhance creativity in journalism, and 28% think it will aid in better engaging the audience.

Risks of Increased Adoption

How significant do you perceive the following risks or concerns in the increased adoption of AI in the newsroom?

Legend: Not significant | Low | Moderate | Significant | Highly Significant

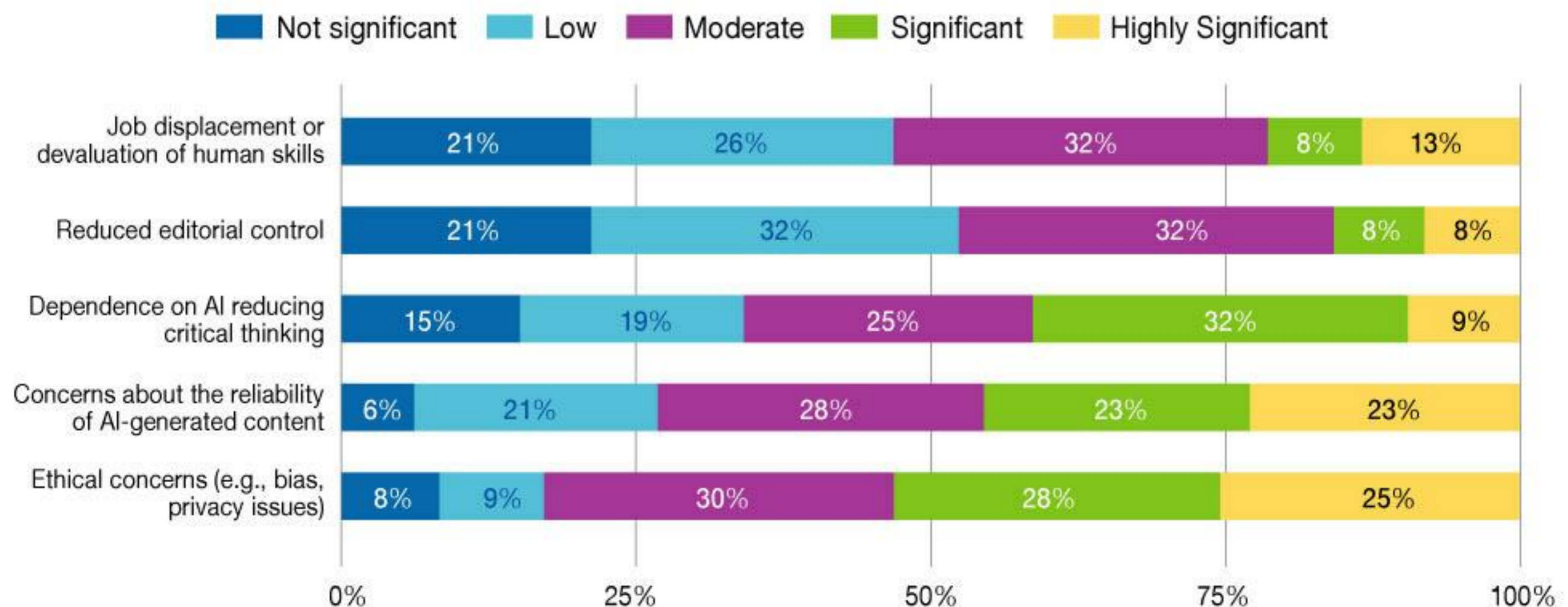| Risk	Not significant	Low	Moderate	Significant	Highly Significant
Job displacement or devaluation of human skills	21%	26%	32%	8%	13%
Reduced editorial control	21%	32%	32%	8%	8%
Dependence on AI reducing critical thinking	15%	19%	25%	32%	9%
Concerns about the reliability of AI-generated content	6%	21%	28%	23%	23%
Ethical concerns (e.g., bias, privacy issues)	8%	9%	30%	28%	25%

Chart 4.2 : Perceived risks of increased AI adoption in journalism

Journalists have their own concerns when it comes to the impact of AI dependency on journalism. When asked about potential risks from increased AI use in their newsrooms, 32% rated job displacement and the devaluation of human skills as a moderate risk and 21% did not view it as a major concern. Loss of editorial control raised similar, moderate levels of concern, as 32% considered it as a mid-level risk and 21% rated it low as insignificant. However, AI's impact on critical thinking stood out more strongly, with 32% of journalists seeing it as a significant risk. The reliability of AI-generated content was an even greater concern, with 23% rating this as highly significant and 28% as moderate. But ethical concerns around AI, such as bias and privacy, topped the list: over half of respondents (53%) saw these issues as significant or highly significant.

Future Challenges in AI Adoption

The survey identifies several challenges that journalists anticipate when using AI tools in the future. The most significant concern is insufficient training and support, with 68% of respondents highlighting the lack of training programs and access to expert guidance as key obstacles. 40% each mentioned technical difficulties, such as integration issues and software glitches, and ethical concerns, including potential bias, privacy issues, and transparency in AI decision-making. About one-third expressed concerns about the reliability of AI tools, particularly regarding accuracy and consistency, the risk of over-reliance on AI outputs and the high costs associated, including initial investments and ongoing maintenance.
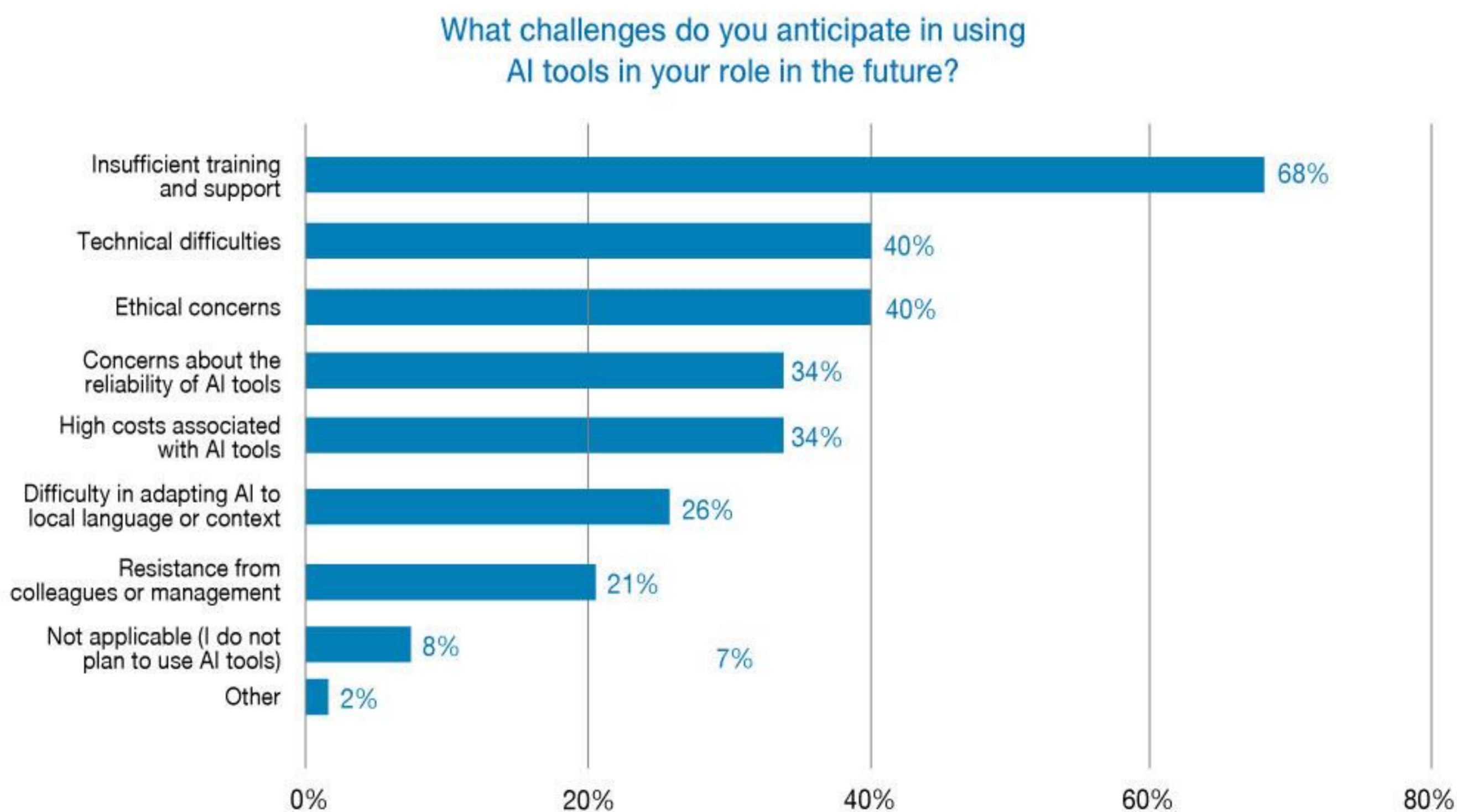
What challenges do you anticipate in using AI tools in your role in the future?

Challenge	Percentage
Insufficient training and support	68%
Technical difficulties	40%
Ethical concerns	40%
Concerns about the reliability of AI tools	34%
High costs associated with AI tools	34%
Difficulty in adapting AI to local language or context	26%
Resistance from colleagues or management	21%
Not applicable (I do not plan to use AI tools)	8% / 7%
Other	2%

Chart 4.3 : Future challenges in AI usage

26% noted difficulties in adapting AI to local languages or contexts, especially in Bangla and culturally relevant applications while 21% reported skepticism or reluctance to adopt new technology as a constraint.

HIGHLIGHTS
FROM THE FOCUS GROUP

The key findings from focus group discussion reveal challenges to the successful integration and adoption of AI from a top-level perspective. It digs into understanding the depth of knowledge and awareness newsroom executives have about AI, how convinced they are about integrating it, their motivations and concerns, the key challenges they anticipate, their perspectives on AI ethics, and their overall vision for the future with AI within their organizations.

Cultural Inertia

Journalists show deep-rooted resistance to technological change, especially AI, viewing it as a threat rather than a tool. This mindset creates a self-imposed barrier that limits newsroom innovation and adaptation.

Surface-Level Understanding

Rather than deeply engaging with AI's capabilities, journalists are settling for basic knowledge and minimal exploration. This superficial approach prevents them from unlocking AI's full potential in their work.

Output Over Process

While AI tools are used individually by journalists to complete tasks, there is little focus on proper implementation or documentation. The emphasis remains on getting work done rather than establishing systematic AI integration.

Integration Confusion

Newsrooms lack clear understanding of how to properly integrate AI into their workflows and guidelines. This uncertainty leads to hesitation in formal adoption and proper implementation strategies.

Untapped Potential

Despite clear evidence of AI's benefits in tasks like translation and fact-checking, newsrooms are barely scratching the surface of its capabilities. Fear of mistakes outweighs the drive for innovation.

HIGHLIGHTS
FROM INTERVIEWS

HIGHLIGHTS FROM Interviews provided a critical foundation for developing actionable recommendations and obtaining qualitative insights on the major needs and gaps hindering the successful integration and adoption of AI within news organizations. Here is a summary of key takeaways from the interviews.

Systemic weaknesses

1

- Chronic job instability and politicization undermine professional growth and innovation.
- Weak institutional foundations hinder sustainable technological advancements

Ethical smokescreens

2

- Inconsistent approaches to AI disclosure reveal deeper credibility issues.
- Lack of industry-wide ethical frameworks exposes vulnerabilities to misinformation.

Dissonance in management mindset

3

- Management simultaneously fears AI disruption while hoping it will solve systemic issues.
- There is a disconnect between the desire for innovation and the reluctance to invest in foundational

Cultural and linguistic barriers

4

- The English-Bangla disparity between AI tools raises worries, but there is less knowledge of how certain AIs are also proficient in Bangla.
- Insufficient localization efforts and digital divide impede widespread AI integration.

Economic and investment impact

5

- Political uncertainty after the fall of the Government has stalled AI initiatives and investments.
- Financial constraints limit the capacity for technological advancements.

Impact on critical thinking

6

- Survey respondents show moderate concern about AI-related unemployment but less worry about its effect on critical thinking.
- Experts are more worried about machine dependency, diminished

PERSPECTIVES ON CURRENT PRACTICES AND FUTURE DEMANDS

This chapter presents an analysis of the current state of AI adoption in Bangladeshi newsrooms, drawing insights from a triangulation of survey data, focus group discussions, and in-depth interviews. The discussion contains six thematic areas: resistance to technological change, the contrast between individual and institutional use of AI, the potential benefits of greater AI integration, the knowledge gap among journalists, the need for ethical frameworks, and the need for more widespread institutional adoption.

Resistance to Technology Use and Adoption

The tendency of resistance to technological adoption, particularly in the context of AI adoption in journalism, emerges as a significant theme. In Bangladeshi journalism landscape, the adoption of AI tools remains surprisingly limited. While mid-career journalists show some leadership in integrating AI, according to the survey, most newsrooms primarily rely on basic tools like ChatGPT, Google Translate, and Grammarly. These tools serve familiar purposes-enhancing audience engagement, aiding in translation, and performing basic fact-checking. However, this reliance reflects a narrow view of AI's potential. Many journalists are missing out on the myriads of capabilities that AI can offer, such as advanced data analysis, audience insights, and automated content generation, which could significantly enhance storytelling and operational efficiency. During the focus group discussion, the participants broadly agreed that the resistance stems from a blend of skepticism towards new developments and concerns about the implications of technology on traditional journalism practices. As one participant said,

> *"We don't use AI in the newsroom. We understand that we can use it in translation, headline writing, or content generation. Only our IT department (Prothom Alo) has started using AI to analyze the characteristics of the readers. In my opinion, resistance arises among the journalists every time a new technology comes."*

This aversion to technological advancement is so pronounced that some journalists have gone to extreme lengths to avoid adapting, with one notable example of a colleague who retired without ever using a computer due to their reluctance. The resistance is not limited to isolated incidents but seems to be a recurring pattern, with journalists consistently displaying skepticism and hesitation whenever new technologies are introduced to the newsroom.

> *"We don't try to explore or embrace it as much."*

> *"Resistance always arises among journalists whenever a new technology is introduced"*

Individual vs Institutional Use

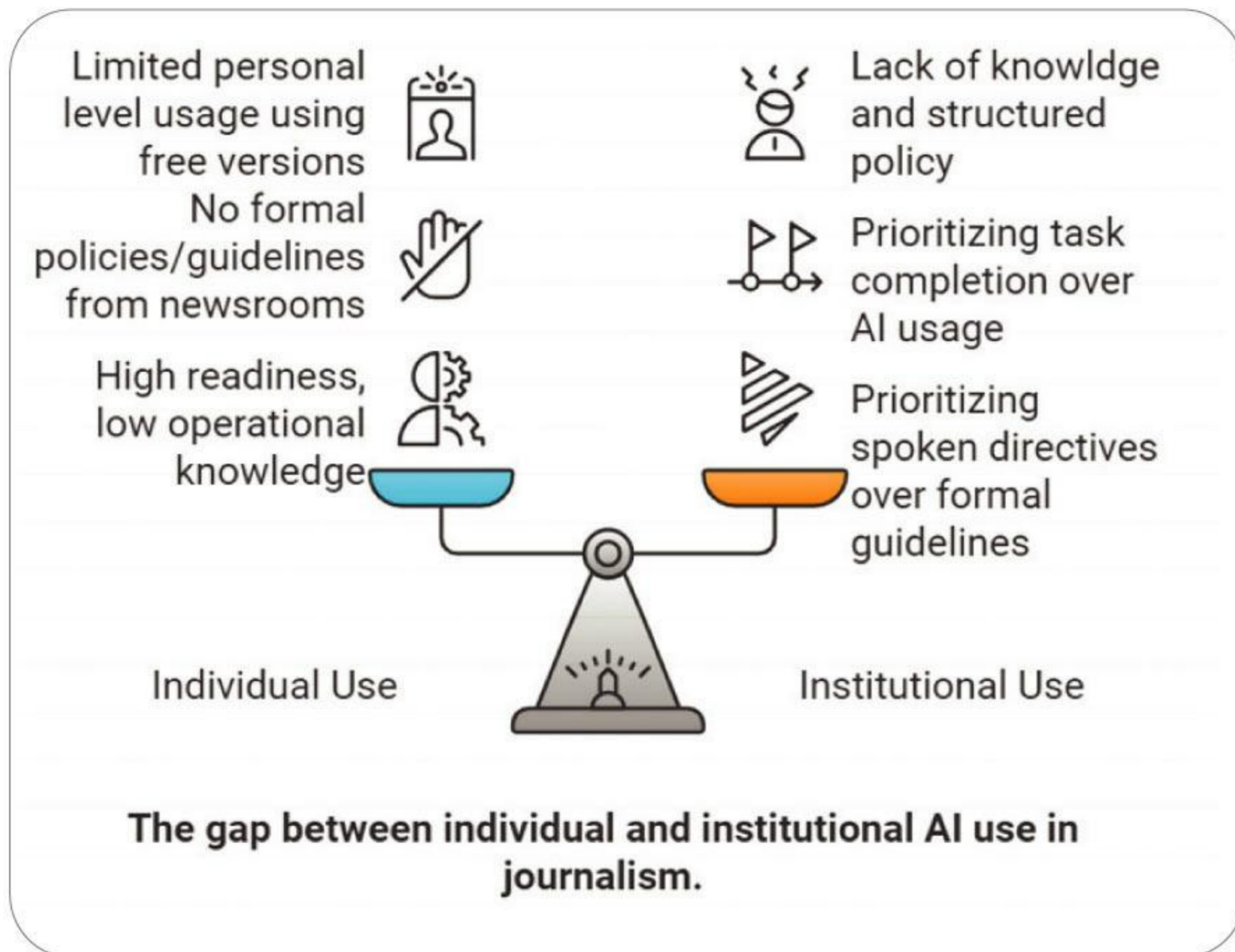The gap between individual and institutional AI use in journalism.

*Figure 1.1 : **Individual vs Institutional** Use illustrates the gap between individual and institutional use of AI in journalism, highlighting factors such as limited personal use at the individual level, lack of knowledge and structured policy at both levels, and prioritizing task completion over thoughtful AI deployment by institutions.*

There is a notable gap between how journalists use AI individually versus its institutional adoption. Many journalists have acknowledged that they use AI for many purposes including but not limited to research, fact-checking, translations, image verification, and data analysis. However, when it comes to institutional adoption, there seems to be a significant underutilization. This points to a missed opportunity as many journalists believe they can greatly benefit from using AI.

According to participants,

"We all use AI at an individual level. But the institution doesn't acknowledge the usage of it."

coupled with the revelations that

"We do not know who uses it and who does not. No formal guideline is there. We just need the work done."

The survey and focus group discussion suggest that a handful of newsrooms facilitate use of AI tools institutionally and mostly around audience engagement, summarization of existing content, search engine optimization and analytics. Several participants indicated that they are experimenting how such tools can be used to reach a larger audience but are still at a preliminary level. However, no one reported any formal guidelines on how to use AI for journalistic works nor any structural initiatives to facilitate access to such tools for journalists.

"There are no written guidelines in place, we direct sometimes. Instead, there are verbal warnings to make reporters cautious about the potential mistakes AI can make."
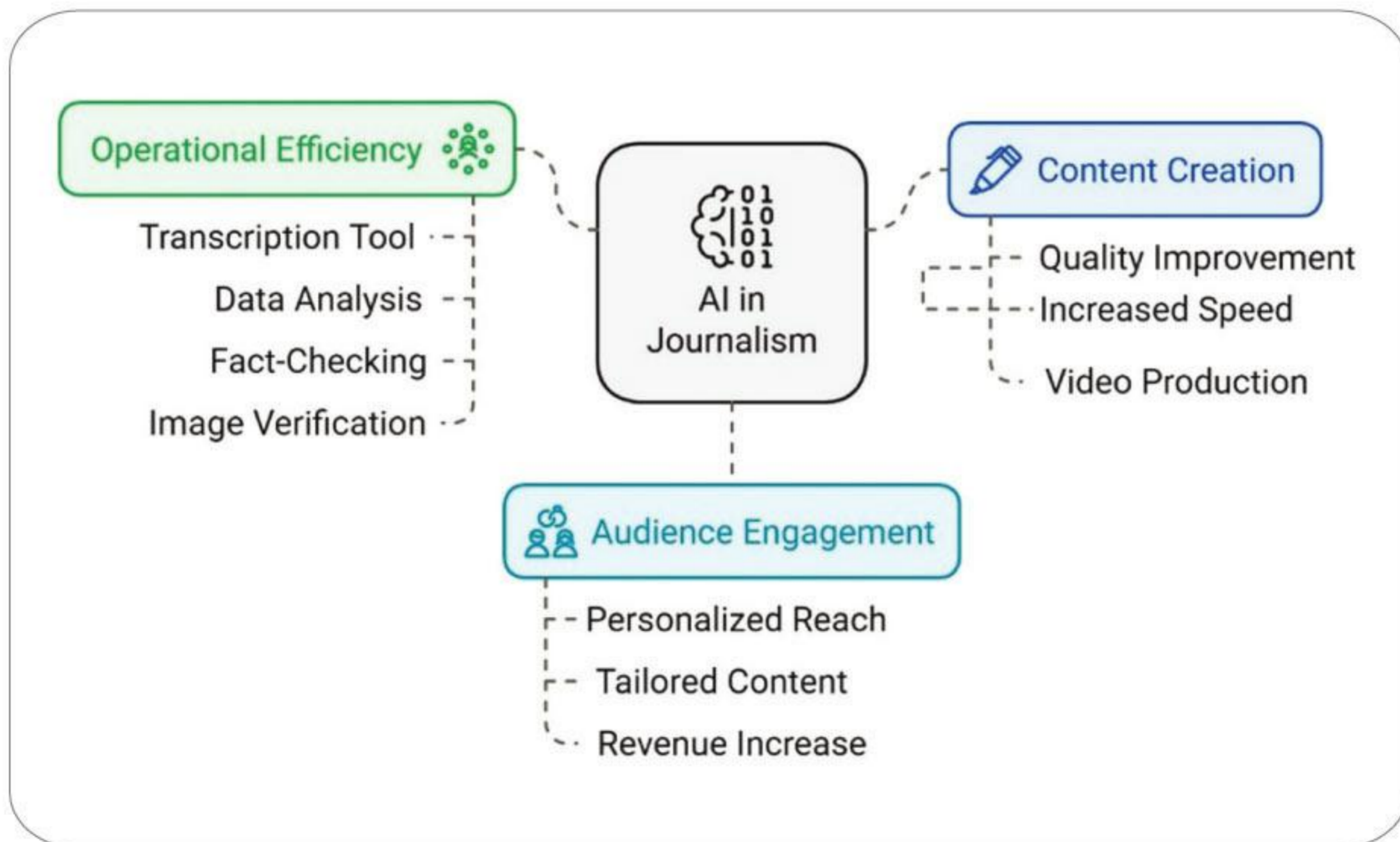
Potential Benefits of Greater Adoption

*Figure 1.2 : **Potential Benefits of Greater AI Adoption** presents a visual overview of the applications of AI in journalism, focusing on three key areas: Operational Efficiency, Audience Engagement, and Content Creation. The image highlights how AI can drive improvements in areas such as transcription, data analysis, fact-checking, image verification, personalized reach, tailored content, video production, and overall quality and speed of content creation.*

Despite the barriers, there is a strong belief among journalists about the potential benefits of AI. Survey recognizes that AI can improve work speed and accuracy, but often do not see how it can transform their workflows or the journalism landscape as a whole. By focusing mainly on efficiency, journalists are overlooking how AI can drive innovation in areas like personalized content delivery and deeper audience analytics. The current enthusiasm for AI is often hampered by a lack of understanding of its more advanced applications.

In Focus Group and in-depth interviews as well, the discourse surrounding the potential benefits of AI in journalism revealed a spectrum of opportunities for enhancing reporting efficiency and audience engagement. As highlighted, AI's utility spans from

"help in audience generation" to practical applications such as *"AI app for transcription has helped us in reporting."*

Furthermore, the premise that

"in AI, the result will differ on the basis of your input. If you give it the appropriate prompts, it will provide you with a good outcome"

suggests the customizable nature of AI in producing tailored content that resonates with diverse audiences.

Many rely on AI for translations, opting for paid versions of tools like ChatGPT due to their superior accuracy. Some journalists also perceive AI as a potential ally in verifying images and analyzing data and audience behavior. One says,

"Fact-checking is crucial these days, given the overwhelming amount of misinformation circulating. AI can help to some extent in this regard, especially with translation and checking the authenticity of images"

AI also helps with organizing drafts and refining content. Some outlets are experimenting with AI tools for content generation, particularly in chart and multimedia formats.

However, challenges remain regarding the accuracy and relevance of AI-generated content. Newsrooms are hesitant to fully embrace such content due to quality concerns and a commitment to maintaining distinct editorial standards and styles that reflect their unique journalistic practices.

The way AI is adopted varies significantly across different media types. English-language outlets appear to adopt AI technologies more readily than Bangla media. While online and print media are beginning to explore AI, broadcast media shows lower levels of adoption, signaling a need for more focused efforts to enhance AI implementation in this area.

Knowledge Gap in AI Utilization

Identified Knowledge Gap

High Resistance

| Lack of Knowledge | Slow Adoption |

Low Understanding ← → High Understanding

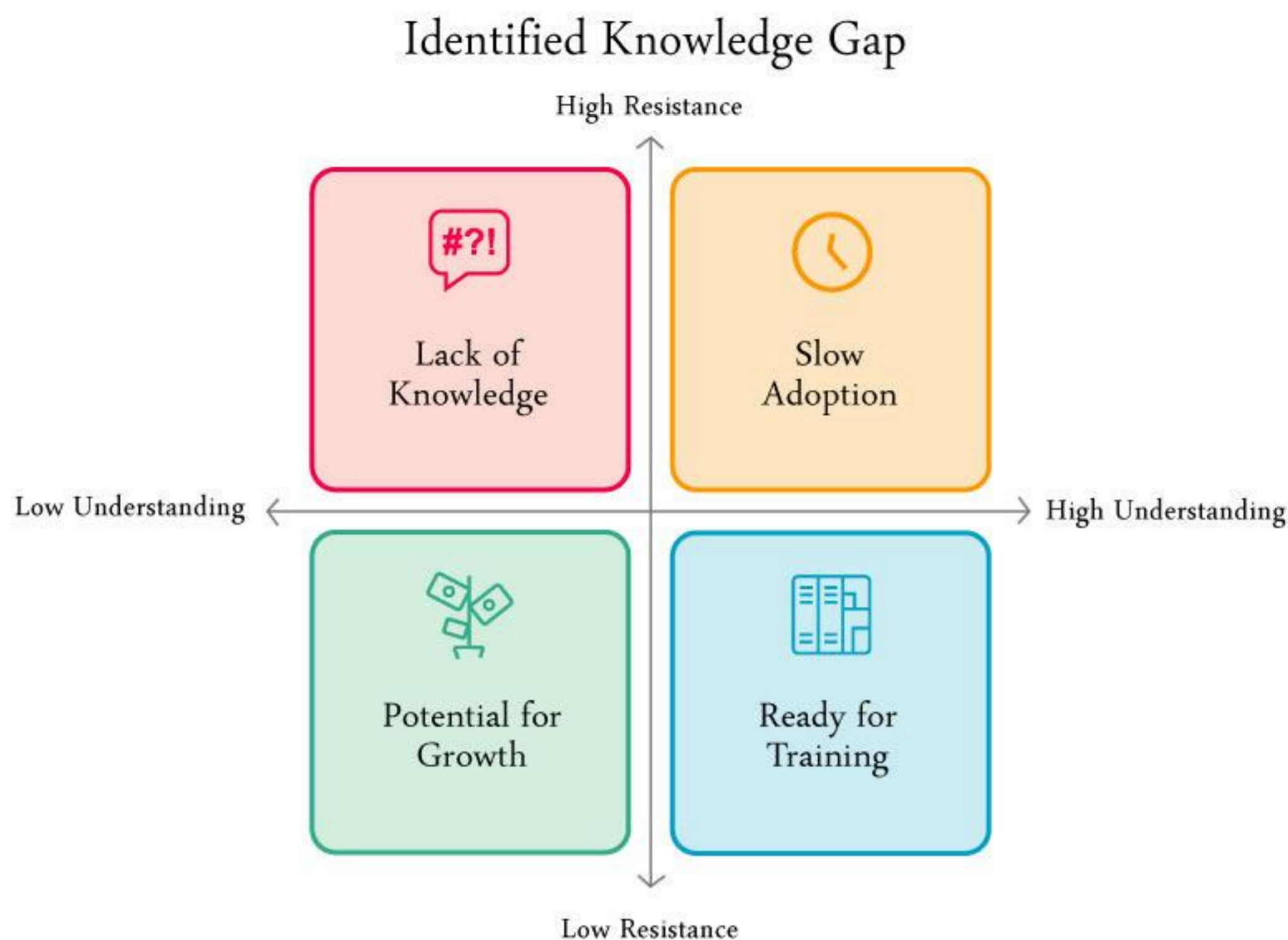| Potential for Growth | Ready for Training |

Low Resistance

Figure 1.3 : **Knowledge Gap in AI Utilization presents** *a 2x2 matrix that identifies the knowledge gap and resistance levels in the utilization of AI, highlighting areas of lack of knowledge, slow adoption, potential for growth, and readiness for training. For example, high resistance low understanding=lack of knowledge, high resistance high understanding= slow adoption, as such.*

The knowledge gap in AI integration is a significant barrier to effective implementation within organizations. As evidenced by the participants' quotes, there is a prevalent lack of understanding about AI capabilities and potential applications. One participant aptly noted,

> *"But the main challenge with AI for us is, we don't have an in-depth understanding of it. So, we can't explore it thoroughly."*

While many journalists are excited about AI, their understanding often does not extend beyond the basic tools they currently use. There is a pressing need for training programs that go beyond introductions to AI, focusing on its strategic applications and ethical implications. This is especially important for early-career journalists, who may not have had access to comprehensive education on AI technologies.

This sentiment is echoed throughout the responses, highlighting a critical need for education and training. The gap in knowledge not only hinders exploration of AI solutions but also leads to resistance and slow adoption. As another participant mentioned,

> *"We don't know how to fully explore AI, and secondly, there is resistance to new things, it is within our culture" illustrating how lack of understanding directly contributes to hesitancy in embracing AI technologies."*

To bridge this knowledge gap, organizations must prioritize comprehensive AI education and training programs. As one participant insightfully stated,

> *"Understanding it should be the first priority. Training and workshops are essential for understanding AI."*

Another participant admitted,

> *"But we don't have the proper knowledge to suggest the institution to invest in necessary AI."*

Closing the knowledge gap is crucial not only for technical implementation but also for strategic decision-making regarding AI adoption within organizations.

Newsroom managers broadly agree that many journalists in their organizations lack education and training in advanced AI tools, which prevents them from fully leveraging these technologies. They also highlighted a notable absence of research into audience preferences and behaviors, leaving newsrooms guessing about what their readers truly want. This disconnect means that AI initiatives often miss the mark, further complicating efforts to enhance audience engagement.
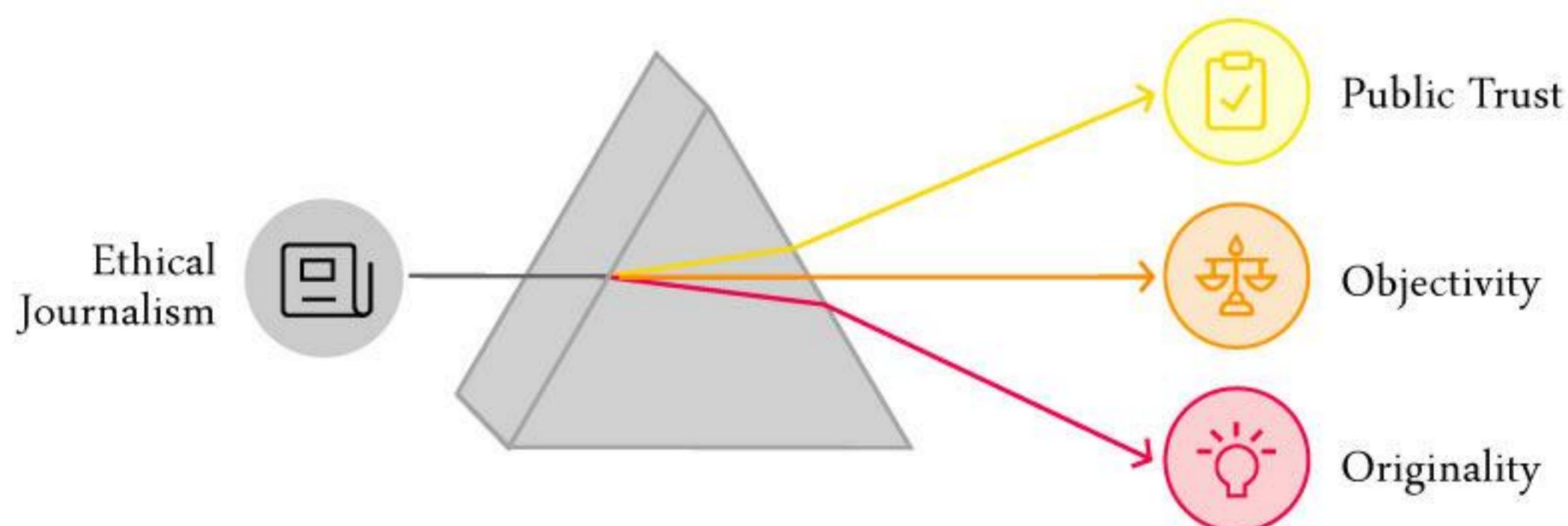
Ethical Concerns of AI

Figure 1.4 : *Ethical Concerns of AI* depicts the three essential principles of ethical journalism that might get harmed by AI - public trust, objectivity, and originality - these three were identified as core concerns in the triangulated findings

The survey findings indicate that concerns about AI's reliability often overshadow vital ethical considerations. Interviews found that without clear ethical frameworks, the integration of AI tools could lead to significant issues, such as biased reporting or diminished trust. As journalists increasingly turn to AI, establishing these ethical guidelines becomes essential to safeguard the core values of the profession.

There is a pressing need for journalists to reconnect with fundamental ethical principles as they integrate AI into their work. The reluctance to disclose AI usage, as evidenced in focus group, such as

> *"We don't know if the audience will take it easily if we mention AI tools"* and

> *"I think, AI shouldn't be mentioned if the journalist works on the final product,"*

indicates a lack transparency - a cornerstone of ethical journalism. This hesitation to openly discuss AI's role could undermine public trust and raises questions about accountability.

Furthermore, the perception that

> *"AI just works as a source. So, there is no need to mention it"* oversimplifies the complex ethical implications of AI in journalism.

This view fails to acknowledge the unique nature of AI as a tool that processes and generates content, potentially influencing the final product in ways that differ significantly from traditional sources. The concern that,

> *"Media is still not ready to grasp the pros and cons of AI and create proper guidelines maintaining ethical principles"* and

> *"First, we need training, then the guidelines should be made,"*

emphasize the urgent requirement for comprehensive training programs and clear operational guidelines.

Needs for Greater Institutional Adoption

Several barriers impede the broader adoption of AI in journalism. Survey found high implementation costs and technical challenges often deter newsrooms from pursuing more sophisticated AI applications. In the wake of political instability and economic downturns, the financial landscape has become precarious. This has created an environment where news organizations struggle to justify investments in technology, especially when resources are already stretched thin. The slow pace of institutional adoption is another significant hurdle.

Industry leaders identified several key needs.

- The comprehensive understanding of AI technology among journalists.
- Training and capacity building programs to bridge the knowledge gap.
- Clear guidelines and policies on AI usage that address practical and ethical considerations, ensuring that journalistic integrity is maintained.
- Raise awareness among managers to address the stigma surrounding new technology.
- Journalism education incorporating effective use and tangible benefits of AI.

They also highlighted the need for ongoing adaptation and improvement of AI integration strategies. As one participant wisely noted,

> *"We should not fear AI. There will be use of it. If any mistakes are made, the gatekeepers are there to mend it."*

RECOMMENDATIONS

This section presents a set of recommendations aimed at fostering responsible AI adoption in Bangladeshi newsrooms and outlines actionable steps for media and civil society organizations to enhance AI literacy, promote ethical use, and support sustainable AI integration to strengthen journalistic integrity and capacity in Bangladesh.

1. Enhance AI Literacy and Understanding among Journalists

Newsrooms should start by equipping journalists with a comprehensive understanding of AI, covering both basic tools and advanced applications like audience insights and data analysis. Training programs should move beyond everyday tools like translation and editing, allowing journalists to unlock AI's transformative potential. As one interviewee noted, *"AI can do more than just edit or translate; if we understand its full capabilities, it could transform our approach to storytelling and data-driven journalism."*

2. Structured Training and Capacity-Building Programs

News organizations must implement structured, ongoing training for journalists at all career stages to address the knowledge gap and reduce resistance. Programs should combine technical skill-building with workshops that tackle cultural apprehension around AI. Partnering with journalism schools and civil society organizations can help expand these initiatives, ensuring accessibility and relevance to various newsroom needs. According to one respondent, *"Training shouldn't be given to everyone at once. Start with management or mid-level; let them lead and bring others on board gradually."*

3. Operationalize AI with Enhanced Human Supervision

The "sandwich method" can streamline AI integration: journalists frame the initial prompts, AI generates a draft, and human editors refine the final output. This structured approach uses AI as a supportive tool, maintaining human oversight and editorial standards. One interviewee emphasized, *"We give prompts, AI generates something, then we edit it. AI works in the middle, and we make the best of it with the sandwich technique."*

4. Create Clear Ethical Guidelines and Policies

With AI tools becoming essential to journalistic workflows, newsrooms need clear policies governing AI use, focusing on ethical standards like transparency and accountability. Guidelines should clarify when and how to disclose AI usage, define acceptable usage percentages (that is, where to use at what percentage, such as transcription, data visualization, basic research headline generation, etc.) while maintaining human editorial oversight, and establish standards for quality and accuracy. As one journalist explained, *"Having institutional guidelines would encourage ethical AI use-it's crucial for both our integrity and public trust."*

5. Promote AI as a Positive Tool to Reduce Stigma

To counter fears and stigma, newsroom leaders should promote AI as an asset rather than a threat, emphasizing its role in enhancing journalism rather than threatening it. Managers can help foster confidence and enthusiasm by emphasizing AI's role in workload management and creative storytelling. *"If management supports AI, we'll adopt it. But they need to set an example,"* noted one participant, emphasizing the importance of leadership in overcoming psychological barriers.

6. Pilot and Evaluate before Full Investment

Before committing to major investments, newsrooms should pilot AI projects, documenting outcomes and audience responses to understand engagement and ROI. This data-driven approach minimizes risks and informs strategic planning. As one interviewee recommended, *"Rather than spending lakhs, invest a little first. See the return, measure engagement, and decide on big investments later."*

7. Integrate AI Education into Journalism Training Curricula

Journalism programs should introduce AI-focused courses, covering applications, benefits, and ethical considerations. By building AI understanding early in journalists' careers, educational institutions help prepare the next generation to confidently and responsibly leverage AI in reporting. An interviewee reflected, *"Teach students manually first, but by their fourth year, they should have a course on AI so they're not only tech-savvy but also ethically grounded."*

8. Develop Adaptive and Evolving AI Strategies

AI adoption should be seen as an evolving process that requires flexibility and feedback. Regular evaluations, iterative improvements, and ongoing feedback allow newsrooms to stay responsive to technological advances and audience preferences. One journalist pointed out, *"Audience preferences change, and we need to adapt our AI use to keep pace-no strategy should be set in stone."*

9. Champion Transparency through AI Disclosure as a Brand Value

Newsrooms can turn transparency into a unique brand value by openly disclosing AI's role in content creation, such as the percentage of AI-generated versus human-edited content. As one interviewee said, *"If AI is our selling point, why should we hide it? We should proudly disclose how it aids our work."* Another echoed, *"Disclosing AI use builds trust, even if it's just drafting a structure."*

10. Strengthen Regional Focus to Overcome Resource Constraints

To support regional journalists facing resource constraints, newsrooms should prioritize basic AI training. With limited manpower, AI can enhance productivity and allow regional journalists to maximize their impact. *"With limited resources, AI could be incredibly helpful for us if we know how to use it,"* noted one regional journalist, expressing enthusiasm for accessible AI training.

11. Leverage Civil Society Advocacy for Funding and Policy Support

Civil society organizations (CSOs) play a vital role in advocating for policy support and funding for AI adoption in journalism. Partnerships with governments, donors, and industry bodies can secure resources for training, infrastructure, and research. *"Support from CSOs can bridge gaps in lower-resourced newsrooms and ensure that AI benefits journalism as a whole,"* suggested one participant.

12. Facilitate Access to Advanced AI Tools through Partnerships

CSOs can negotiate partnerships with tech companies, providing affordable access to advanced AI tools. This approach addresses accessibility gaps, especially for non-English-speaking newsrooms, making AI an effective tool for all journalists. *"If we had affordable access to advanced tools in Bangla, it would be a game changer,"* said one interviewee, underscoring the importance of language-adapted technology.

13. Promote Evidence-Based Approaches to Gauge Audience Trust

To understand AI's impact on public trust, newsrooms should conduct data-driven studies comparing audience preferences for AI-assisted versus human-generated content. By involving audiences, newsrooms can align their AI strategies with audience expectations, fostering transparency and trust. *"Ask the audience: show them AI-aided versus human-written news, see what they prefer. Only data will answer if AI harms or builds trust,"* one interviewee advised.

14. Reframe AI as a Career Growth Opportunity

Instead of focusing on potential job losses, AI should be reframed as a tool for career growth. By cultivating skills that complement AI, such as data analysis, journalists can view AI as a pathway to new opportunities. As one journalist pointed out, *"Upskill yourself. AI can create new sectors in data collection, processing, and storytelling. We'll need new skills for new opportunities."*

CONCLUSION

The media landscape is undergoing a profound shift with the integration of AI in journalism. This experimental period has brought both challenges and opportunities. While individuals are actively testing and refining AI tools to meet evolving industry demands at limited levels, newsrooms face basic knowledge gaps, ethical unawareness, and regional disparities that must be addressed.

To navigate this change successfully, news organizations need to adopt a strategic, multifaceted approach. This includes implementing ethical guidelines, encouraging a culture of innovation, and providing targeted training to address technological fears and knowledge gaps among journalists and executives. Newsrooms should engage in continuous discussions about the long-term effects of AI on journalistic integrity, transparency and the changing landscape of media industry. By addressing these critical issues, news organizations can harness the full potential of AI to enhance core newsroom practices, especially in content creation, audience engagement and operational efficiency. Management should help create awareness around the capacity of AI powered tools to improve the speed, quality, and personalization of news reporting, ultimately strengthening newsroom's ability to serve its audiences.

The integration of AI in journalism is still in its early stages and the existing research in Bangladesh remains limited in scope, often focusing on isolated case studies or specific media types. This study is a modest attempt at addressing the emerging and rapidly evolving issue. To gain a more comprehensive understanding of this profound transformation, further in-depth and wide-ranging studies are required from micro to macro levels, particularly with a focus on the ethical, cultural, and economic dimensions of AI's role in the newsroom. Additionally, a focus on audience trust and perception will be essential to guide ethical decision making as AI continues to shape the news media landscape.

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