YLE NEWS LAB

FUTURE OF JOURNALISM

AI and News

New Tools and New Challenges

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Head of Democracy and Digitalization

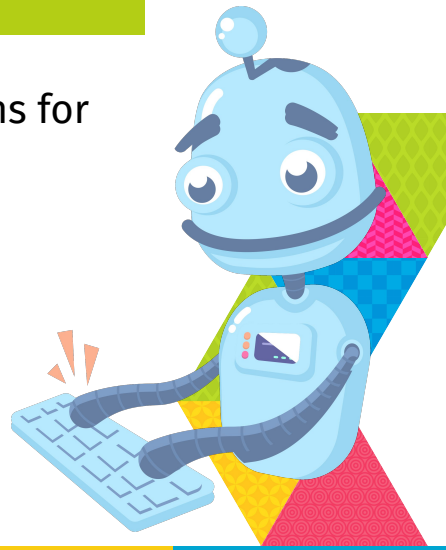
Yle News Lab's Democracy and Digitalization

Elections and democracy

AI and journalism

Collaboration and experiments

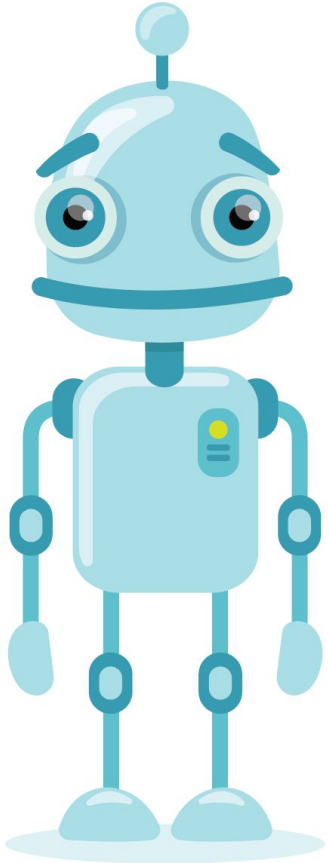
We use user-centered design and technology for finding solutions for difficult problems modern day democracies are facing.



This robot here is Voitto.

He got his first job in December 2016.

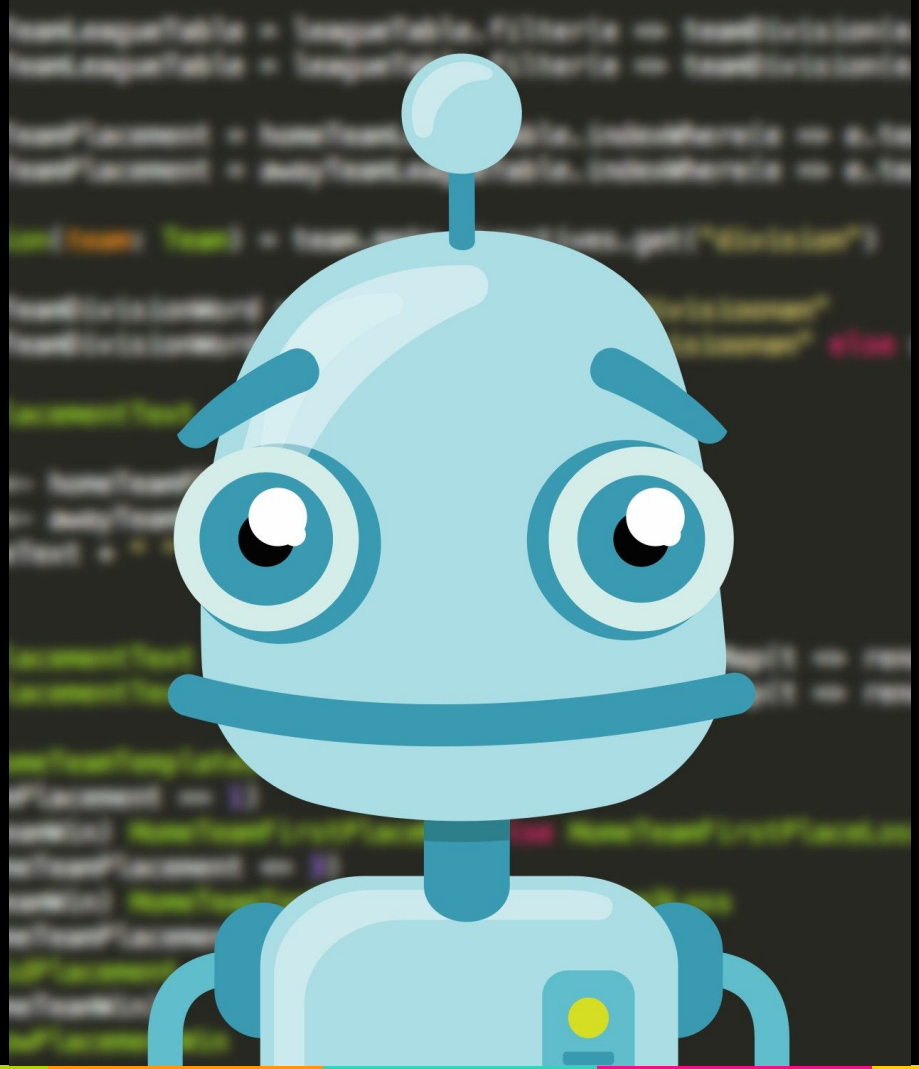
His first task was to write simple stories about hockey matches.



It was a short experiment. Everything went well.

Until it was time to turn Voitto off.

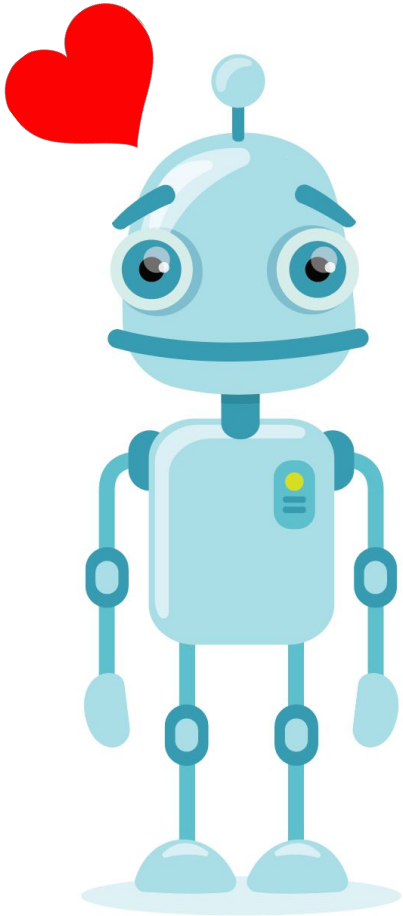
The only bug we had was in the off button.



Robo-journalist Voitto is pretty simple piece of code.

No machine learning. No hallucination, no made up stories.

Only facts.



Puolueiden kannatus - Mikkeli

Äänestysprosentti

58,7%

Sukupuolijakauma

Valtuusto – 75 paikkaa

EHDOKAS	PUOLUE	ÄÄNIÄ	VERTAILULUKU	STATUS
Korhonen, Seija	KESK	471	2985,000	Valitaan
Toivakka, Lenita	KOK	298	2566,000	Valitaan
Taavitsainen, Satu	SDP	455	2535,000	Valitaan
Pekonen, Petri	KESK	111	1492,500	Valitaan
Valtola, Pirkko	PS	506	1314,000	Valitaan
Viitamies, Pauliina	KOK	188	1283,000	Valitaan
Kauppi, Marja	SDP	234	1267,500	Valitaan
Nepponen, Olli	KESK	97	995,000	Valitaan
Seppälä, Arto	KESK	156	855,333	Valitaan
Berndt, Rauni	KOK	141	767,000	Valitaan
Nykänen, Heikki	VIHR	125	657,000	Valitaan
Kivinen, Harri	SDP	103	633,750	Valitaan
Korhonen, Seija	KESK	471	2985,000	Varalla
Toivakka, Lenita	KOK	298	2566,000	Varalla
Taavitsainen, Satu	SDP	455	2535,000	Varalla
Pekonen, Petri	KESK	111	1492,500	Varalla
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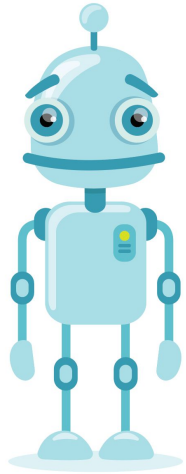
KUNTAVAALIT 2017

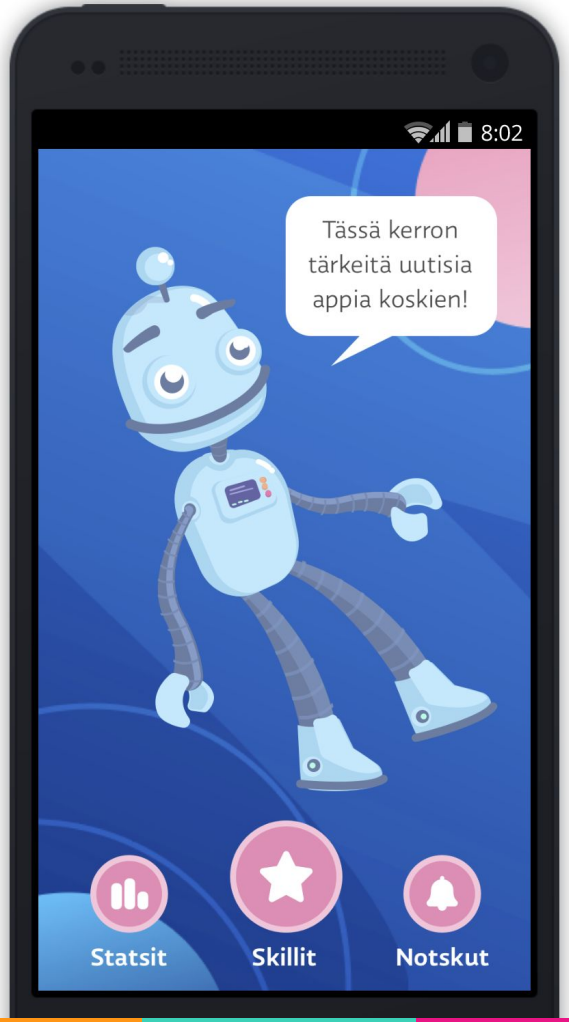


Voitto does machine learning too, first time in 2018.

This Voitto predicts which News article should be pushed to a specific user.

We even made a React Native app for R&D testing, Voitto the App.

One experiment was personalized feedback for journalists – especially when they made a new achievement.



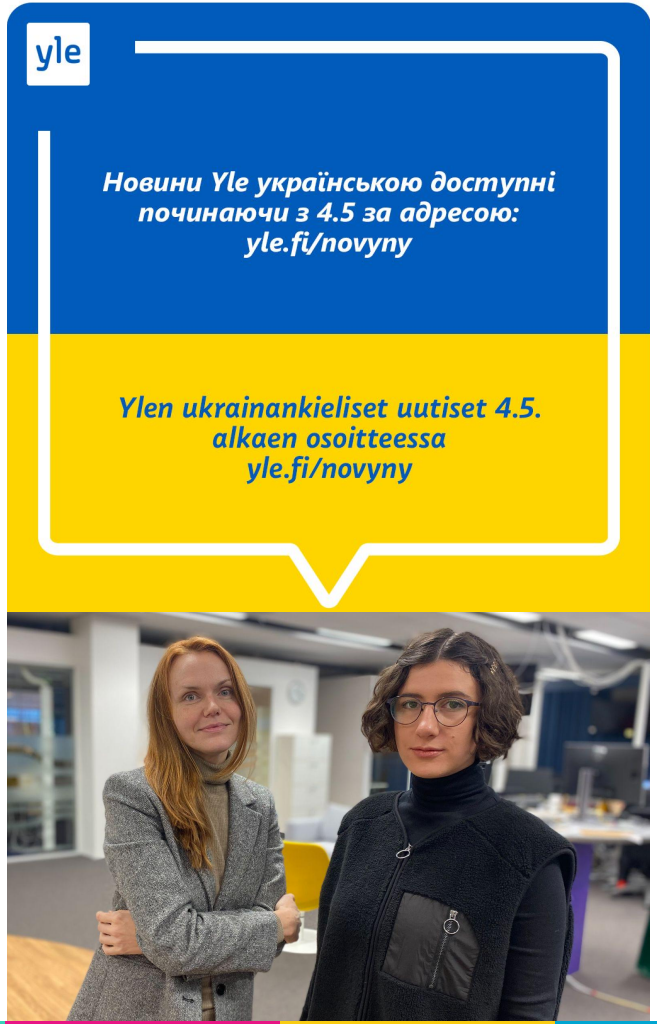
Yle Novyny – Ukrainian News Service

AI technology evolved. Creating previously complicated things got a lot easier – or at least possible.

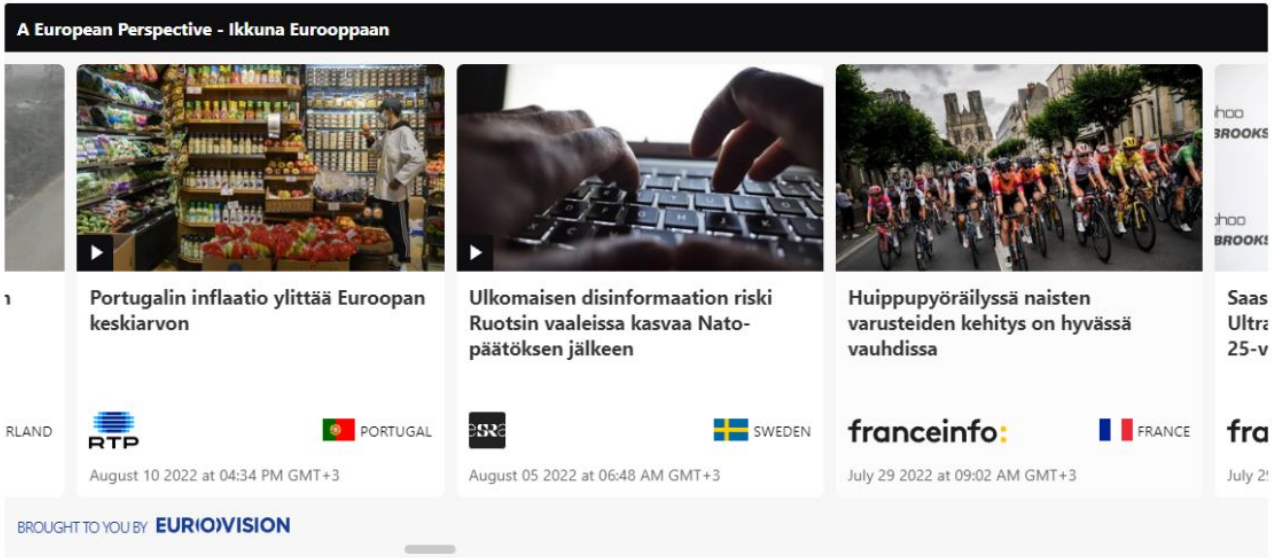
In 2022 we set up a service for Ukrainian refugees in just a few weeks.

This is the first time we build a process and tools for human and AI co-operation from the start.

Next we will translate videos.



EBU News Sharing



Content Analysis

We are building NLP-based analysis to find out who we give voice to.

Our goal is to understand and monitor the diversity of our news coverage. That makes is possible to set measurable goals.

Legend
PERSON
GPE
ORG

Erityisesti rakenteelliset korruptioriskit saattavat jäädä indeksissä huomioimatta, toteaa Transparency Internationalin Suomen-osaston hallituksen puheenjohtaja Ilkka Penttinen Fouto.

Google: | Ilkka Penttinen Fouto | Suomen | Transparency Internationalin

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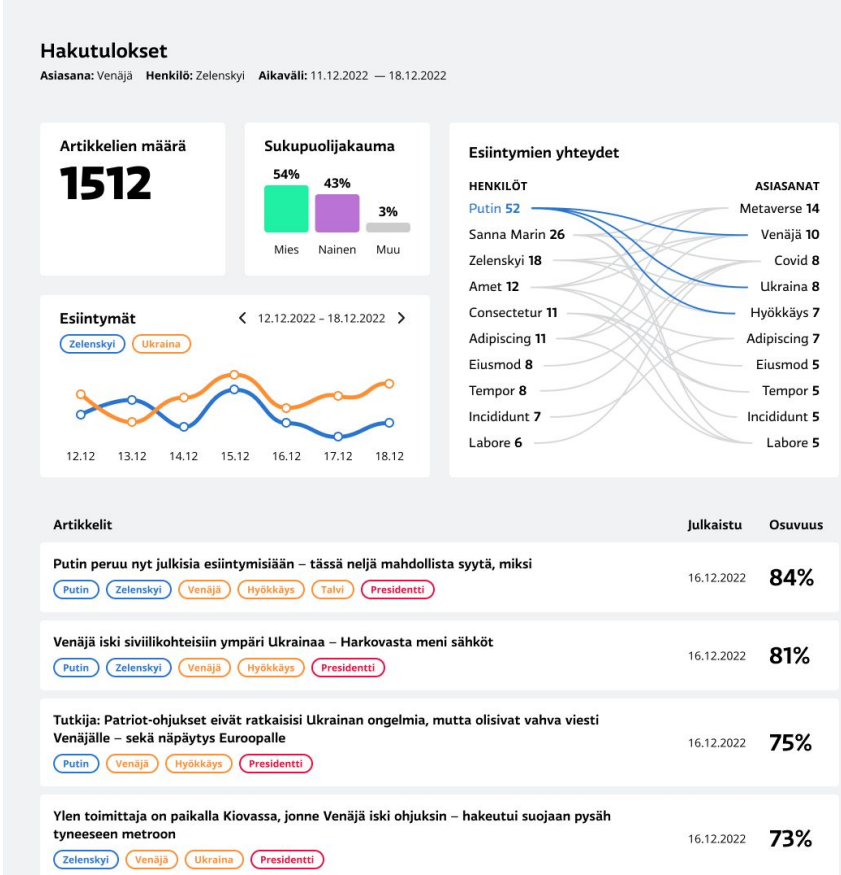

Well then.
Generative AI and News.
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Truth Business

A photo used to be evidence of what happened.

Soon anyone can use AI technology to create fake anything digital.

It will be difficult to know what is true and what is made up.

But for many it already is. It just gets more complicated.

Playbook for Bad Guys

Divide and conquer.

To mess up a society, aim for trust. Trust in scientists, media, politicians, institutions and each other.

You don’t even need to convince people. Just flood them with conflicting information. Alternative stories. Make them doubt everything.

Generative AI technology will be a powerful tool for bad guys.

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Awesome Tools for Good Guys

- Saving time for more important work
- Finding relevant information from large data masses
- Better view of the world around us
- Removing language barriers
- Personalized content and user experience
- Playing around with AI – what-iffing, boost in creativity, finding new ideas

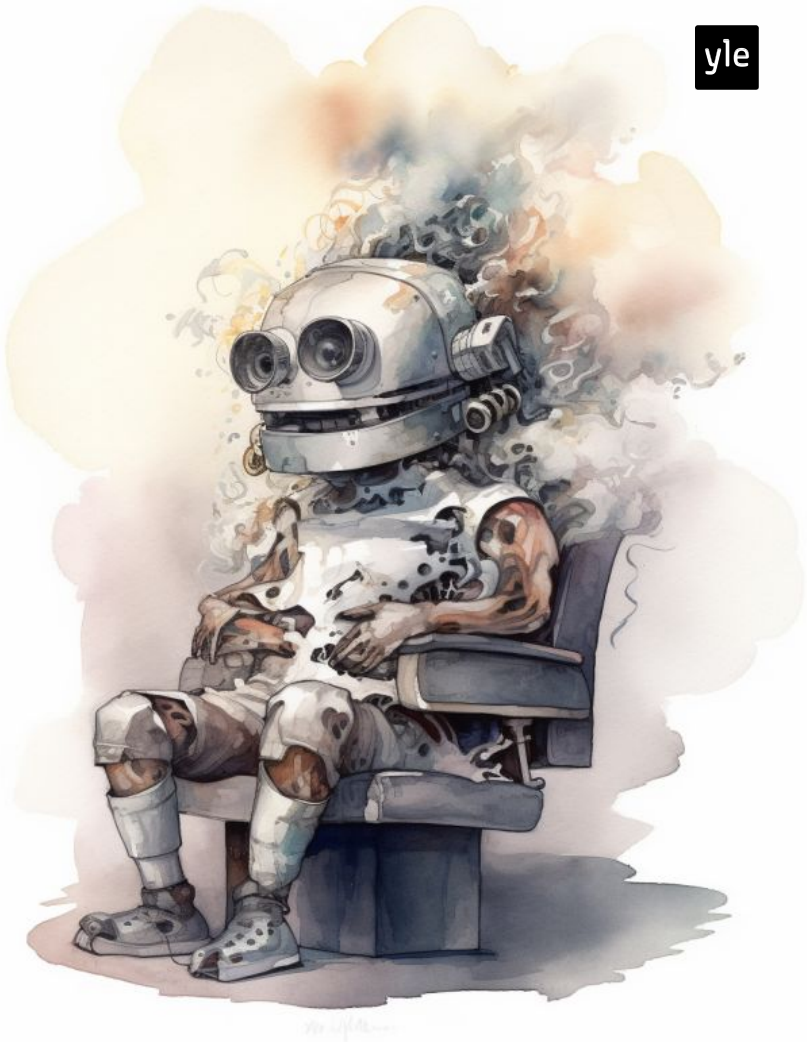
The Real AI Superpower

AI doesn’t get tired.

By getting tired I mean getting tired of us. At least I hope it doesn’t…

THAT is truly a superhuman quality. It opens up new possibilities for human creativity.

But you need new skills too – how to play and work with AIs.



ChatGPT can write about almost anything and for almost any audience

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Q **Can ChatGPT help me write a story targeting different audiences?**

A Yes

1. You can ask ChatGPT to modify its response by **mentioning or describing a target audience**
2. Even if you don't explicitly mention a target audience, **the preceding conversation will affect the style** of ChatGPT's responses
3. You can also ask ChatGPT to **describe the needs and expectations of a target audience** directly

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You can’t tell if ChatGPT’s text is true just because it is fluent and convincing

WHAT TO BE MINDFUL OF

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Q **Can I trust ChatGPT?**

A Not necessarily, because ChatGPT can’t tell fact from fiction and can “hallucinate”

1. ChatGPT’s answers **seem convincing, even if the content is completely made up**
2. ChatGPT may provide **sources that are imaginary or irrelevant**. Noticing errors may require very close reading
3. **The better and more reliable an AI is, the more harmful “hallucination” becomes**: the more we trust the algorithm, the less critical we become

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The possibilities of AI will be limited more and more by social factors as opposed to technical ones

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Q **What roles could a future ChatGPT play in journalism?**

A Many roles

1. A tireless research assistant for **finding and sorting through massive amounts of data** - many tasks will become easier with new tools
2. A patient friend for **testing and bouncing new ideas off of**
3. A sharp editor for **reviewing and editing text**

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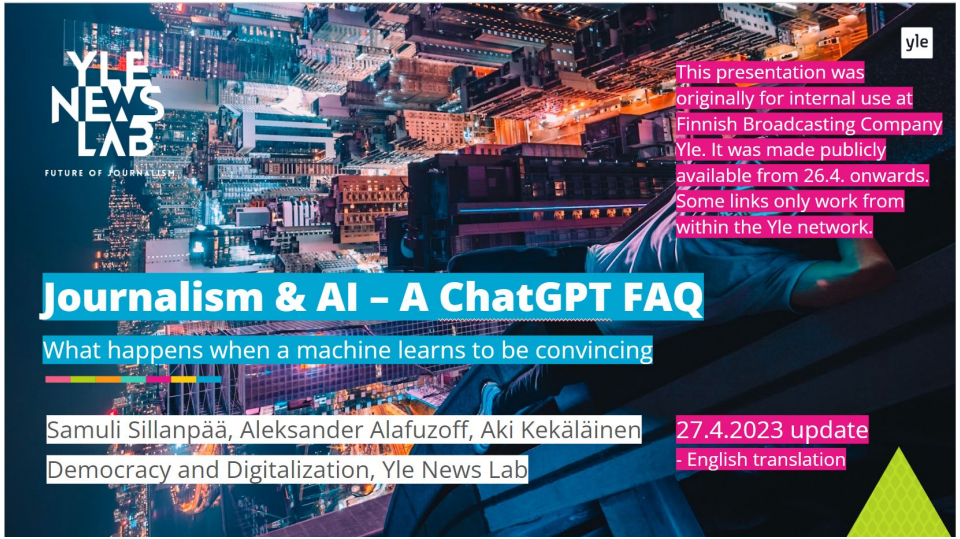
Our Full 63 Pages of ChatGPT FAQ: newslab.yle.fi



Topics:

How can ChatGPT help with journalistic work?

What should I be mindful of when using ChatGPT?

How does ChatGPT work?

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Haluatko tietää lisää?
https://newslab.yle.fi/