

Unveiling the role of artificial intelligence in journalism

Artificial Intelligence (AI) is no longer a sci-fi fantasy; it has become part of journalism in the modern world. AI is emerging as a helping hand, transforming the process of research, reporting, and dissemination of stories. This revolution is facilitated by the statistical and technological software that enables the AI to sift through massive amounts of data, pick up patterns, and generate insights (Google News Initiative, n.d.). For media practitioners and journalists in Kenya, realizing this intersection of AI and statistics is key in addressing this rapidly evolving media landscape.

Essentially, AI relies on data. Statistical models underpin machine learning, allowing algorithms to learn from experience and forecast the onset of future events (Pew Research Center, 2024). This aspect is particularly significant in journalism since the ability to forecast trends is in high demand especially in the media field. For example, a journalist fully equipped with AI application that allows him/her to read social media sentiments or track people's opinions in real-time; instead of spending hours researching facts, they can focus on telling interesting stories that will engage their audience.

Natural Language Processing (NLP) is arguably one of the most exciting application of AI in journalism. With sophisticated statistical techniques, NLP enables computers to read, apprehend and write human language. This technology enables computers search through millions of articles to extract information to aid reporters in their investigations (AILYZE, 2025). During an campaigns and election periods, for instance, AI can read speeches and debates and identify the emotional tone conveyed by candidates and report that to reporters, providing them with essential insights that they will use to frame their stories.

With data journalism, AI's mathematical prowess allows obscured narratives in complex datasets to be revealed easily. Journalists can uncover trends and outliers hidden from them by applying these AI technologies. This isn't a matter of numbers but about extracting human stories amidst the numbers and other forms of data. Examining data from various sources by reporters can improve their approach towards comprehensive of topics such as social issues, say health disparities or financial concerns, thereby driving informed reporting and public discussion.

Integration of AI into journalism is no exception to challenges. Ethical cases are severe particularly regarding biases in AI systems. If the information used to train these models has biases that exist within the society, the outputs themselves can reinforce the same in the news reporting (Pew Research Center, 2024). This calls for the practice professional ethics and critical thinking by journalists to filter or tame these errors. They should be prepared to challenge the sources of the information and algorithms hence ensuring authenticity of storytelling being made to the public.

In addition, the threat of job loss or replacement within an AI-based industry cannot be overlooked. As certain tasks are automated, the role of media professionals in newsrooms could be a concern. Despite all these, AI must be perceived as a mechanism that complements, not usurps, human creativity.

The greatest stories are more likely to be born from the experiences, emotions, and perceptions of humans—something that cannot be replicated by AI (Google News Initiative, n.d.). This means news people must stick to good ethics and think deeply to control or fix these mistakes. It is prudent for humans to inculcate artificial intelligence technology effectively and also understand the statistical foundation and application of AI. With the promised adoption of AI, reporters can dedicate more time to in-depth reporting, analysis, and storytelling.

In Kenya where the media landscape is rich and diverse, the potential of AI is particularly significant. Journalists can leverage AI in order to connect with people on a more personal level, reaching out to local concerns and giving voice to marginalized voices. News writers can use AI to speak to local worries, and hear less-heard voices. AI can help figure out what the community needs and likes, helping news people make stories that hit closer to what is real for their readers. News writers should learn to read data, identify biases, and maintain transparency in reporting for a resilient media culture.

In conclusion, AI in journalism is restructuring the manner in which stories are told and heard. The future of news is not people against machines, but both working together. Integrating and embracing AI in media will foster professionalism in the line of work. There is need for rigorous efforts to harness artificial intelligence in the media field without compromising the ethical customs. It's time to take the lead in advocating for a more informed society dedicated to truth, transparency, and the invaluable role of journalism.

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