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Implementation of artificial intelligence systems in the transformation of journalism and advertising: international experience and current trends in the information world

The report analyzes the impact of artificial intelligence on the transformation of journalism and advertising, examines current trends in international experience, news automation, targeted advertising, and content personalization. The prospects for the development of artificial intelligence technologies to ensure the effectiveness of media and advertising campaigns are highlighted.

Implementation of artificial intelligence systems

Artificial intelligence (AI) systems have become one of the most influential technologies in recent years, and their use is transforming a number of industries, including journalism and advertising. The use of AI allows to increase work efficiency, optimize content production and distribution processes, personalize advertising and interaction with the audience. International experience shows that media and advertising companies are actively integrating these technologies into their strategies, contributing to the fundamental transformation of the information world.

Artificial intelligence in journalism

One of the most prominent examples of AI in journalism is the automation of news production. Thanks to data processing and natural language processing (NLP) algorithms, artificial intelligence is able to generate its own news from databases related to areas where quantitative information is important, such as financial markets and sports. For example, large international news agencies such as the Associated Press and Reuters are actively using AI systems to create simple news. This saves time and resources, allowing journalists to deal with more complex and analytical issues.

The great interest in this technology has brought certain results, bringing to the forefront stories about the extraordinary abilities of artificial intelligence, especially creative ones, and that it will soon replace workers in creative professions (writers, artists, screenwriters, photographers, etc.) [1, p. 25].

However, there were also negative experiences, such as the publication of fake biographies of writers: Novy Kanal newspaper published articles on the birthdays of Taras Shevchenko and Oles Honchar [2]. Let's also mention the scandal with illustrations created by artificial intelligence after the tragedy in Dnipro [3].

With the development of digital platforms and social media, the problem of disinformation is becoming increasingly serious in many countries, and AI is a powerful tool to combat fake news. Machine learning systems can analyze large amounts of information and find sources of misinformation, contradictory facts, and disinformation. Organizations such as Full Facts and Snopes use AI to automate fact-checking, especially in political news and publications.

Modern news platforms use artificial intelligence to create a personalized news consumption experience. Recommendation algorithms analyze user behavior, interests, and preferences to create personalized news feeds; companies such as Google News and Yahoo! News, use AI to select news that best suits the interests of specific readers. This allows media outlets not only to increase audience engagement but also to monetize their content more effectively through advertising.

Ukrainian media are also actively applying AI technology in their daily work. For example, Suspilne TV already uses AI to automatically generate subtitles for its news programs and make them accessible to people with hearing impairments; the editorial office of ICTV's Fakty TV channel uses AI to analyze social media, identify and verify information in these media to help fight disinformation [4, p. 107].

Artificial intelligence in advertising

One of the most common ways artificial intelligence is used in advertising is targeting. Modern algorithms can analyze user behavioral data, search queries, interests, and demographics to create personalized advertising campaigns. The technology, used by such large companies as Google, Facebook, and Amazon, helps brands increase the effectiveness of advertising by targeting the audience they are most interested in.

The ability of artificial intelligence to create conceptual images where none existed before makes it an ideal tool for design and creativity, as well as a valuable tool for companies and marketers. Productive AI can create visual language, composition, fonts, and ideas tailored to the research needs of marketers, creating solutions to their problems or visuals that meet audience demand [5].

With big data and machine learning, advertisers can better understand consumer behavior and predict their needs. This helps advertising to be less intrusive and more relevant to individual users.

Artificial intelligence is already actively used in the process of creating advertising materials. Algorithms can create different versions of advertising banners, texts, and videos, test their effectiveness in real time, and adapt them according to user reactions. By automating the creative production process in this way, companies can reduce the cost of content production while maintaining its quality.

Artificial intelligence is an analytical and pragmatic approach to advertising: AI-based tools have access to huge amounts of information and data, and thus are able to accurately predict future trends and statistics, using generative systems to create precise answers to the task at hand. One of the most interesting features of AI is its continuous development process, similar to human development. AI constantly learns and adapts to the needs to make optimal decisions. [6, c. 231].

In addition, AI systems can analyze emotional reactions to advertising, which allows adapting content to the user's emotional state. For example, IBM Watson is used to create more emotional advertising campaigns by analyzing consumer behavior.

Thanks to the capabilities of artificial intelligence, interactivity is becoming an important trend in advertising. Modern advertising campaigns can use augmented reality (AR) and virtual reality (VR) to create interactive interactions with brands. For example, fashion brands use augmented reality technology to allow users to virtually try on clothes before buying them.

Such interactive technologies not only increase interest in advertising, but also help create a deeper connection between the consumer and the brand. Interaction with interactive content increases brand loyalty and the likelihood of conversion.

International experience and examples of AI implementation

The Washington Post actively uses artificial intelligence to automate the news production process: In 2016, the newspaper introduced its own AI system called Heliograph, which can create simple news stories based on data. Initially, the system was used to cover sports events and elections, but since then, its capabilities have been expanded, and now Heliograph generates thousands of stories on various topics.

The Chinese company Alibaba is one of the leaders in the application of AI in marketing and advertising. Alibaba uses machine learning algorithms to analyze large amounts of data on user behavior and automate advertising campaigns. The advertising system can automatically create banners, texts, and videos tailored to specific user interests.

Spotify, a music streaming service, uses artificial intelligence to analyze users' music preferences. The algorithm not only selects music based on what the user has listened to in the past, but also uses this data to personalize ads. These ads are more relevant to the user, as they take into account their musical preferences and emotional state.

Conclusion.

The introduction of artificial intelligence in journalism and advertising is becoming one of the key factors in the transformation of the information world. International experience shows that artificial intelligence can automate routine processes, improve the personalization of content and advertising, and create new forms of interaction with the audience. It is expected that further technological development and wider adoption of AI will further transform these areas, making journalism more efficient and advertising more personalized and interactive.

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