News Item

AI will not revolutionise journalism, but it is far from a fad | Oxford Internet Institute

By Felix Simon

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> If it were up to ChatGPT, the introduction to this piece would read as follows: 'Many people seem to believe that artificial intelligence, specifically large language models like ChatGPT, will completely revolutionise the field of journalism. In reality, the impact of AI on journalism will be much more gradual and nuanced. It will vary depending on the specific application and the context in which it is used.'
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> Arguably, this is not quite as punchy as it could be, but admittedly its good enough. All it took was a prompt with some specifications in the form of bullet points, and voila, at the click of a button an introduction was born.
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> In the future, the little exercise I have performed here will be something journalists will probably do as routinely as making themselves a cup of coffee. They will generate summaries of articles already written, polish their writing style or create illustrations that can be used on the fly. In some cases, they already do (with mixed results, as the CNET example shows).

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