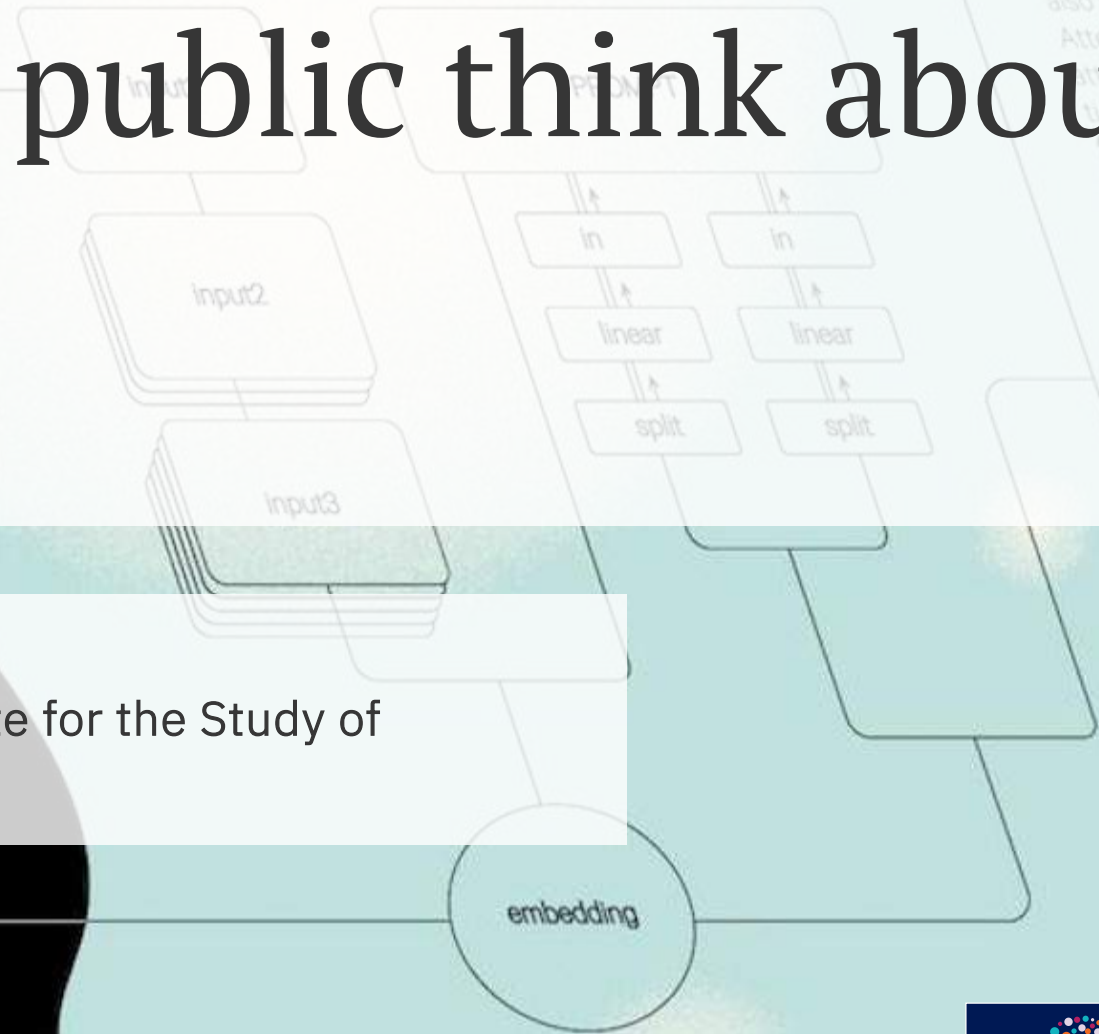


What does the public think about generative AI in news?

Nic Newman

Senior Research Associate, Reuters Institute for the Study of Journalism, University of Oxford



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Three pieces of research

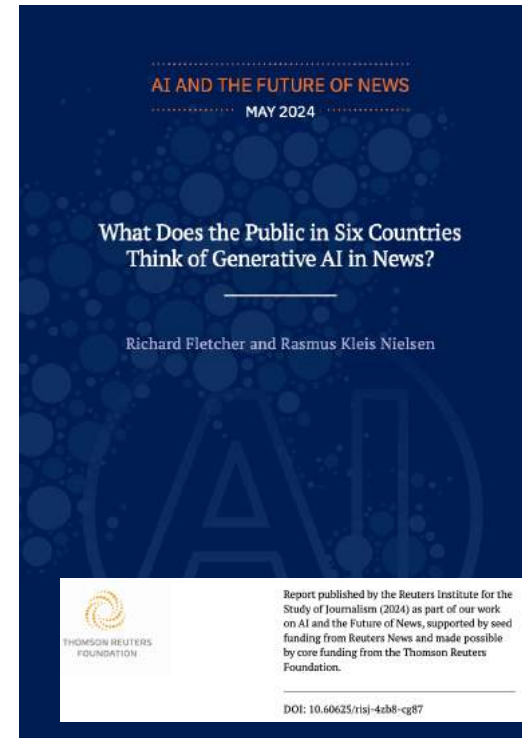
Complementary studies that tackle different parts of the AI puzzle

1.



28 countries,
Awareness, misinformation, news
(YouGov)

2.



6 countries
More detailed focus on Gen AI
(YouGov)

3.



3 countries (UK, US, Mexico)
Understanding use cases/nuances
(Craft/Human Intelligence)

Sample details for the qual

Three countries



United States



United Kingdom



Mexico

All had to...



Consume news digitally

Articulate a **relatively informed opinion about AI**, showing they could grasp the concepts we were interested in discussing



Variation across sociodemographic characteristics, news use, and AI attitudes



Gender



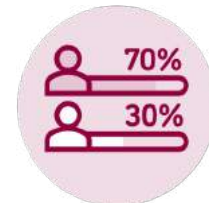
SEG/
income



Location



Ethnic
diversity



Political
leaning



Amount of
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consumed

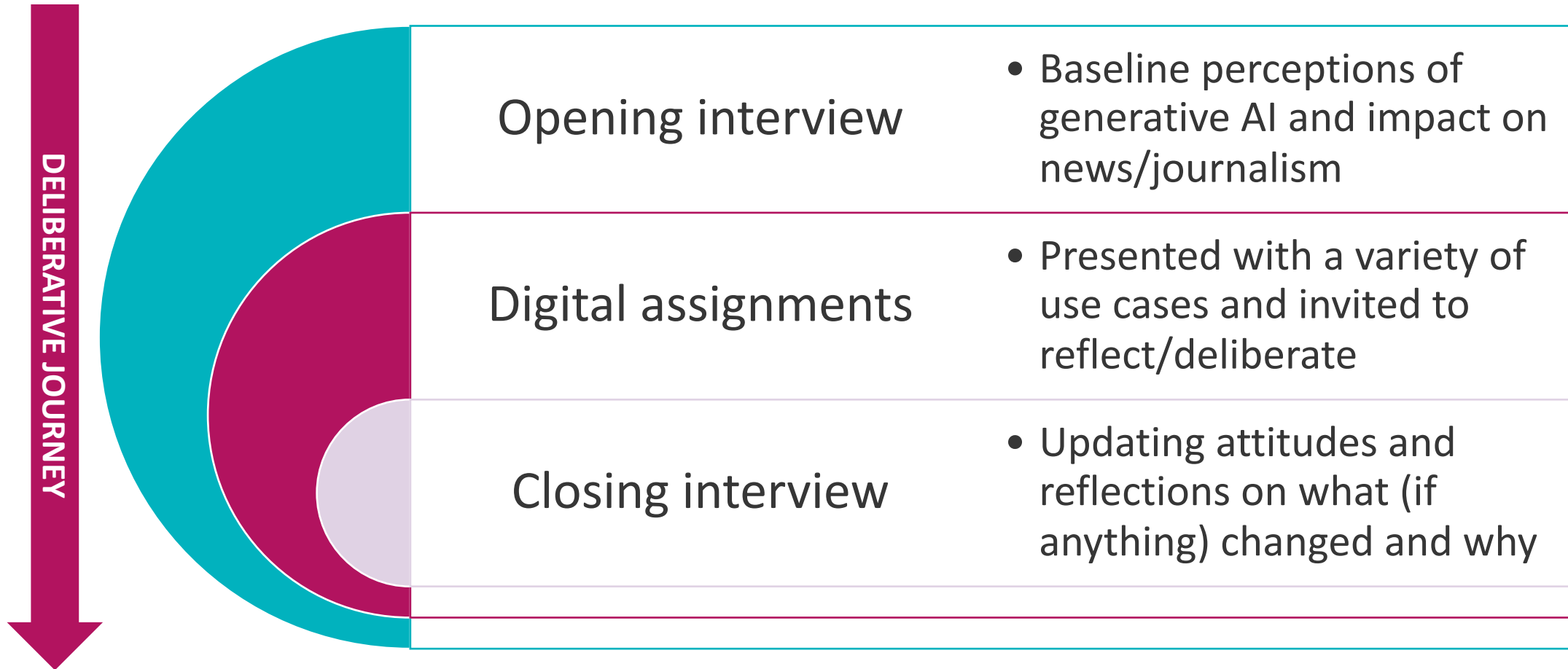


Topics of
news
consumed

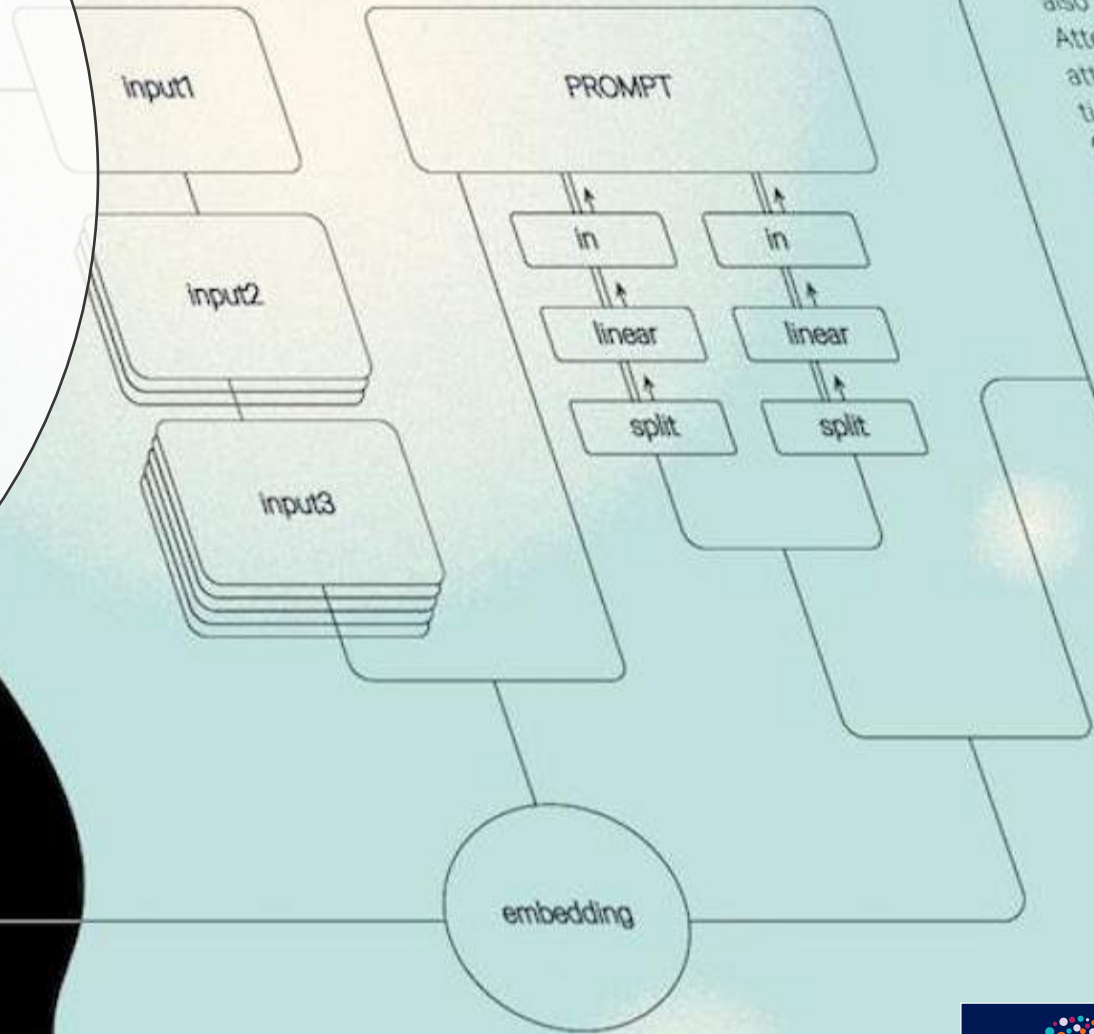


Attitudes
towards AI

Deliberative methodology for the qual study



Public's use of generative AI



dimension d_k , and values of dimension d_v . For a query with all keys, divide each by $\sqrt{d_k}$ and weights on the values. In practice, queries simultaneously, packed together also packed together into matrix. Attention(Q, K, V) = softmax(QK^T / \sqrt{d_k})V. Attention functions are additive. Dot-product attention is a factor of $\sqrt{1/d_k}$. Additive attention feed-forward network with constant retical complexity, dot-product in practice, since it can be implemented in code. While for small d_k , dot-product attention outperforms. We suspect the complexity of d_k . To cover the Multi-Head Attention mechanism, d_k and d_v dimensions, keys and values are split into d_k/d_k and d_v/d_v components of d_k and d_v . Then their values. Their values, attention functions. Conclude. Why do we use 8 heads?

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Awareness of different generative AI tools and products

In every country, awareness of ChatGPT is much higher than for all other tools.

Next are tools from large technology companies

Then it's specialised AI products.

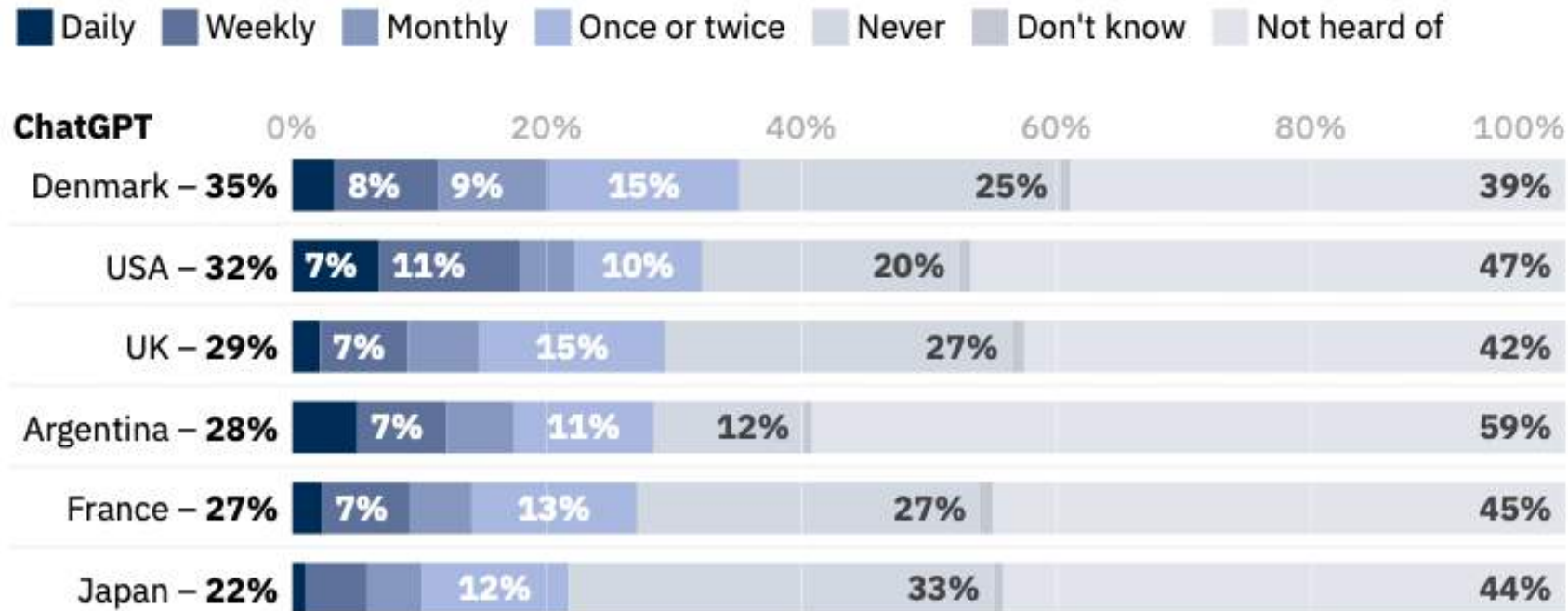
20-30% have never even heard of any of these.

	Argentina	Denmark	France	Japan	UK	USA
ChatGPT	41%	61%	55%	56%	58%	53%
Google Gemini (formerly Bard)	15%	15%	13%	17%	15%	24%
Snapchat My AI	17%	29%	13%	4%	14%	21%
Microsoft Copilot	15%	13%	13%	14%	17%	22%
Meta AI (LLaMA)	12%	7%	15%	13%	12%	27%
Bing AI	11%	12%	8%	11%	17%	24%
YouChat	15%	5%	10%	5%	7%	16%
Midjourney	4%	6%	8%	2%	8%	7%
Rakuten AI	4%	1%	5%	6%	3%	7%
Replika	3%	2%	3%	1%	3%	7%
Claude	3%	2%	3%	2%	3%	5%
Grok	1%	2%	2%	1%	4%	6%
Mistral (Mixtral)	2%	2%	3%	2%	2%	3%
Perplexity.ai	2%	1%	2%	1%	2%	3%
None of these	22%	21%	24%	19%	30%	19%

AI_brandheard. Have you heard of any of the following generative AI chatbots or tools? (Please select all that apply). Base: Total sample in each country ~ 2000.

Use of ChatGPT specifically

ChatGPT is also the most widely used generative AI tool. Between one quarter and one third have used it - but very few use it frequently.



AI_branduse. How often, if at all, do you typically use each of the following generative AI chatbots or tools for any purpose?
Base: Total sample in each country ≈ 2000.

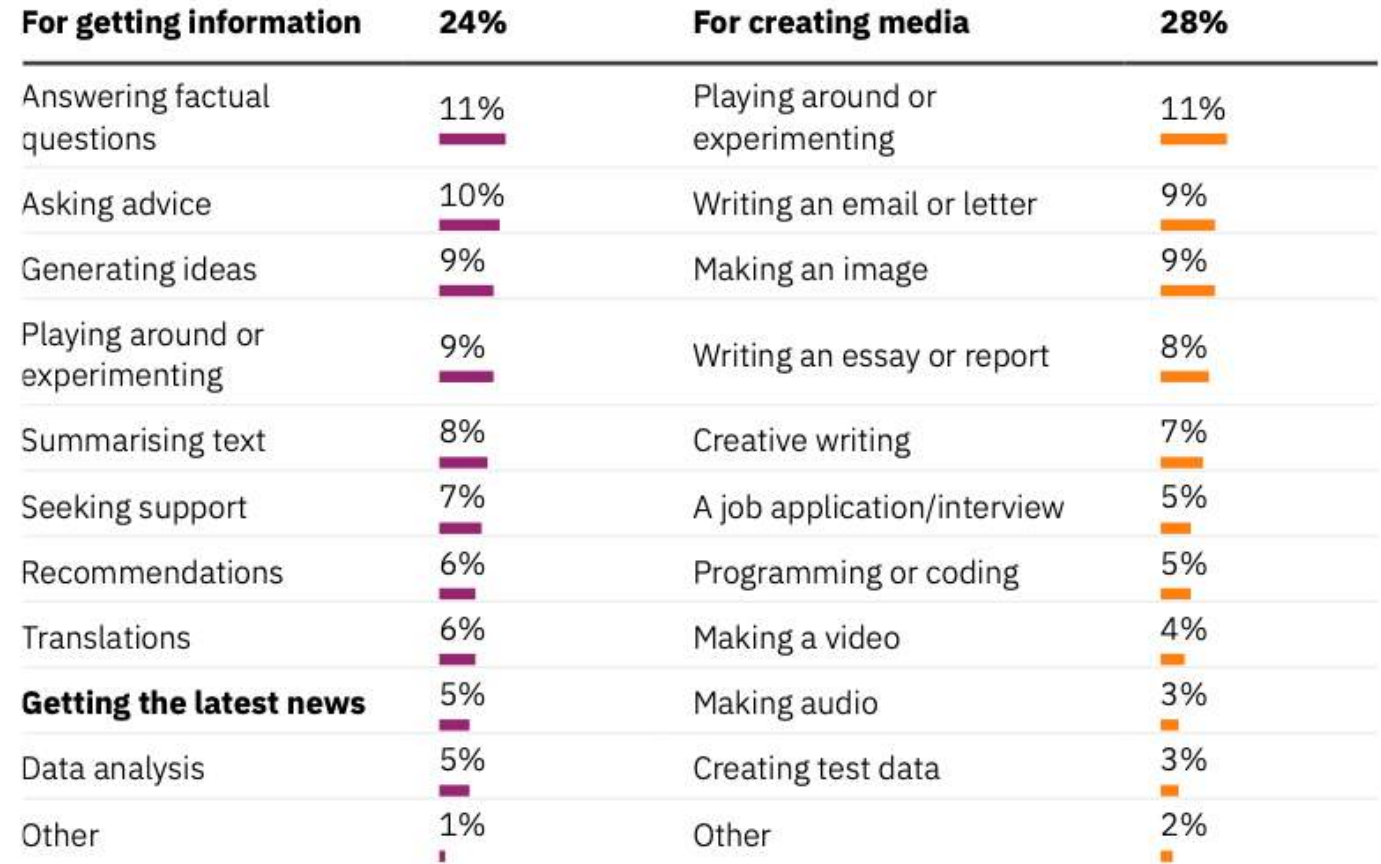
Different ways that people use generative AI

Roughly equal proportions are using generative AI for **getting information** and for **creating media**.

Just 5% have ever tried to use generative AI to get news.

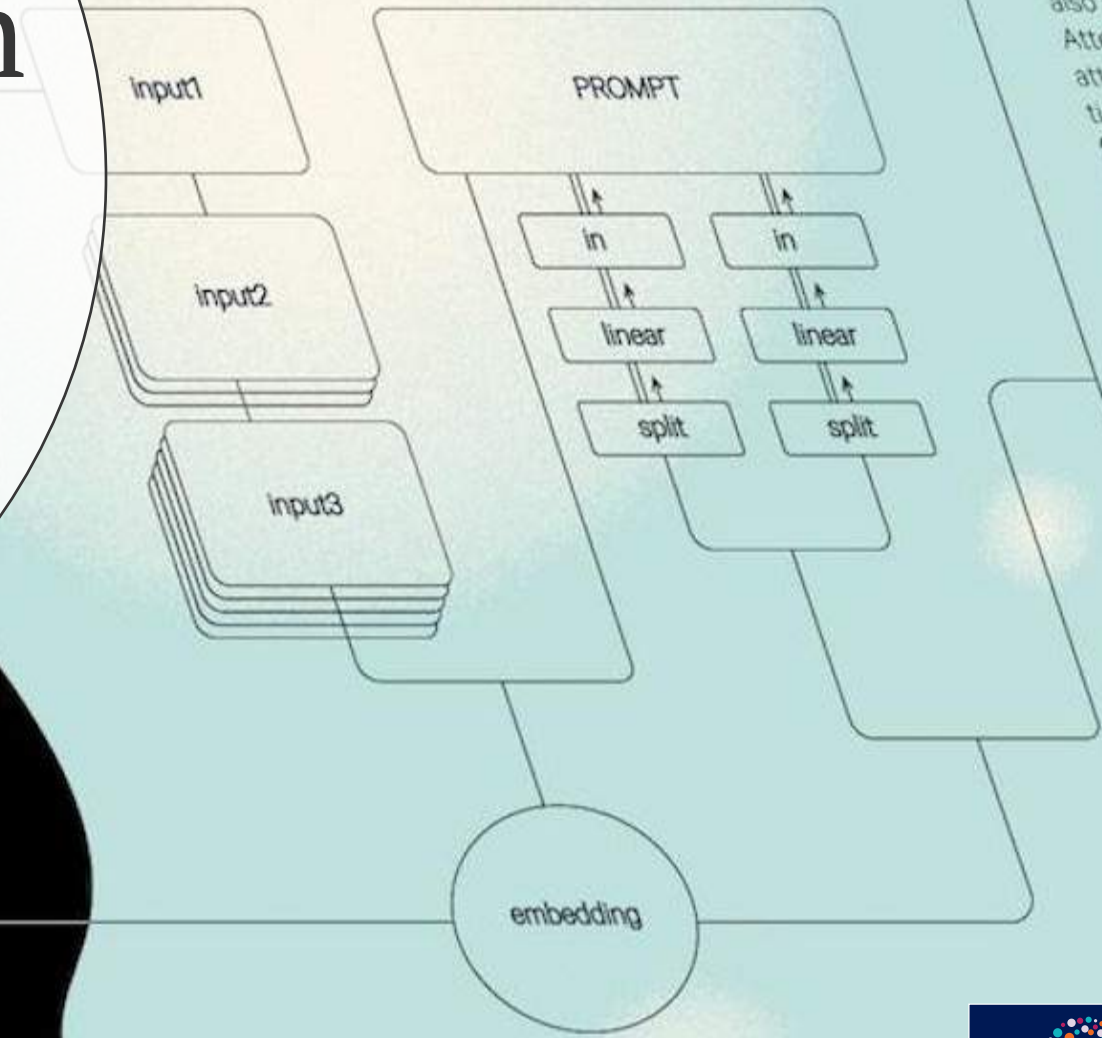
People are more likely to use generative AI in their private life than at work/school.

And people tend to have high trust in/approval of the outputs (but only among users).



AI_outputs. You said you have used a generative AI chatbot (e.g. ChatGPT, Microsoft Copilot, etc.) or tool ... Which, if any, of the following have you tried to use it for (even if it didn't work)? Base: Total sample across Argentina, Denmark, France, Japan, UK, USA = 12,217.

Public opinion on use of Gen AI in different sectors



dimension d_k , and values of dimension d_v . For a query with all keys, divide each by $\sqrt{d_k}$ and weights on the values. In practice, queries simultaneously, packed together also packed together into matrix. Attention(Q, K, V) = softmax(QK^T / $\sqrt{d_k}$)V. Attention functions are additive. Dot-product attention is a factor of $\sqrt{1/d_k}$. Additive attention feed-forward network with constant retical complexity, dot-product in practice, since it can be implemented in code. While for small d_k , dot-product attention outperforms. We suspect that the magnitude, pushing the gradients 4. To cover Multi-Head Attention del-dimensional the queries, key d_k and d_v dimenries, keys and d_v -dimensionponents of Then their values. T values, attendtions. Con Wh dr 8

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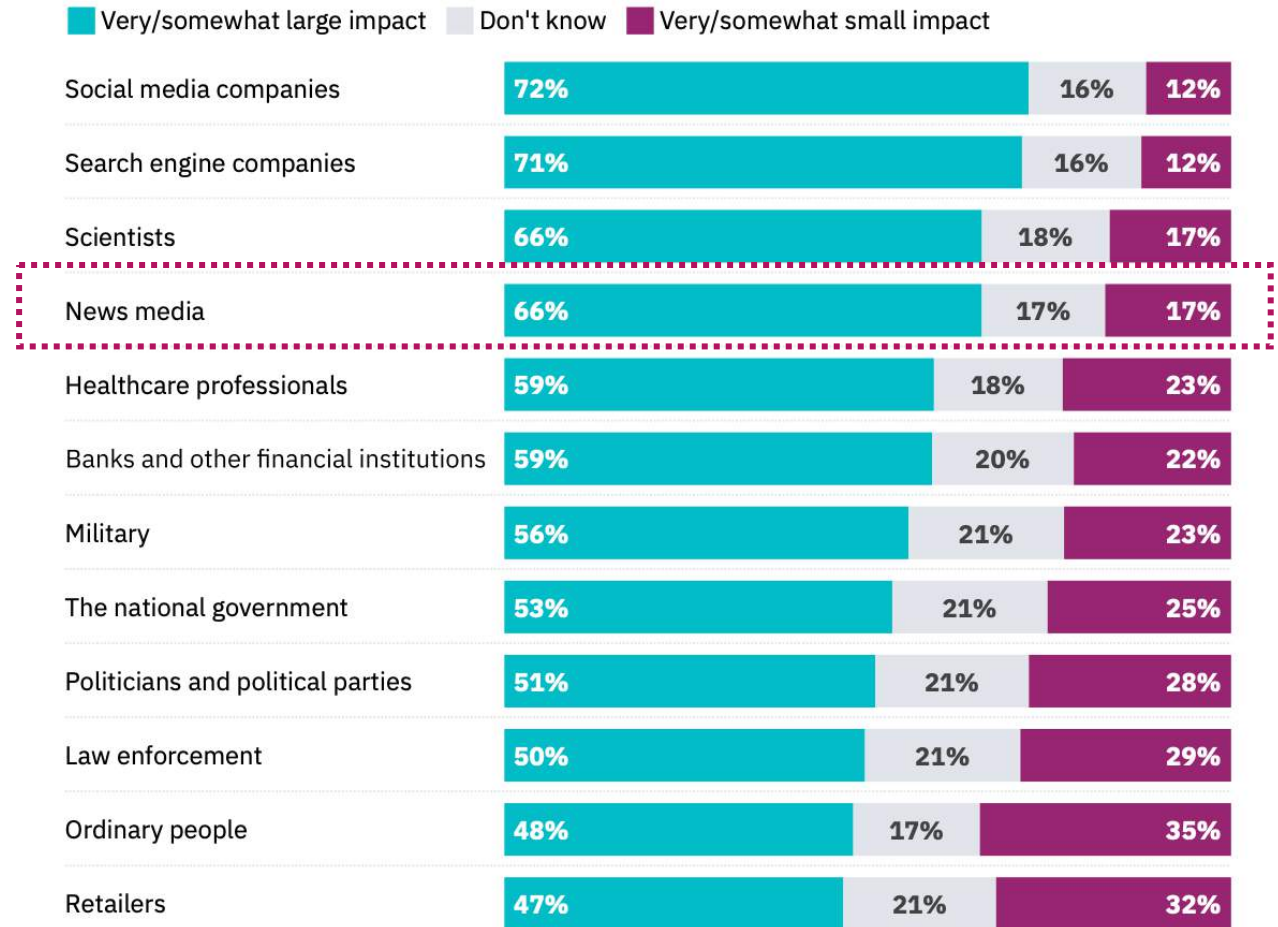
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Impact of AI on different sectors

People think that generative AI will have a large impact upon most sectors.

People think that the news media will be impacted as much as science and healthcare.



AI_actorsimpact. How much impact, if any, do you think generative AI will have on the actions of each of the following in the next 5 years (i.e. April 2029)? Base: Total sample across Argentina, Denmark, France, Japan, UK, USA = 12,217.

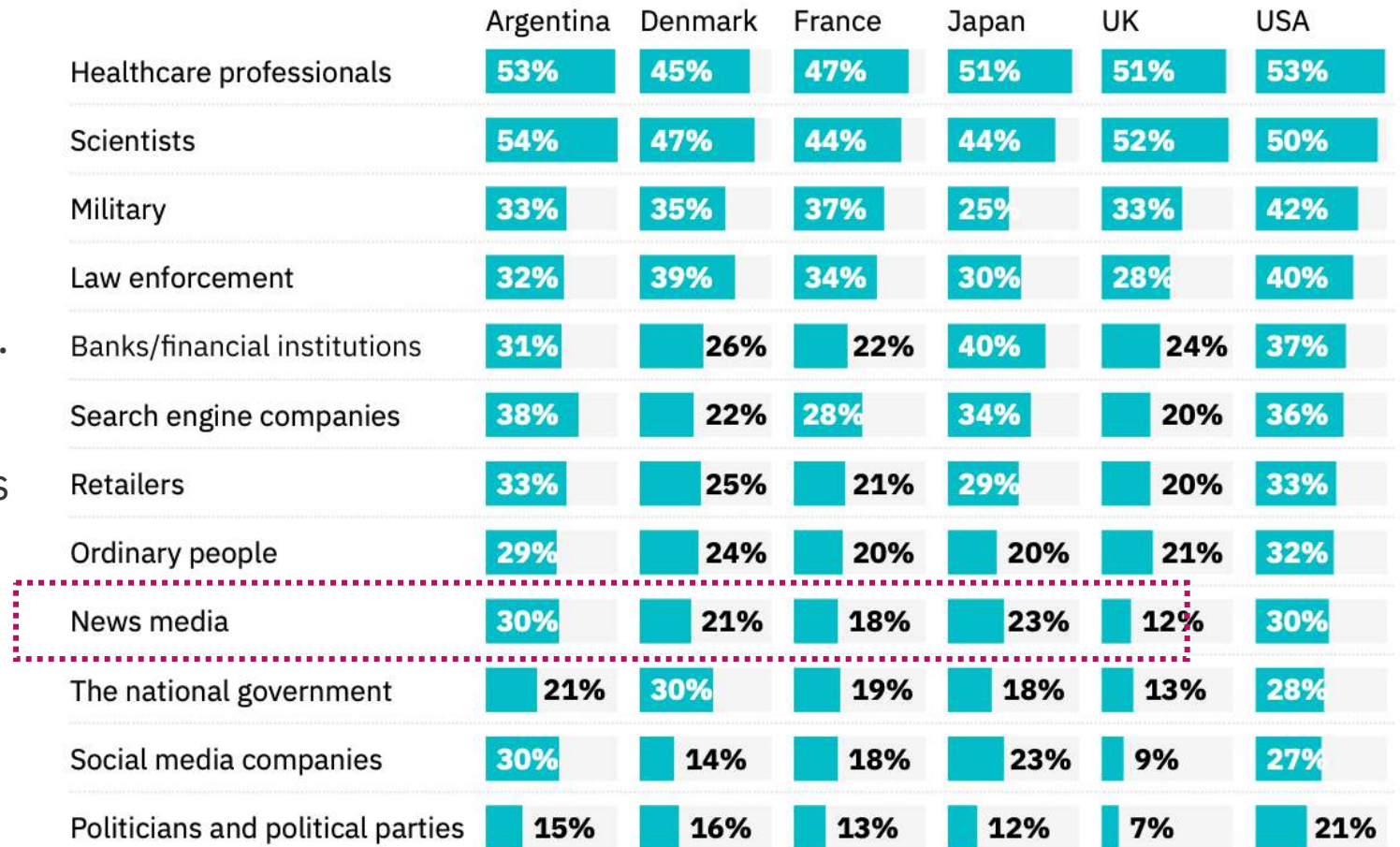
Trust in different sectors to use generative AI responsibly

More variation by sector when it comes to whether people think AI will be used responsibly.

High trust in science and healthcare.

Low trust in the news media, politics and social media.

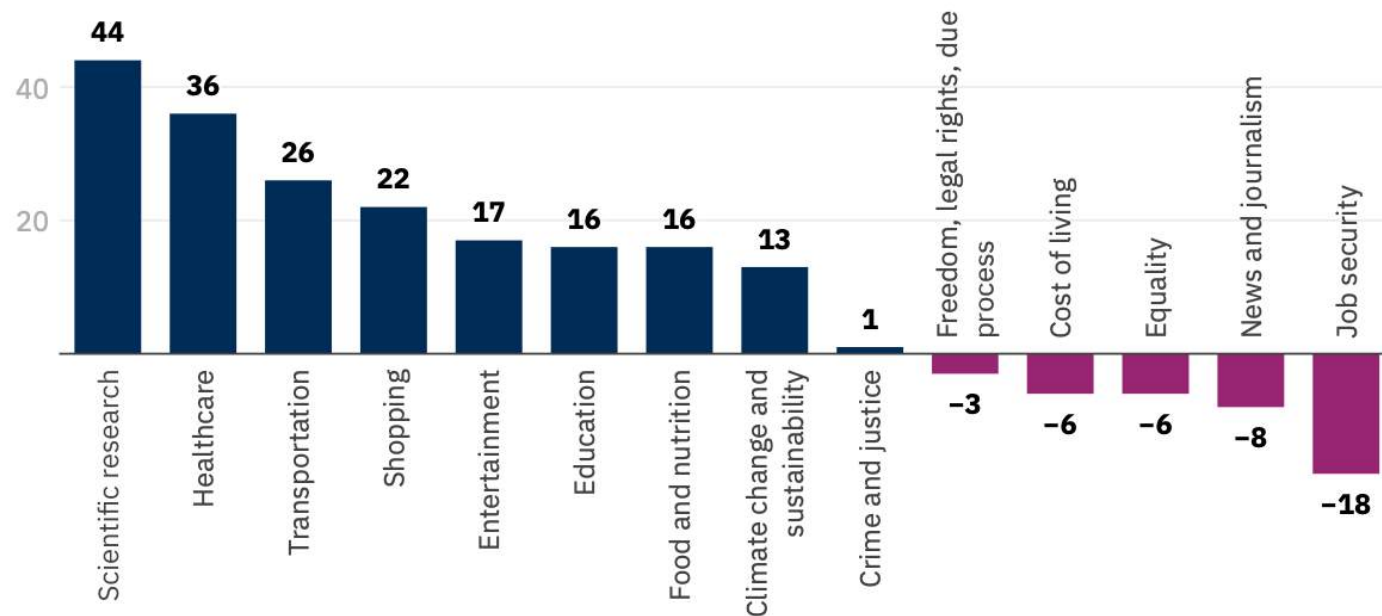
News media, social media, and search companies are seen the same way – public think there will be high impact, but have low trust in how it will be used.



AI_actorstrust. How much do you trust or distrust each of the following to make responsible use of generative AI? *Base: Total sample in each country ≈ 2000.*

Will generative AI make different aspects of life better or worse?

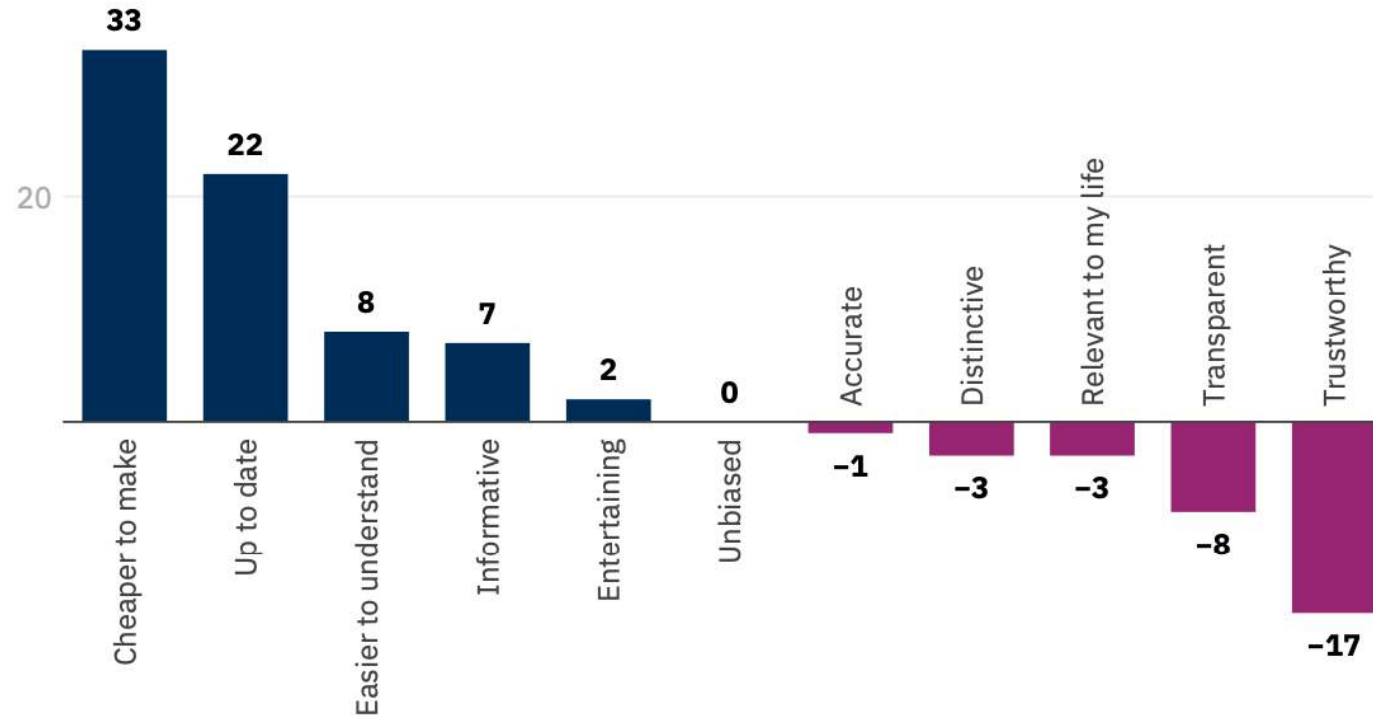
People tend to think that generative AI will make many aspects of life better – but tend to think that it will make news worse



AI_betterfields. Do you think that the use of generative AI in each of the following areas will make them better or worse? *Base: Total sample across Argentina, Denmark, France, Japan, UK, USA = 12,217. Note: Figures are percentage point difference between much/somewhat better and much/somewhat worse.*

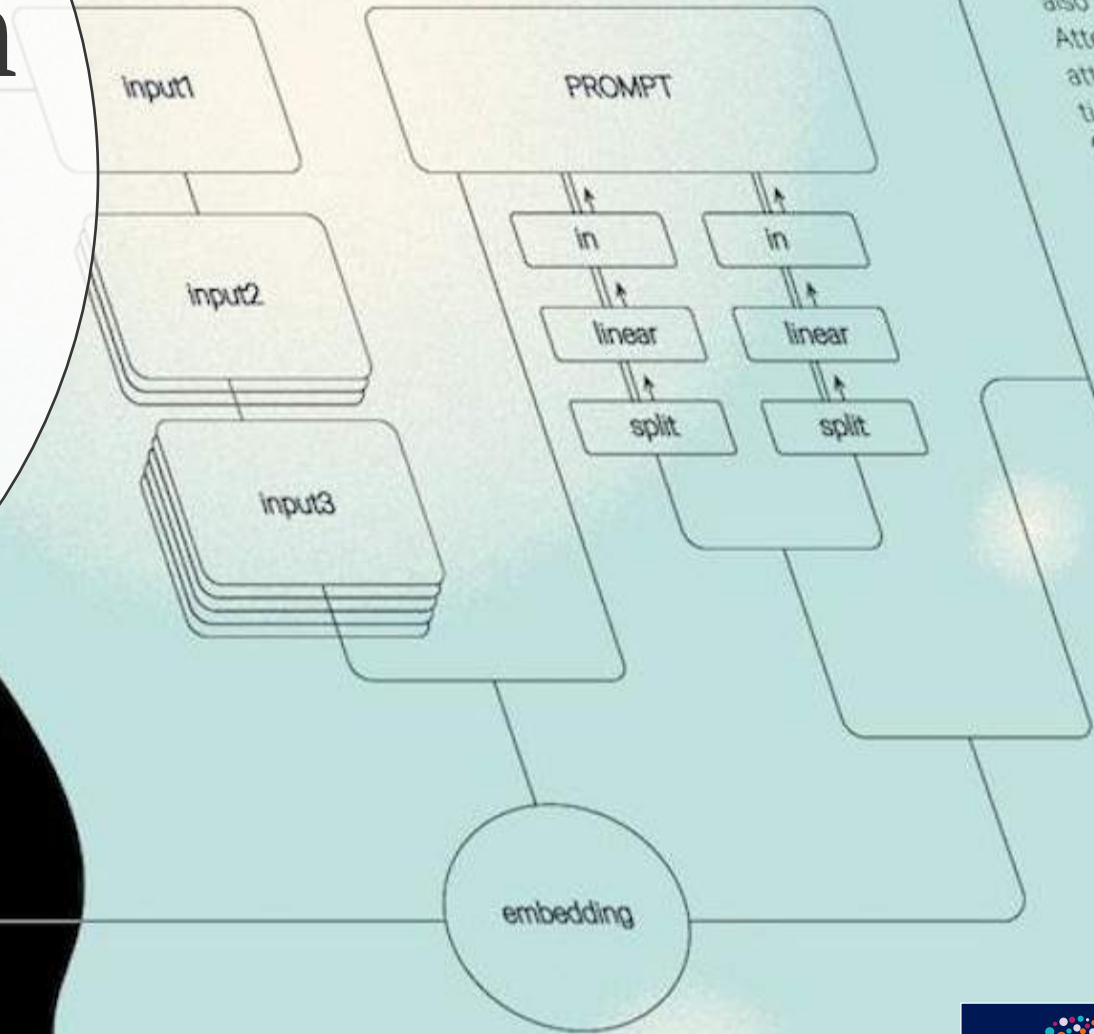
Will generative AI make news more or less ____ ?

People tend to think generative AI will make news “cheaper to make” or more “up to date” – but less “trustworthy”



AI_news_qualities. In general, do you think that news produced mostly by artificial intelligence with some human oversight is likely to be more or less of each of the following compared to news produced entirely by a human journalist? *Base: Total sample across Argentina, Denmark, France, Japan, UK, USA = 12,217. Note: Figures are percentage point difference between much/somewhat more and much/somewhat less.*

Public opinion on use cases around news



dimension d_k , and values of dimension d_v . For a query with all keys, divide each by $\sqrt{d_k}$ and weights on the values. In practice, queries simultaneously, packed together also packed together into matrix. Attention(Q, K, V) = softmax(QK^T / $\sqrt{d_k}$)V. Attention functions are additive. Dot-product attention is a factor of $\sqrt{1/d_k}$. Additive attention feed-forward network with constant retical complexity, dot-product in practice, since it can be implemented in code. While for small d_k , dot-product attention outperforms. We suspect that the magnitude, pushing the gradients 4. To cover Multi-Head Attention del-dimensional the queries, key d_k and d_v dimenries, keys and d_v -dimensionponents of Then their values. T values, attendtions. Con Wh dr 8

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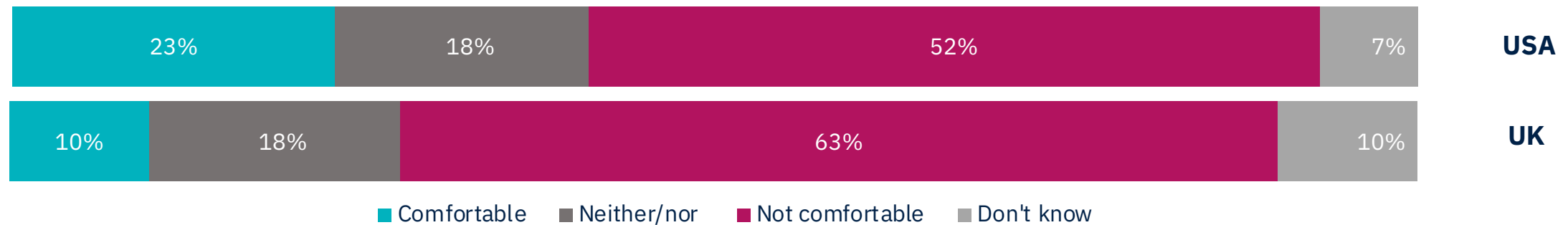


Comfort with news organisations using AI in different scenarios

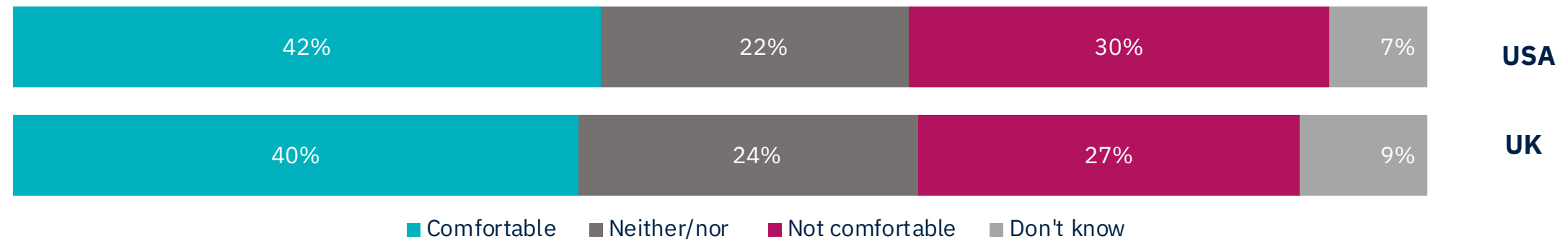
Much more comfort about using AI to help journalists as long as they stay in control.

People in the US are more comfortable about mainly AI generated journalism than those in Europe

Mainly AI with some human oversight

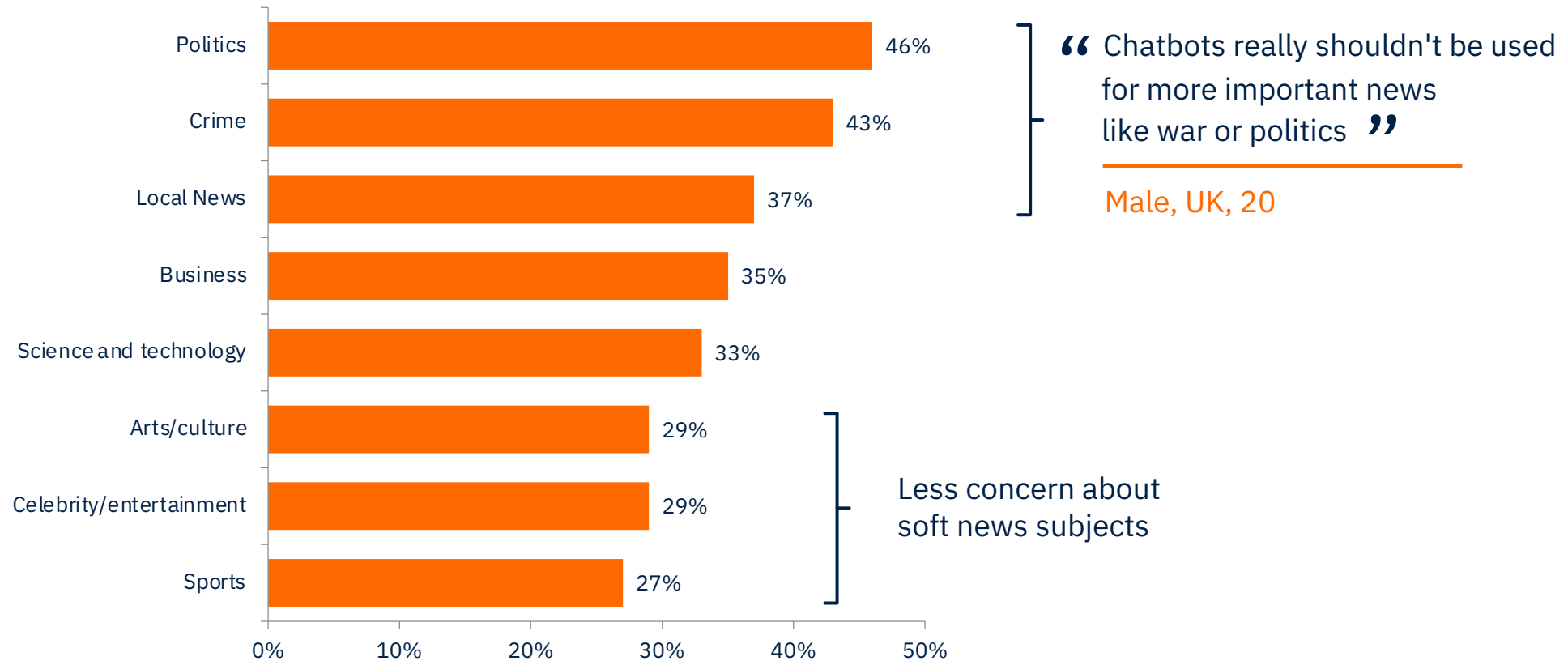


Mainly human with some help from AI

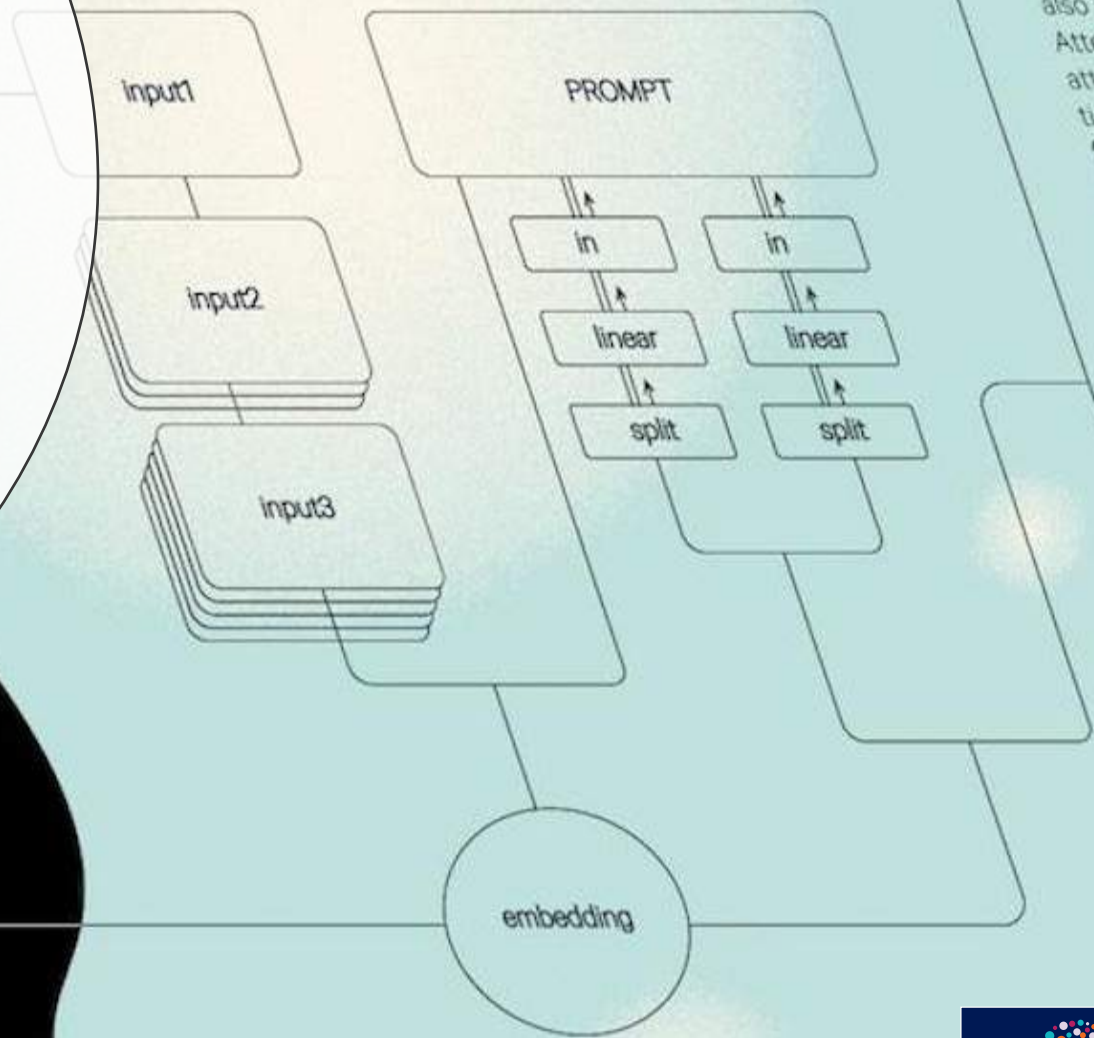


Proportion uncomfortable with AI producing content on the following subjects (albeit with human oversight)

People are much less comfortable with using AI on subjects that really matter such as politics and crime, and more comfortable with sports, arts or entertainment news



Qualitative deep dive



dimension d_k , and values of dimension d_v . For a query with all keys, divide each by $\sqrt{d_k}$ weights on the values. In practice, queries simultaneously, packed together also packed together into matrix. Attention(Q, K, V) = softmax(QK^T / $\sqrt{d_k}$)V. Attention functions are additive. Dot-product attention is a factor of $\sqrt{1/d_k}$. Additive attention feed-forward network with constant retical complexity, dot-product in practice, since it can be implemented in code. While for small d_k , dot-product attention outperforms. We suspect that the magnitude, pushing the gradients 4. To cover Multi-Head Attention. d -dimensional the queries, keys, values, d_k and d_v dimensions, keys and values, d_k -dimensional components of the queries. Then their values. Their values, attention. Conclusions. Why do we do this?

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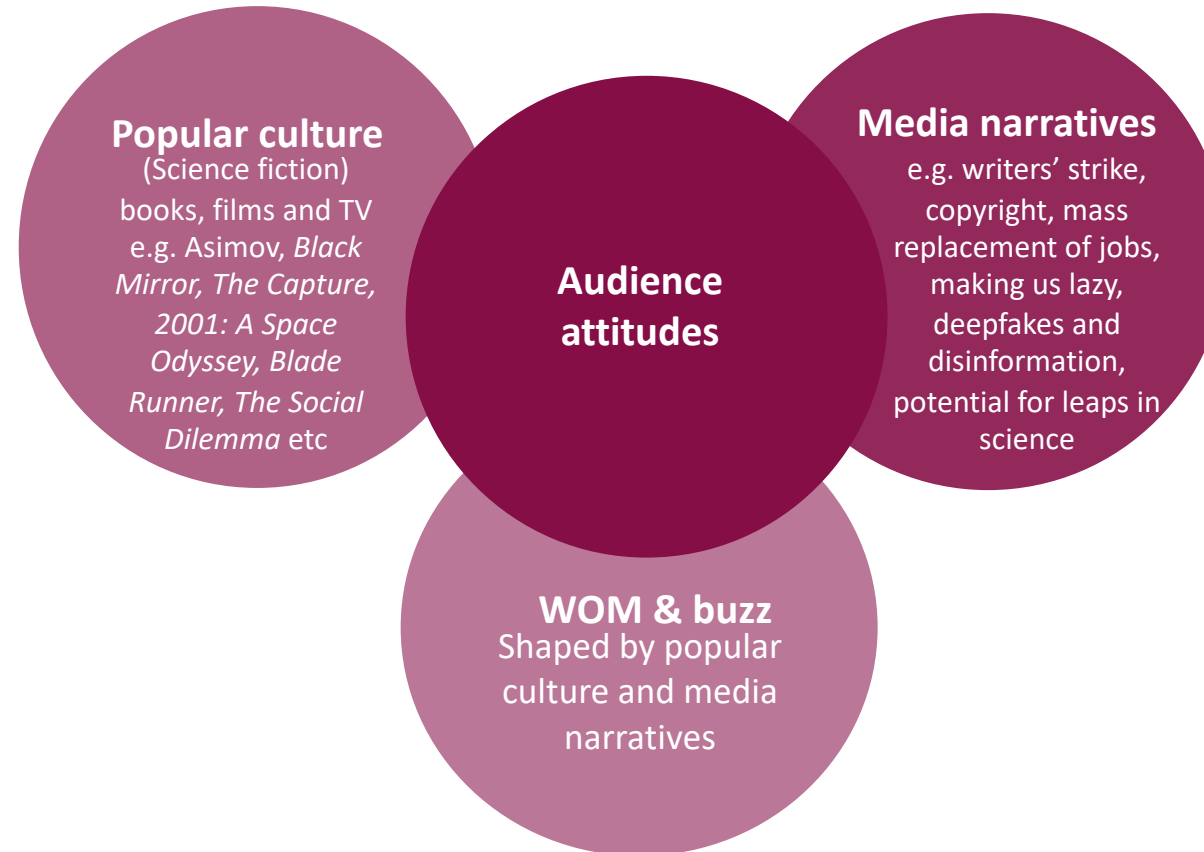


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Limited awareness shaped by popular (often negative) narratives

Levels of actual knowledge vary considerably, but all attitudes live within a wider discourse. Mainstream news consumers are much more likely to get their ideas from these sources than any 'informed' research



Starting point: resistance, suspicion, and fear

“ If it was disclosed to me that this was produced by an AI [I] will probably go, ‘Okay, well, **then I’ll just not read that.**’ ”

Male, 40, UK

Comfort with news organisations using AI in different scenarios



Behind the scenes

AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.



Delivering news in new ways

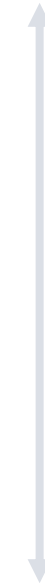
AI used to create new audience-facing experiences e.g. creating new/bespoke formats, talking to chatbots, summaries.



Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

More acceptance



Less acceptance

Comfort with news organisations using AI in different scenarios



Behind the scenes

AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.



Delivering news in new ways

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Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

“Reporters totally benefit since their work is sped up. Content will be more accessible, easier to comprehend, with better style ”

Male, 38, Mexico

Comfort with news organisations using AI in different scenarios



Behind the scenes

AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.



Delivering news in new ways

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Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

“ I am mostly comfortable with summarising articles, and choosing your own format. AI does not seem to be intentionally creating new content in these scenarios ”

Female, 28, USA

Comfort with news organisations using AI in different scenarios



Behind the scenes

AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.



Delivering news in new ways

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Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

“ The fact people are so confident with the information provided by these services is very worrying. ”

Male, 40, UK

Comfort also varied depending on the medium...

While participants were **generally against generative AI creating audience-facing content**, their attitudes varied according to what **medium was used**. The assumption is that all this would be checked for accuracy.



Most acceptable

Vauxhall: as told by machine

Florence Eshalemi has been elected MP for Vauxhall, meaning that the Labour Party holds the seat with a decreased majority.

The new MP beat Liberal Democrat Sarah Lewis by 19,612 votes. This was fewer than Kate Hoey's 20,250-vote majority in the 2017 general election.

Sarah Bood of the Conservative Party came third and the Green Party's Jacqueline Bond came fourth.

Voter turnout was down by 8.5 percentage points since the last general election.

More than 56,000 people, 63.5% of those eligible to vote, went to polling stations across the area on Thursday, in the first December general election since 1923.

Text

People are used to having to parse text for credibility.



Graphics & stylised illustrations, animation

People are already used to this – extension of photoshop



Photos

The issues at play are the realism of the medium. Photos and videos are perceived to be 'the truth', the camera doesn't (or isn't supposed to) lie.



Least acceptable



Videos

Comfort also depends on topic and type of news

“AI factchecking football game scores ... has almost no consequence. Fact-checking an article about ... election news could have catastrophic consequences. ”

Non-binary, 24, US

“When you’re delivering, like, really triggering and hopeless news, it’s very emotional. I feel like humans kind of have that emotional context. ”

Male, 19, UK

Disinformation (and being able to spot) it is the main concern

In greater or lesser detail, with more or less precision, almost every single participant raised disinformation (mostly articulated as “deepfakes”) as their number one concern from the outset

AI GENERATED FAKE IMAGE



AI GENERATED FAKE IMAGE



“ I have seen many examples before,
and they can sometimes be very good.

Thankfully, they are still pretty easy to detect but
within five years they will be indistinguishable. ”

Male, 20, UK

We've reached a critical point; trust can go one of two ways

Many people are still making up their minds, uses are developing and people are becoming more aware of them. **How news brands act now will make a big difference**

Trust in all information decreases?



- People doubt everything, trust nothing, no provider of information People disengage from news, politics and the democratic process
- Some of our younger participants are here already (and not because of generative AI, or at least not only because of generative AI)

Trust in newsbrands goes up or stays the same?



- Information in general is less trustworthy, but trusted providers are valued even more
- But that trust has to be earned, re-earned and maintained

These scenarios are not mutually exclusive

Labelling: The “disclosure paradox”

I trust the individual piece of content less...



...but the brand gets credit for being honest



Labelling of content can reduce trust in the piece of content
(Simon & Toff 2024)

When is disclosure necessary?

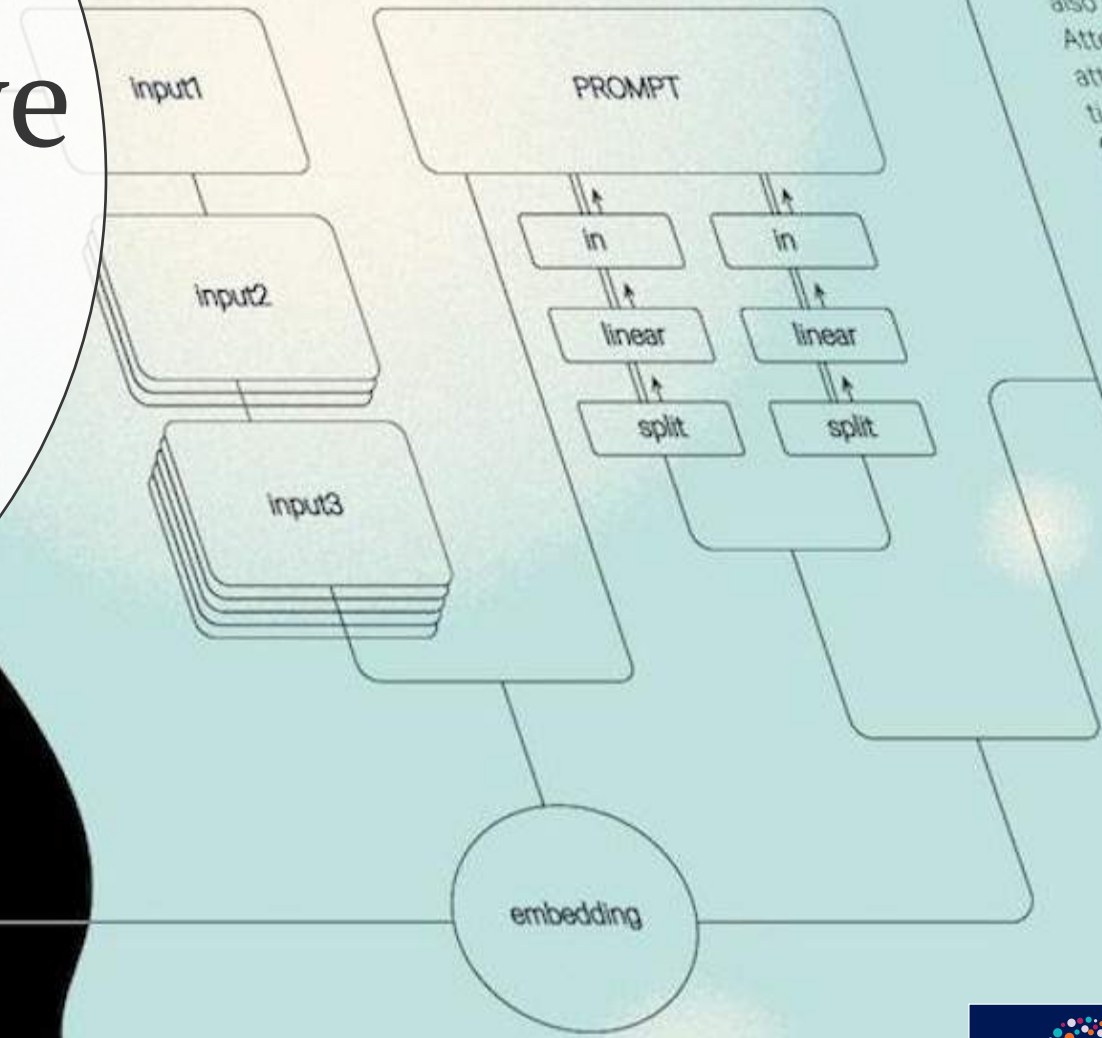
“ News organisations and journalists should **always let consumers know** that they have used AI. ...so consumers can make the decision themselves of whether they want to consume this content or not. ”

Female, 28, US

“ I don't think they need to disclose when [it's] ... **behind the scenes** and it's still [a] human interacting with both those services. It's still human-based, they're just helping with assistive tools. ”

Male, 26, UK

Recap – what have we learned?



dimension d_k , and values of dimension d_v . To compute the dot-product attention query with all keys, divide each by $\sqrt{d_k}$ and multiply by the weights on the values. In practice, queries simultaneously, packed together also packed together into matrix. Attention(Q, K, V) = softmax(QK^T / $\sqrt{d_k}$)V. Attention functions are additive. Dot-product attention is a factor of $\sqrt{1/d_k}$. Additive attention feed-forward network with constant retical complexity, dot-product attention in practice, since it can be implemented in code. While for small d_k , dot-product attention outperforms. We suspect that the magnitude, pushing the gradients 4. To cover Multi-Head Attention: del-dimensional queries, key dimension d_k and value dimension d_v dimensions, keys and values are d_v -dimensional. Then their values. Their values, attention. Con. Wh. dr. 8.



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Recap of key findings

1. Big tech and the news industry are way ahead of the public in terms of awareness, usage and understanding.
2. The public's starting point is suspicion, resistance and fear. The downsides are top of mind but benefits are unclear and will need to be sold (esp for news)
3. People currently think the use of AI in news will have a broadly negative impact on news, and worry about what it will mean for trusted information
4. The public is not confident that the news industry will use AI responsibly
5. Behind the scenes uses and content transformation is fine as long as humans remain in control. But worries about consequence of AI mistakes around subjects like politics
6. The public does not want to see AI labels everywhere, mainly just when there is risk of being misled (we'll probably see over labelling for a while)

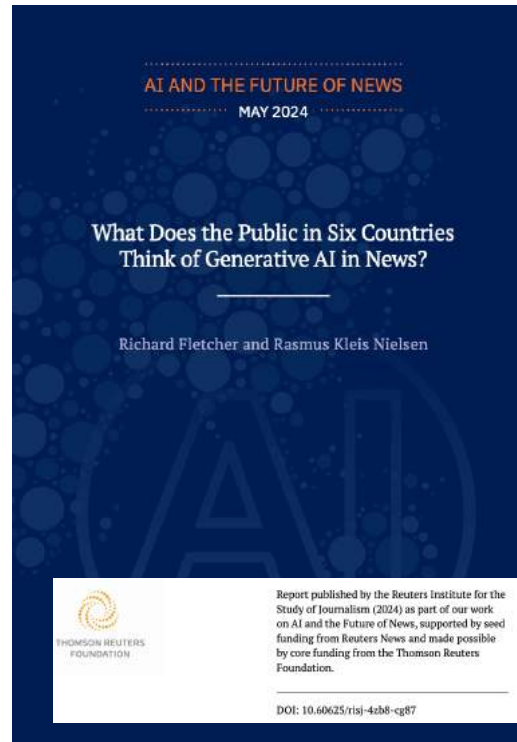
Research is available from the Reuters Institute website

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More detailed focus on Gen AI
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3 countries (UK, US, Mexico)
Understanding use cases/nuances
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