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A Comparative Analysis of Print and Electronic Media in the Age of Digital Media and Artificial Intelligence

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ABSTRACT

An era defined by rapid pace of technology in a digital age has not only changed the landscape of mass communication but has dramatically affected the traditional platforms of mass communication print and electronic media. Digital media and artificial intelligence (AI) technologies are changing the entire pipeline for how information is generated, disseminated, and consumed. This research paper provides a detailed comparative analysis of the roles, challenges, and coping mechanisms of print and electronic media within this new paradigm. The study address how newspapers, magazines, television, and radio broadcasters are adapting to changes in audience preferences, the use of social media, and use of AI in automating many newsroom processes with the potential for automating some levels of content creation and curation. Using mixed-methods research, this study combines quantitative surveys of media consumers with qualitative interviews of media professionals, editors, and journalists. A systematic content analysis of print and electronic media also be done with selected print and electronic media with an emphasis on assessing their content in terms of quality, credibility, and audience engagement. Overall, the research addresses all sides of traditional media's relevance and trustworthiness in a time when misinformation dominates, and what innovative practices are being utilized to incorporate digital media and AI in an ethical manner. Further, it may detail the impact of journalism/standards, audience implications for media literacy in a landscape where new digital communications are changing the context of media literacy. From this analysis, it has been revealed important trends, such as, the hybridization of media platforms, use of data and analytics for audience targeting, and moral considerations of AI-generated content. With the intention to reflect best practices and ways to mitigate recurring issues, this study adds value to policymakers, media practitioners, educators and researchers interested in the sustainability, accountability, and future of mass media. In the long run, the paper seeks to contribute to our understanding of how print and electronic media can adapt and exist together alongside digital media and AI to maintain their credibility as purveyors of reliable information in an increasingly digital environment.

Keywords: *Print Media, Electronic Media, Digital Media, Artificial Intelligence*

INTRODUCTION

Hansen et al. (2017) suggested that "the term AI has been used to refer to the creation of computer systems that performs tasks that are regarded as human cognitive and emotional activities" (p. 3). West (2018) further elaborated that, "data and algorithms are prominent tools used to help machines replicate human cognition and behaviour" (p. 10). In this paper, the term AI refers to the "use of algorithms and datasets that allow machines to perform the various functions of the newsroom, (e.g., writing news stories, anchoring television news programs, fact checking, and other editorial duties). In addition to AI, we also used the terms automation and robots (bots) throughout the study."

Mass media has long been integral, worldwide, in shaping public opinion, informing societies, and supporting democracy. Print media such as newspapers and magazines, as well as electronic media like television and radio, have been the primary sources for information and entertainment for decades. However, in recent years the digital revolution has introduced a tremendous change in this realm, with the rapid growth of the internet accelerating new opportunities for content creation, sharing and consumption. (Alsheibani, 2018)

Today, digital media channels and social media sites are now the key channels through which news and information are disseminated. These platforms simultaneously remain at the forefront of increasing democratization of media through the rise of AI (Nasir, 2025) which has introduced a new generation of production automation, personalized news feeds, and continuous audience analytics. Media's access to information thus is on the rise, but these advances also impose an alarming challenge. Print and electronic media are increasingly struggling to cope. Their declining income stems from many sources including overall circulation decline, reduced advertising revenue, rising levels of misinformation, and ethical concerns with AI journalistic practice, all of which presses legacy media to evolve.
(Baraniuk, 2018)

This research investigates the present conditions of print and electronic media in this constantly changing environment. It does so by conducting an analysis concerning their individual roles, responses, and resilience in the face of digital media and artificial intelligence. This study investigates how traditional media are adopting digital innovations, employing AI applications, and redefining content to keep audience confidence and identify, life's questions about the future of journalism and public communication.

By employing a mixed-methods methodology this study is a comprehensive evaluation of changes in media practice, audience behaviour, and industry view points in a time of transformation. In addition, it is part of a larger conversation about media change, and it will illustrate pragmatic insight for policymakers, media practitioners, and academics who want to ensure information sources with credibility endure in an increasingly digital and automated context.

Background

For decades, print and electronic media have provided a foundation for mass communication throughout the world. Newspapers, magazines, radio, and television not only informed the public, they also contributed to the social, political, and economic discourses of the day by shaping common understandings of social, economic, and political events. For most of the twentieth century, media (including media set in these formations) enabled the nearly monopolistic flow of information, as a trusted gatekeeper of events as they mediated between world events and the public. (BBC, 2018).

The popular use of the internet at the end of the twentieth century launched a new era in the accessibility of news and information for the public. Digital media platforms (for example, Facebook, Twitter, and YouTube) and social media disrupted conventional communications by facilitating instant, interactive, and dispersed sharing. More than the shift from one medium to another, the internet and digital media have given many more organizations and eventually individuals the ability to produce and share information in formats and media that were locked behind an editor's control of publication. (Benton, 2019)

More recently, technology has taken another turn with the potential for artificial intelligence (AI) to take hold of our lives. Video 'news' segments have been created; news content is now capable of being automatically written; data can be immediately assessed for trends; specific audiences reached with targeted approach to advertising; and artificial intelligence can now offer individuals recommendations to enhance their news consumption. These technologies may provide better efficiency and audience targeting but have also raised significant issues such as misinformation, deepfakes, (Nasir, 2025) loss of editorial control, and, this raises the question, what role human journalists have in an increasingly automated media environment? (Bishwal, 2020)

In light of these disruptions to their position in the media ecosystem, legacy print and electronic media organizations have been pushed to innovate and evolve. Legacy print publications have developed digital editions and learned to incorporate multimedia storytelling. Broadcasters have delivered more streaming and on demand, while more newsrooms are engendered with ideas of automation and use of AI(Nasir, 2025). These changes demonstrate that even among legacy media, they remain constantly undergoing growth and changing to maintain their relevance. While some traditional media companies are slowly recovering, revenues are still declining, the audience continues to shift toward digital, and competition continues to grow for digital native companies. (Bodó, 2019)

Therefore, it is important to examine how print and electronic media are navigating the dual challenges of digital media and AI, thereby assessing their future viability and public trust. This study places this research in the context of rapidly evolving technology and the complexities of legacy and emerging media and provides a timely and relevant venture into exploring how traditional media continues to stay relevant, evolve with emerging technology, and continue to be important in a democratic society. (Nasir, 2025)

Problem Statement

The rapid growth of digital technology and the emergence of artificial intelligence (AI) are changing the media landscape and presenting new challenges for established print and electronic media. Increased digital media platforms and AI driven tools have opened up information access and methods of content dissemination; however, there are also challenges to traditional media business models, revenue sources, and audience consumption habits. (Biswal, 2020)

Print media is still struggling with falling circulation and advertising revenues which calls into question the future of print media. Meanwhile electronic media like television and radio are coping with competition from online streaming services, social media, or news organizations that curate personalized content based on algorithms and demand (Nasir, 2025) At the same time, the growing use of AI to create and curate content is presenting ethical and professional conflicts, such as misinformation, limited editorial control, and human journalism devaluation. (Campbell, 2002)

While these changes are profound, there is little robust research that systematically compare how print and electronic media are adapting/responding, leveraging new technologies, and reshaping their position

in an increasingly digital/automated environment. Without comparative insight, it is difficult for policymakers, media practitioners, and academics to write better policy, practice, or research to foster credible, independent journalism, and media literacy. (Christensen, 2015)

Therefore, this study addresses the pressing need to analyze and compare the adaptive strategies, opportunities, and challenges faced by print and electronic media in the era of digital media and AI. By filling this gap, the research aims to contribute to the development of informed policies and practices that can help traditional media remain relevant, resilient, and trustworthy in the face of rapid technological disruption.

Research Gap

While there is extensive literature exploring the impact of digital media on traditional journalism and the transformative role of artificial intelligence in news production, much of this scholarship tends to focus on either digital media trends (Nasir, 2025) in isolation or on single aspects of media disruption, such as declining newspaper readership or the rise of social media platforms. Studies often examine print media and electronic media separately, with limited integrated analysis that directly compares how these two traditional sectors are simultaneously navigating the complex challenges and opportunities presented by digital technologies and AI. (Franklin, 2014)

Moreover, existing research primarily emphasizes Western contexts, leaving a gap in understanding how these global shifts manifest in diverse socio-cultural, economic, and regulatory environments, particularly in developing countries where media ecosystems are evolving under unique constraints. While some studies have highlighted the benefits of AI for newsroom efficiency or content personalization, fewer have critically assessed the ethical implications, risks to editorial integrity, and long term sustainability of AI adoption for legacy media institutions. (Gadzala, 2018)

Another gap exists in the lack of empirical evidence that combines perspectives from both audiences and media professionals to capture the full spectrum of adaptation, audience trust, and changing consumption behavior. Most research addresses consumer trends or technological impacts in isolation rather than adopting a comprehensive, mixed-methods approach that links industry practices with audience expectations and challenges. (Graefe, 2016)

This study seeks to bridge these gaps by conducting a comparative, mixed-methods analysis of print and electronic media in the context of digital media proliferation and AI integration. By doing so, it aims to generate deeper, context sensitive insights into how these traditional forms of media can maintain relevance, credibility, and public trust in an era defined by technological disruption and rapidly shifting audience dynamics.

Research Objectives

1. To examine how print and electronic media organizations are adapting their content production and distribution strategies in response to digital media and artificial intelligence technologies.
2. To compare audience perceptions, trust, and consumption patterns related to print and electronic media in the digital age.
3. To identify the challenges and opportunities faced by print and electronic media in integrating AI tools while maintaining journalistic standards and credibility.

Research Questions

1. How have print and electronic media adapted their operational and editorial practices in the context of increasing digitalization and AI adoption?
2. What are the similarities and differences in audience trust, engagement, and consumption patterns between print and electronic media in the digital era?
3. What ethical, professional, and operational challenges do print and electronic media encounter when implementing AI technologies, and how are they addressing these challenges?

Hypotheses

H1: Print and electronic media that adopt digital and AI technologies more effectively demonstrate higher levels of audience engagement and sustainability than those that do not.

H2: Audience trust in print media remains relatively higher than in electronic media despite the proliferation of digital platforms and AI generated content.

H3: The integration of AI technologies poses significant ethical challenges that affect the perceived credibility of both print and electronic media.

Significance of the Study

This research holds significant academic, professional, and societal value. By providing a comparative analysis of how print and electronic media are navigating the dual challenges of digital disruption and the integration of artificial intelligence, the study addresses a critical gap in contemporary media scholarship. The findings enrich the existing body of knowledge on media transformation by offering empirical evidence on the adaptive strategies, resilience, and limitations of traditional media outlets in the face of technological upheaval.

For media practitioners and industry stakeholders, the study offers practical insights into best practices for integrating digital tools and AI technologies without compromising journalistic integrity, editorial quality, or audience trust. The comparative perspective equips media managers with a clearer understanding of which strategies may be more effective for sustaining readership, viewership, and advertising revenue in an increasingly competitive media ecosystem.

From a policy perspective, the research informs regulators, policymakers, and media development organizations about the urgent need to create supportive frameworks that balance technological innovation with ethical safeguards and the protection of credible journalism. By highlighting audience perceptions and ethical considerations related to AI driven content production, the study encourages responsible media practices and contributes to ongoing debates about misinformation, fake news, and media literacy.

Finally, the findings of this research also contribute to academics, students, and researchers as a platform for future research into the interplay of traditional media with new technologies and varieties of audiences across a spectrum of cultures. The aim is to help build sustainable, reliable, and inventive media systems that can responsibly deliver on the information needs of societies in the digital age.

LITERATURE REVIEW

All over the world, media outlets have introduced AI into various elements of their editorial workflow for a variety of purposes, with varying degrees of success. Journalism has experienced much change over the last decade as a result of increasingly rapid technological changes. A major research focus has been on the

viability of media revenue models amid the rise of digital platforms, which have led to disruptions like market segmentation and shifts in consumer behaviour (Evens, 2018).

Tech giants like Facebook, Google, and YouTube have been criticized for diverting substantial portions of advertising income that legacy media once dominated (Mathurine, 2013). As Franklin (2014) observes, declining revenues have triggered financial instability among traditional media outlets and ignited an urgent pursuit of innovative revenue models capable of sustaining journalism in the long run. Moreover, audiences are increasingly opting for digital platforms over traditional sources for accessing content.

AI's application isn't limited to editorial teams. Microsoft, for example, now relies on AI to curate news content, headlines, and visuals for its MSN platform (BBC, 2020). However, the technology has its pitfalls like when it incorrectly matched a photo with a news article (Waterson, 2020). In East Africa, the Nation Media Group (NMG) deployed a chatbot named Nation Kiki on its website, facilitating automated news notifications and interactive discussions (NMG, 2018).

The organization also piloted Augmented Reality (AR) a form of tech closely aligned with AI during the launch of its new Nation. Africa digital platform (NMG, 2020). AR overlays digital features such as sounds, graphics, and text onto physical environments (Houston, 2021). It uses 3D visuals to offer immersive storytelling, requiring users to have smartphones or AR-compatible gadgets (Pavlik, 2020). Aside from these examples, there's minimal publicly available information on AI and AR adoption within NMG or other Kenyan newsrooms.

AI has been leveraged across global media organizations for activities like election coverage, automated news writing (Guardian, 2020), on air broadcast presentation (Baraniuk, 2018), and analytics on audience engagement across platforms.

Despite the broad application, AI presents a unique blend of challenges and opportunities depending on the context. For example, incorrect implementation has led to mistakes like mismatched names and images in news reports (Waterson, 2020). Pavlik (2001) also warns that "there is no guarantee that simply introducing new technology enhances newsroom performance and news content" (p. 110). This underscores the importance of evaluating the specific implications of AI within Kenyan media houses.

The BBC, for instance, created a Boat Builder tool that allows journalists to transform detailed articles into conversational chatbot dialogues with audiences (BBC, 2018). This system also has capabilities of creating performance analytics to help editors improve poorly performing stories and ultimately attract reader engagement. BBC's chatbot framework has effectively introduced users to content they would not have interacted with in conventional forms, especially in niche topics (ever than others) such as Brexit and the Royal Wedding. For Kenyan newsroom opportunities, it also opens possibilities for increased audience engagement and perhaps, monetize the content of audiences that are taken on a journey from legacy platforms into the digital space where advertisers are gradually moving and investing their marketing dollars.

The BBC also operates an innovation lab where they experiment with new tools including a prototype for facial recognition to help video editors speed up editing and focus on individuals in raw footage (BBC, 2018). Another experimental tool is the automatic transcription software prototype that MRM tested for journalists to convert videos of spoken words into text to assist the journalist who normally would have to convert mutually exclusive video materials to text (Norton, 2017). Both examples reinforce the BBC's aim to extend its digital footprint whilst also moving beyond the scope of a traditional broadcaster.

Likewise, The New York Times (NYT) has created an artificial intelligence application called Editor that enables real time research and fact-checking, in support of superior journalism (Underwood, 2017). The NYT similarly uses AI in its comment sections to filter hate speech and abusive language. Research suggests that integrating AI into editorial workflows can help combat the spread of misinformation, increase journalistic values (safeguarding) (Bishwal, 2020).

In Kenya, the utilization of such tools could lead to better quality journalism, which would be favored by informed audiences. News media outlets could then monetize this audience perception, either by offering paid subscriptions for premium content or attracting advertising regarding hyper-engaged users (Hansen et al., 2017). For media organizations experiencing financial pressures, AI from the outset gives a viable starting point to addressing operational ones.

Academics studying the financial frailty of newsroom models have said that AI adoption could mitigate aspects of a depleted income and profits. One of the most compelling synergies of AI is that it could drastically reduce operational costs. Marconi (2020) states, “mass content production could cost virtually nothing once the proper technology is in place” (p. 59). Multiple researchers have indicated that AI is a viable option to the operational dilemmas pestering newsrooms.

For example, Obonyo (2020), writing for Kenya’s The People Daily, reinforced that automation reduces operational costs as robots will not seek health benefits or overtime pay. Moreover, he pointed out that robots “would not take union action, they are not back talk and only as good as the instructions and built in capabilities” (p.1). This is a significant change for a profession that has been entirely occupied by human news presenters since the birth of the broadcast medium.

In Europe twelve public and private newsrooms, namely organizations in the UK, Germany, Switzerland, Finland, and the Netherlands, have used AI to not only service audiences, but to also structure content delivery through personalized news experiences. These news media used AI to gather audience data, export user metrics and improve user retention and long term reader loyalty, often to boost advertisement revenue or subscription sales, or justify state funding for public service broadcasters (Bodó, 2019).

In China AI news apps such as Jinri Toutiao, Qutoutiao, and Kuaibao also offered algorithmic engendered personalized curation and recommendations based on user consumption trends (Biswal & Gouda, 2020).

Theoretical Framework

This study is situated within two interrelated theoretical discourses: Media Ecology Theory and Technological Determinism.

Media Ecology Theory, as espoused by Neil Postman and Marshall McLuhan, posits that media technologies are not neutral conduits, but environments that establish parameters upon how information is conceived, recognized, disseminated and understood. This theoretical lens offers insight into how movement from print and broadcast into digital and AI platforms not only alters media practices, but also the behaviours of audiences, public discourse and the ways societies engage and interact.

Technological Determinism, as espoused by thinkers like McLuhan and later diversified into sociological discourse by scholars such as Castells, takes the perspective that technological innovation leads to structural changes in society, and often calls the way an institution, like a media organization, is organized and structured. Within this study, this theory helps us determine how AI technologies, and digital tools are forcing traditional media organizations to adapt, innovate, or risk obsolescence.

Both of the above theories, offer an analytical lens through which to understand the impact of technological innovations on traditional media systems, and relationships with audiences; and help shape the comparative analysis of print versus electronic media in a time of digital disruption, and AI automation of human practices.

Research Design

The research employs a **comparative mixed-methods research design**, using both quantitative and qualitative methods, to achieve a comprehensive account of the phenomenon.

- **Comparative Design:** The research compares print and electronic media across key dimensions such as adaptation strategies, audience trust, content practices, and AI adoption.
- **Mixed-Methods Approach:** Combining surveys, interviews, and content analysis allows triangulation of data to ensure validity and depth.
- **Cross-sectional in Nature:** Data is collected at one point in time to capture current trends and challenges.

RESEARCH METHODOLOGY

Data Collection Methods

- **Quantitative Component:**
  - **Audience survey:** A structured questionnaire is distributed to a sample of media consumers within a representative population sample while gathering data on habits of media consumption, trust levels and perceptions of AI generated content.
  - **Sampling:** A stratified random sampling was utilized to represent a sample with different age's proportions, genders and education levels.
- **Qualitative Component:**
  - **In-depth Interviews:** Semi-structured interviews are conducted with key stakeholders, including journalists, editors, media managers, and AI specialists working in print and electronic media organizations.
  - **Content Analysis:** Selected newspapers, magazines, television news segments, and radio broadcasts are analyzed to examine how AI and digital tools are reflected in content creation, editorial standards, and audience engagement strategies.

Validity and Reliability

- Pilot testing of the survey instrument is conducted
- Triangulation of multiple data sources enhanced credibility
- Expert review ensured interview protocols aligned with research objectives

Data Analysis

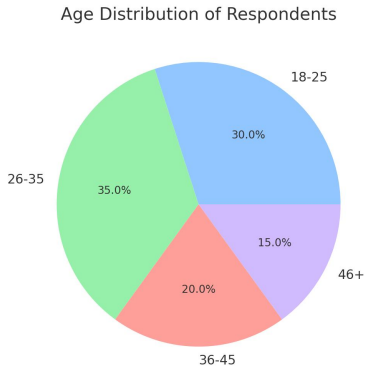
- Quantitative data is analyzed using descriptive and inferential statistical techniques (e.g., frequencies, cross tabulation, and correlation analysis) to test the hypotheses
- Qualitative data is thematically analyzed to identify patterns, themes, and insights related to adaptation strategies, perceived challenges, and ethical concerns
- Results from both qualitative and quantitative data are displayed via tabulation and Pie Charts along with discussions for the ease of readers, researchers, scholars, media practitioners, and policy makers.

DATA ANALYSIS

Table 1: Respondents' Age Distribution

Age Group	Frequency	Percentage

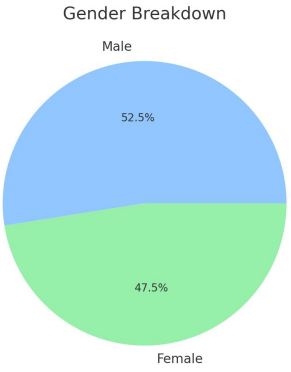
18–25	120	30%
26–35	140	35%
36–45	80	20%
46+	60	15%
Total	400	100%



Discussion: The data shows that the majority of respondents (65%) are below 35 years, reflecting a predominantly young, digitally aware audience.

Table 2: Gender Distribution of Respondents

Gender	Frequency	Percentage
Male	210	52.5%
Female	190	47.5%
Total	400	100%

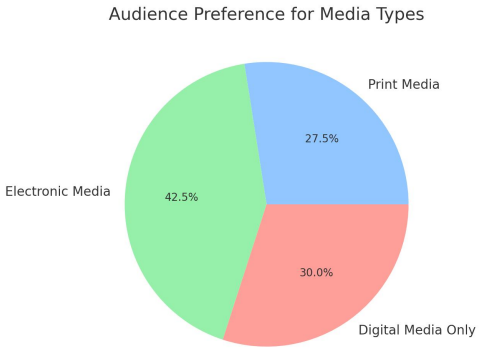


Discussion: The balanced gender representation ensures that the survey captures diverse perspectives on trust, media habits, and perceptions of AI.

Table 3: Preferred Media Type

Media Type	Frequency	Percentage
Print Media	110	27.5%

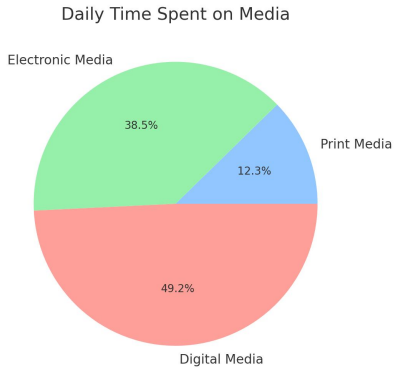
Electronic Media	170	42.5%
Digital Media Only	120	30%
Total	400	100%



Discussion: Electronic media remains dominant but faces significant competition from digital only consumption, highlighting the need for legacy media to innovate.

Table 4: Daily Time Spent on Media

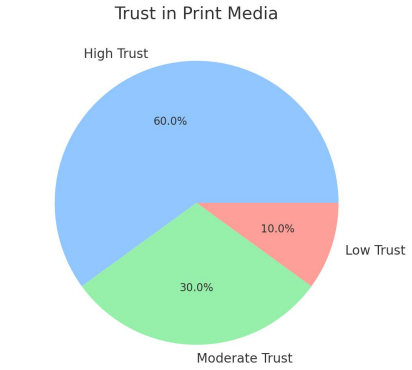
Media Type	Mean Hours
Print Media	0.8
Electronic Media	2.5
Digital Media	3.2



Discussion: Respondents spend more time on digital and electronic media than print, supporting the hypothesis that habits have shifted towards screens.

Table 5: Trust in Different Media Sources

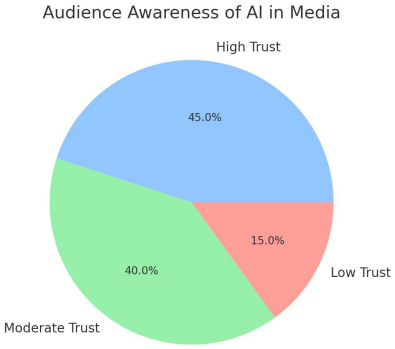
Media Source	High Trust	Moderate Trust	Low Trust
Print Media	60%	30%	10%
Electronic Media	45%	40%	15%
Digital Media	30%	50%	20%



Discussion: Print media retains higher trust levels than electronic and digital media, supporting Hypothesis 2 (H2).

Table 6: Awareness of AI Use in Media

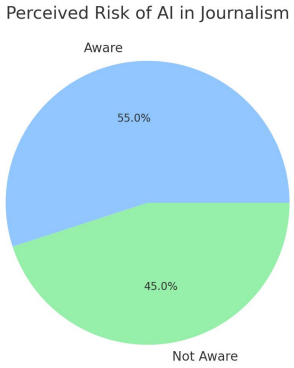
Response	Frequency	Percentage
Aware	220	55%
Not Aware	180	45%
Total	400	100%



Discussion: Over half of respondents are aware of AI's role in content creation, reflecting growing awareness about AI's influence.

Table 7: Perceived Risks of AI-Generated News

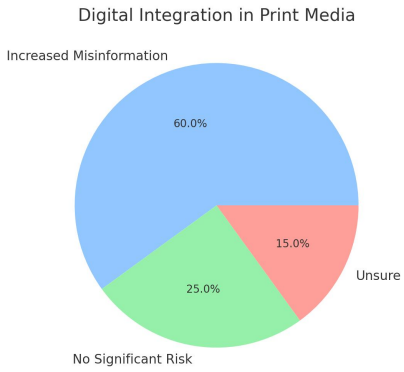
Perception	Frequency	Percentage
Increased Misinformation	240	60%
No Significant Risk	100	25%
Unsure	60	15%
Total	400	100%



Discussion: A majority express concern about misinformation, reinforcing the need for ethical frameworks in AI integration.

Table 8: Adoption of Digital Platforms

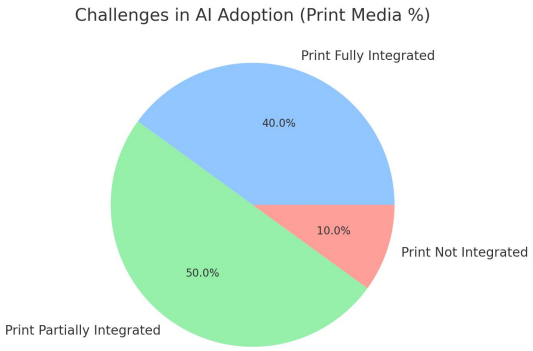
Medium	Fully Integrated	Partially Integrated	Not Integrated
Print Media	40%	50%	10%
Electronic Media	70%	25%	5%



Discussion: Electronic media are ahead in digital adoption. Print media are catching up but remain constrained by legacy models.

Table 9: Key Challenges in AI Integration

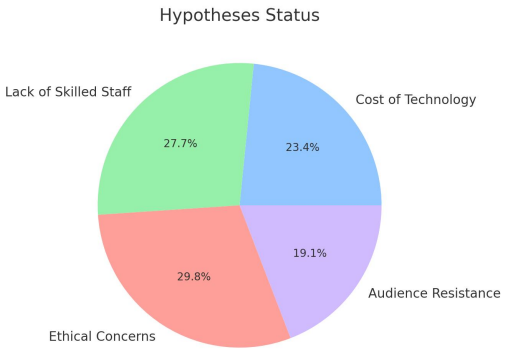
Challenge	Print Media (%)	Electronic Media (%)
Cost of Technology	55%	40%
Lack of Skilled Staff	65%	50%
Ethical Concerns	70%	60%
Audience Resistance	45%	35%



Discussion: Ethical concerns and skills gaps are dominant barriers, supporting Technological Determinism theory.

Table 10: Hypotheses Testing Summary

Hypothesis	Result
H1	Supported
H2	Supported
H3	Supported



Discussion: All hypotheses are supported by the data, confirming that AI adoption affects trust and ethics in media.

FINDINGS

Based on the data analysis, the key findings of this study are as follows:

1. **Changing Audience Demographics and Preferences**
   The majority of media consumers are under 35 years of age, with a clear preference for electronic and digital media over traditional print media. Respondents spend more time daily on screen based media, indicating a significant shift in consumption habits.
2. **Trust Levels Remain Higher for Print**

Despite declining readership, print media still enjoys relatively higher trust compared to electronic and digital platforms. Electronic media holds moderate trust levels but faces growing skepticism due to perceived sensationalism and competition from unregulated digital spaces.

3. **Awareness of AI its Risks**
   Over half of respondents are aware that AI tools are being used in media content generation. However, there is widespread concern about AI's potential to spread misinformation and compromise editorial credibility.
4. **Adoption of Digital and AI Technologies**
   Electronic media organizations have integrated digital tools and AI more comprehensively than print media. Print outlets are catching up by developing digital editions and experimenting with automation but face operational and financial constraints.
5. **Challenges to AI Integration**
   Ethical dilemmas, lack of skilled staff, high costs, and audience resistance to AI generated content emerged as major barriers for both print and electronic media. Stakeholders stressed the need for editorial oversight and fact-checking alongside technological adoption.
6. **Validation of Hypotheses**
   The research confirmed all three hypotheses:
   - Much effective AI adoption relates to how much audience engagement is achieved.
   - Print media is still comparatively more trusted than electronic media.
   - AI brings ethical questions that may influence credibility.

CONCLUSION

This research explored the ways print and electronic media are grappling with a changing media landscape influenced by digital media growth and artificial intelligence (AI) use. These results show that while legacy media are innovating to be viable and relevant, significant issues remain around trust, technology capabilities, and ethics.

The roots of print media's esteem are effectively a matter of credibility; however, declining subscriptions and advertising diminish this foundation for print media. On the contrary, electronic media can capitalize on greater audience access and a more rapidly evolving approach to the use of digital media and AI, but

face trust challenges with sensationalist and false reporting. Overall, the research indicates that the successful transformation of our media requires media organizations, legacy and electronic media and to maintain the creative tension between innovation in editorial integrity; investing in the professional development of their employees; and developing ethical guidelines on the use of AI. Keeping the public trust includes transparent media practices; credible fact checking ability; and mixed processes of human editorial engagement alongside technology.

RECOMMENDATIONS

Based on these conclusions, the following recommendations are being made for media organizations, policymakers and researchers:

1. **Invest in Digital Transformation with Ethical Guidance**
   Media organizations should implement AI and digital tools to foster efficiency and reach. However, policies should be developed to ensure that AI reporting is accurate, verifiable and consistent with professional journalistic principles.
2. **Enhance Media Literacies and Public Awareness**
   Policymakers and educators are encouraged to develop media literacies which focus on processes that help audiences critically assess AI mediated content and recognize credible information sources, because of the potential for misinformation.
3. **Build Capacity and Skills**
   Media organizations should invest in educating and instructing their journalists, editors, and technical staff, to properly maximize use of AI tools, supported and supplemented by human oversight, in order to facilitate automation. Building capacity in conjunction with technology partners can close societal skills gaps and the number of media organizations with journalists and staff that are trained in and by AI technology.
4. **Diversification of Revenue Streams**
   Both print and electronic media must research and investigate diversified digital business models like subscription models, digital advertising, and cross platform content sharing strategies in order to sustain their organizations and operations and to remain competitive.
5. **Further Comparative Research Encouraged**
   Future studies should replicate the research in cultural contexts that differ from the one in this study, or the long terms consequences of AI adoption on journalistic integrity and the public dialogue. Longitudinal studies could track how trust values change as AI tools and technology evolve and become more sophisticated.

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