

Artificial intelligence (AI) technology and its relevance to the profession and ethics journalism in Malaysia

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ABSTRACT

Artificial Intelligence technology has played an increasingly important role in the journalism industry. Despite the increasing use of this technology in news provision in Malaysia, its full impact remains unclear. This study aims to understand the impact of the use of AI technology in journalism by analysing the views and experiences of local journalists. The methodology used in this study was qualitative, an in-depth interview of 12 journalistic media practitioners in Malaysia. This study found that journalists' views on ethical issues in the use of AI reflect deep concerns about the negative impact on public trust. Algorithmic bias, job reduction risk, privacy issues, political control, and commercial influence are some of the major problems facing the media industry. It is important for media organizations to implement AI in an ethical and responsible way and maintain a balance between technology and quality journalism. Despite the ethical and privacy challenges, the positive impact of AI in the media industry is significant and continues to grow. Journalists need to continue to adapt and work with technologists to ensure that the use of AI in journalism brings benefits without sacrificing ethics and public trust.

Keywords: *AI; Journalism; Ethics*

BACKGROUND

AI stands for Artificial Intelligence refers to the ability of machines to mimic human intelligence, such as problem-solving, learning, and decision-making. The term is often used in a variety of contexts, from software development and robotics to data analysis and automation systems. In an academic context, the term AI refers

to the field of study and development of computer systems that are capable of performing tasks that usually require human intelligence (Simon, 2023). AI is often defined as a branch of computer science that focuses on creating machines that can perform tasks that require human intelligence. Approaches to AI development can be diverse, including machine learning, artificial neural networks, logic-based logic and programming, and natural language processing (Miroshnichenko, 2018).

The development of artificial intelligence (AI) in Malaysia has made significant progress, with initiatives from governments, the private sector, and academia contributing to the country's AI ecosystem. The Malaysian government is very proactive in developing AI, with several major initiatives through the National AI Blueprint (2021). Malaysia has launched a National Action Plan for AI that includes a long-term strategy to leverage AI to drive economic growth and improve people's quality of life.

The Malaysia Digital Economy Blueprint MyDIGITAL, launched in 2021, aims to make Malaysia a regional leader in the digital economy, including the expansion and adoption of AI. Malaysia also has a dynamic start-up ecosystem and many AI-focused tech companies, such as Fusionex, a big tech company that provides big data and AI solutions for a wide range of industries. Aerodyne uses AI in drone solutions for a variety of applications, including agriculture, infrastructure inspection, and disaster management. Favoriot is focused on IoT and AI solutions for smart cities and health care.

MDEC (Malaysia Digital Economy Corporation): MDEC is actively promoting AI adoption through various start-up and enterprise programmes. In addition to Malaysia, it is often involved in partnerships with other countries and international organizations for AI research and development.

Overall, Malaysia has a strong commitment to developing and implementing AI technology, with good support from the government, industry sector, and academia. With the right strategy and strong collaboration, Malaysia has the potential to become one of the regional leaders in the field of artificial intelligence. The journalism industry continues to change and grow rapidly, especially with the development of digital technology. The use of AI technology in the research, compilation, and broadcasting of news has increased the speed and efficiency of the news production process.

AI has brought about significant changes in journalism, with a wide impact in terms of production, distribution, and news consumption. Many news organizations use bots to write simple articles and routine reports, such as

weather reports, sports results, and financial data. For example, the Associated Press uses AI to generate company financial reports. Natural Language Generation (NLG) technology allows AI to produce complex text based on available data, thus speeding up the news writing process.

AI can analyse large amounts of data to find trends and patterns that humans may not see. It's very useful in investigative journalism to uncover hidden stories or corruption. AI is used to verify facts and detect fake news by checking information against vast databases and verifying its authenticity. AI algorithms study readers' preferences and present relevant news for them, increasing reader engagement and providing a more personalized reading experience. AI helps in optimizing content to make it easier to find in search engines, increasing news visibility.

Many news sites use chatbots to answer readers' questions and provide additional information quickly. AI is used to analyze feedback from readers and understand their sentiments on a given topic, helping journalists compile articles that better suit their audience. However, there has not been a sufficiently thorough study of the real impact of the use of AI technology on the quality and integrity of news, as well as journalists' views on relevant ethical issues.

PROBLEM STATEMENT

The use of artificial intelligence (AI) has had a significant impact on the journalism industry. The media began adopting AI technology to automatically produce news. With AI algorithms, routine news such as weather, sports results, and other daily news can be produced quickly and efficiently, freeing up journalists' time to focus on deeper and more investigative coverage (Simon, 2023). The media uses AI to analyse massive amounts of data and understand the behaviour of their readers. By understanding the reader's preferences and interests, the media can present more relevant and engaging content, increasing the reader's engagement and retention. The use of AI allows the media to present content tailored to the reader's individual preferences. By personalizing the reading experience, the media can increase reader engagement and build stronger relationships with their audience (Thurman et. al. 2017).

Artificial intelligence (AI) has been a key catalyst in the transformation of the global media landscape, including in Malaysia. The use of AI in journalism not only improves the efficiency of news production but also raises various ethical

questions that need to be addressed. This study aims to understand the impact of AI technology in news production and delivery as well as research journalists' views on related ethical issues. In Malaysia, the use of AI in the media industry is becoming more widespread, with news organizations such as Astro AWANI and Bernama adopting this technology in their operations. Astro AWANI, for example, has introduced the 'Ask AI' initiative to improve the quality and credibility of their journalism. Meanwhile, Bernama has been using AI to generate content such as azan videos, demonstrating the potential of AI in enriching media experiences

While AI offers a wide range of benefits, its use in journalism raises complex ethical issues. A study by Ismail Sualman (2025) found that the use of AI in the media can undermine public trust, with issues such as algorithmic bias and job reduction being major concerns. He emphasized the need for ethical and responsible implementation of AI in media organizations.

In response to these ethical challenges, the Malaysian government has launched the Code of Ethics for Journalists in February 2024, which aims to guide media practitioners in the digital age. The Code emphasizes principles such as responsibility, transparency, and fairness in the dissemination of information. With these guidelines, it is hoped that journalists will be able to adapt to technological changes while maintaining journalistic integrity (Bernama, 2025). Many media outlets in Malaysia have used AI to develop virtual assistants and chatbots that can provide additional information to readers, answer their questions, and increase interaction with audiences. Just like elsewhere, the use of AI in the journalism industry, faces ethical challenges and issues. There are concerns about potential algorithmic bias, reader data privacy, and transparency in the use of AI.

Overall, the use of artificial intelligence has brought about major changes in the journalism industry in Malaysia, enabling the media to improve operational efficiency, expand their reach, and provide readers with a more personal experience. However, the challenges associated with ethics and data security remain a concern that needs to be carefully addressed. AI can carry the biases that exist in the data used to train it, thus producing disproportionate or partial reports. With increasing automation, there are concerns about a reduction in the field of work for human journalists. Relying on AI in journalism presents challenges related to the integrity and accuracy of the information generated by machines. AI offers powerful tools to improve efficiency and accuracy in journalism, but it also brings challenges that must be overcome to ensure that the information presented remains credible and balanced (Beckett, 2019).

Although the use of data analysis tools and machine learning has helped journalists in discover interesting stories and conduct more in-depth journalistic research, there is still a need to understand more about how this technology can be used effectively in different journalistic contexts around the world, including the challenges faced in managing and analysing big data. The question is, what are the views of journalists on ethical issues related to the use of AI technology in preaching?

Similarly, while AI technology offers the potential to improve efficiency and quality in news delivery, there is still a need to understand more deeply the true impact of the use of this technology in journalism in Malaysia. The intention of this study is to highlight the ethical challenges that emerge from the use of AI in journalism, including issues of algorithmic bias, transparency, and responsibility. In addition, journalists' views on ethical issues and challenges related to the use of AI technology in news-making have also not been explored much in Malaysia.

OBJECTIVES OF THE STUDY

1. To understand the impact of the use of AI technology in the production and delivery of news in Malaysia.
2. To investigate the views of journalists on ethical issues related to the use of AI technology.

LITERATURE REVIEW

Literature studies on the effects of AI in journalism around the world have shown significant impacts, both positive and negative. Studies related to AI and its relationship with efficiency and productivity are published in Journalism Practice and show that AI has increased efficiency in news production. The use of Natural Language Generation (NLG) to produce routine reports such as weather, sports results, and financial reports has freed journalists to focus on more in-depth and investigative reporting (Thurman et al., 2017).

This study involved case studies from several news organizations that adopted NLG technology to produce automated news. While researchers conduct interviews with journalists, editors, and technology developers to understand the influence of the use of NLG in news production, this study found that the use of NLG has helped to improve efficiency in news production by automating the

process of writing routine articles such as weather reports, sports results, and financial reports. This frees up journalists' time to focus on deeper and more investigative coverage.

Although the news produced automatically uses NLG, researchers have found that the quality of the news remains maintained. NLG technology has evolved so that it can produce text that is of higher quality and resembles human writing. By freeing journalists from routine tasks, NLG has increased productivity in news redactions. Journalists can use the time saved to do in-depth research, interview sources, and develop more complex stories. Although NLG automates some tasks, the role of journalists remains important in choosing topics, gathering data, analyzing information, and presenting stories with adequate context and narrative.

This study provides a deeper understanding of how NLG technology has changed the practice of news production. The findings underline that while NLG improves efficiency, the role of journalists in presenting news creatively and contextually remains important. This study provides a platform for news organizations to explore and adopt NLG technology with regard to its impact on news quality and diversity. Through a combination of careful methodology and deep findings, this study provides valuable insights for the news and journalism industry in the face of the challenges and opportunities presented by the development of AI technology, such as NLG.

A study by Graefe (2016) in *Journalism* states that automatization through AI allows the production of news on a large scale at a speed that was previously impossible to achieve. This not only increases productivity but also allows news organizations to expand their reach. This study leverages conceptual analysis to understand the implications and potential of automatization in the news industry. This involves a review of the literature and key concepts in the automation of news. Graefe (2016) may also involve case studies or analyses of news organizations that have adopted AI technology to automate some aspects of news production. The use of AI in journalism raises a range of complex ethical issues, especially about transparency and accountability. The use of AI to automatically generate news content can spark questions about who is responsible in the event of factual errors or bias in news reports. According to de-Lima-Santos et al. (2024), clear guidelines are needed to ensure users know whether the content is generated by humans or by AI. This is important to maintain readers' trust in the

media and avoid irresponsible manipulation of information (de-Lima-Santos et al., 2024).

In addition to transparency issues, AI in journalism also raises concerns about user privacy. Technologies such as Natural Language Processing (NLP) and data mining used to analyze reader behaviour can intrude on users' data without their consent. This can negatively impact a media organization's reputation if the data is used for unethical purposes, such as overly personal advertising or manipulation of political views (Ng, 2023). Therefore, the media needs to establish a clear privacy policy and comply with data protection laws to safeguard public trust. Finally, accountability issues need to be considered when AI is used in producing or editing news content. In the event of false or biased reports, it can be difficult to determine who is to blame — whether it is the AI developers, media organizations, or journalists who use the system. As stated by Khan et al. (2022), ambiguity in the setting of these responsibilities can reduce the overall accountability of journalism. Therefore, media organizations need to ensure that there is a transparent human oversight mechanism for every use of AI in their newsrooms.

According to a global case study by the Reuters Institute (2020), several major news organizations such as The Washington Post, the BBC, and Bloomberg, have successfully integrated AI into their operations, with varying degrees of success. The Washington Post's Heliograph, for example, used to write thousands of short articles during the general election, showing how AI can increase volume and reporting speed. In the context of developing countries, a study by Sambuli et al. (2018) in *African Journalism Studies* states that AI adoption in Africa is still limited but shows great potential. Challenges include limited technological infrastructure and a lack of technical skills among journalists.

Based on scientific literature, AI has great potential to transform journalism by increasing efficiency and productivity, changing journalistic practices, and reducing costs. Yet, significant challenges remain, especially with regard to ethics, public trust, and the economic impact on the workforce. To maximize the benefits of AI while minimizing risks, a cautious approach is needed, including transparency in the use of AI, workforce retraining, and strict ethical oversight.

METHODOLOGY

The study used a qualitative approach through in-depth interviews with journalists in Malaysia. A total of 12 journalists from Kuala Lumpur, were involved in the

study. They consist of reporters, authors, editors, photographers, and graphic designers from various newspaper and even news portals. They were randomly selected to be face to faced interviewed based on a set of semi-structured interview protocols. Interviews are focused on their experience and views on the use of AI technology in journalism, its impact on the quality and integrity of news, as well as related ethical issues.

The qualitative method of study is used to understand complex phenomena in social and cultural contexts. That method is often used in social science studies (Cannon, 1998). This study, conducted through *in-depth interviews*, begins by identifying the main objectives and defining the main objectives of the study. Based on the objectives of the study, a list of questions (table or script) is generated as a guide for each focus group discussion session. This is followed by getting an ethical release. Identification of participants is the most critical step because the technique is largely based on group dynamics and synergy relationships among participants to generate data (Morgan, 1997). The composition of the participants depends on the main goals of the research.

PARTICIPANTS SELECTION

Participants in this study have been selected by using purposive sampling under the maximum variation type as well as through a critical sampling process as described earlier. Maximum variation sampling means that even if the selected sample is small, it is selected from a variety of characters so that the study results are diverse (Cannon, 1998). Participants are selected based on the following criteria:

1. Men and women of various races.
2. Between 25 and 60 years old.
3. Working in the journalism industry in Malaysia.
1. At least have a diploma and above.
4. Participated voluntarily in the study.

Table 1: Study Participants

Study Participants	Age (years)	Education Level	Occupation
P1 (Male)	25	Baccalaureate	Reporter
P2 (Female)	44	Diploma	Editor
P3 (Male)	30	Master	Reporter
P4 (Female)	35	Baccalaureate	Photographer
P5 (Male)	41	Diploma	Editor
P6 (Male)	48	Baccalaureate	Cameraman
P7(Female)	60	Diploma	Chief Editor
P8 (Male)	48	Master	Graphic Designer
P9 (Female)	40	Diploma	Editor
P10 (Male)	35	Bachelor	Reporter
		Master	

The technique of collecting data for this study through in-depth interviews was conducted on 15th to 30th October 2024, in Kuala Lumpur. The details of the participants are specified in tables 1. The data were analysed simultaneously with the data citation process. After completing the citation and transcription processes, the data were analysed using the *constant comparative method*. Themes and categories were formed based on the problems of this study.

PROTOCOL INTERVIEW

The following are the semi-structured questions asked of the participants in this study.

Objective 1: To understand the impact of the use of AI technology in the production and delivery of news in Malaysia.

- 1. How has the use of AI technology changed the way news is produced in your media organisation?
- 2. What positive effects have you observed from using AI in news production and delivery?

3. Has the use of AI improved or diminished the quality of news content? Please explain.
4. What are the biggest challenges you face in integrating AI into your editorial processes?

Objective 2: To investigate the views of journalists on ethical issues related to the use of AI technology.

5. What are the main ethical concerns you see arising from the use of AI in news production?
6. How would you assess the ability of AI to uphold principles of accuracy and balance in reporting?
7. Do you think the use of AI could affect the credibility of news organisations? Why or why not?
8. What measures do you think media organisations should take to address ethical issues associated with AI use?

LEGALITY AND RELIABILITY STRATEGY

Peer examination strategies have been used to determine the level of internal validity in this study. To obtain external validity, detailed and rich reports or rich and *thick descriptions* have been made. Detailed reports have been provided in the design section of the study up to the data analysis process. Reliability strategies were achieved through the *audit trail method*. The purpose of this method is to capture rich descriptive data about how people think and behave and smooth out complex processes.

Analysis of interview data as the main data involves systematic processes such as preparation of field notes and transcripts, coding, tracking, and building the main theme, as well as building sub-themes and sub-sub-themes (Mitchell, 2005). The data issued in the form of transcripts is then transformed into verbatim data. Verbatim, this data is entered into the Atlas ti 10 computer software to detect the main themes and sub-themes involved, and the analysis used is thematic analysis.

ETHICAL PROCEDURES FOR THE STUDY

1. Informed Consent

Each participant was given a clear and detailed explanation of the purpose, objectives, procedures of the study as well as their rights as participants. They are informed that their involvement is voluntary and that they have the right to withdraw at any time without any negative consequences. Written or verbal consent is obtained before data collection is carried out.

2. Confidentiality and Anonymity

All information obtained from participants is handled in complete confidentiality. The identity of the participant will be disguised using a specific nickname or code to ensure that no individual can be identified from the data collected. All data is stored securely inside a password-protected device and only the researchers involved have access to it.

3. Minimizes Harm

The questions asked are designed so as not to create stress or discomfort for the participants. If there are any questions that are considered sensitive, participants are given the option not to answer without any negative implications. Participants were also informed that they could withdraw from the study at any time without having to provide any reason.

4. Data Control and Storage

The collected data is stored securely and can only be accessed by approved researchers or members of the research team. The data is handled in accordance with data protection laws, including the Malaysian Personal Data Protection Act 2010 and any relevant institutional requirements. These study data are stored for a certain period (e.g., five years) before being safely destroyed.

5. Reporting and Dissemination

Study findings are reported in aggregate only to ensure that no individual participants can be identified. Participants were also offered the opportunity to receive a summary of the results of the study if they were interested.

6. Ethics Approval

Before the study begins, ethics approval is obtained from the university's ethics committee. Any amendments to the study design that could impact the rights or well-being of participants are resubmitted for additional ethical approval.

FINDINGS

What is the positive impact of the use of AI technology in journalism in Malaysia?

Some of the big media have started adopting AI to automate routine news production. For example, AI technology is used to produce reports on the results of sports matches or daily financial news.

In Malaysia, The Star Online uses AI to analyze reader data and personalize the content presented, increasing reader engagement and retention. In addition, they also use chatbots to interact with readers. The use of artificial intelligence (AI) technology in journalism has had a significant number of positive effects. Here are some of the main positive effects:

Efficiency and Productivity:

AI enables the media to produce regular news quickly and efficiently. AI algorithms can automatically write weather reports, sports results, and financial news, freeing journalists to focus on deeper and more investigative coverage.

P2: "All media organizations and practitioners must start moving quickly in line with the boom in artificial intelligence (AI) technology or risk being 'fallen', the crime of irresponsible parties".

Content Personalization:

AI helps media present relevant and engaging content for individual readers. Algorithms can analyze reader preferences and recommend appropriate articles, increasing reader engagement and retention.

P4: "Yes, I need to check and make sure the content from the AI source is accurate and authentic."

Deep Data Analysis:

AI is used to analyze big data and find patterns that are not manually visible. It helps journalists in investigations and in discovering important stories from complex data.

A2: "Specially AI also helps in terms of data, but it needs to be verified by obtaining the original source."

A12: "I get information and data to get a more effective visual angle."

Interaction with Readers:

AI-backed chatbots and virtual assistants can provide additional information and answer readers' questions, improving reader interaction and satisfaction.

P10: "We need to use this technology responsibly, and we need to do it now. Bad hands are always looking for new ways to use technology in a criminal or bad way, which does not benefit society,"

Social Media Monitoring:

AI can be used to monitor social media in real-time, help the media identify trending news, and understand public sentiment on specific issues.

A9: "AI is trending, and sometimes there are times when it's not up-date."

Automatization of News Production:

AI in Malaysia is used to automatically produce news, improve the efficiency of news production, and allow journalists to allocate more time for investigative coverage.

P4: "Operational management needs to take AI opportunities to expedite the process of news and newspaper publishing."

Personalization of the Reader Experience:

AI algorithms help present content tailored to reader interests and preferences, improve the user experience, and strengthen the relationship between media and audiences.

P9: "AI is also interactive in nature and helps create two-way communication between media and readers."

Data Collection and Analysis:

AI helps media collect and analyze large amounts of data, allowing for a better understanding of trends and patterns that are relevant to readers.

P2: "The content presented the latest way, joined by visuals does attract the attention of the audience."

Better Interaction with Readers:

By using AI-backed chatbots and virtual assistants, media in Malaysia can enhance interaction with readers, provide faster and more personal responses.

P9: "We take into account the views and responses of readers to help improve the news."

Increased Quality of Journalism:

With AI handling routine tasks, journalists can focus on the quality of the report, deepen the investigation, and provide a more comprehensive analysis.

P17: "With AI it's easy for me to make the editing process and investigative reporting to be more effective."

Overall, AI in journalism in has brought many benefits, including increased efficiency, productivity, content personalization, and better interaction with readers. Despite the ethical and privacy challenges that need to be overcome, the positive impact of AI in the media industry is significant and continues to grow.

What are the negative effects of the use of AI technology in the field of journalism?

Some media outlets in Malaysia have faced criticism for their use of algorithms that reinforce stereotypes against certain religious groups when preaching. For example, the message of violence committed by extremists is often more prominent than the news of interfaith peace efforts.

There are cases where the media uses AI algorithms influenced by political interests to censor news critical of the government. This resulted in a lack of transparency and acumen in the preaching.

The use of artificial intelligence (AI) technology in journalism in Indonesia and Malaysia also has a number of negative consequences. Here are some of the main negative effects:

Algorithmic Bias:

AI algorithms can reinforce the biases that exist in the data. If algorithmic training data reflects prejudice or stereotypes, the results can also be biased. This can lead to a disproportionate or unfair presentation of news against a particular group.

P11: "I also wondered if the facts given in the GPT chat are biased because they are not specified as authentic sources... the important thing is to think about your responsibilities, not just about the technology. This AI is accessible to all, anyone can start using this technology very quickly, and this in itself is dangerous."

Employment Reduction:

The automatization of news production can reduce the need for journalists for routine tasks, which can lead to a reduction in employment in the media industry.

P1: "Nowadays, newspaper and news portal companies are reducing journalists and starting to rely on AI in the workplace."

Dependence on Technology:

Excessive reliance on AI technology can reduce human critical analysis capabilities. Journalists may become too reliant on algorithms to make editorial decisions, which can reduce the quality of journalism.

P4: "I agree, it is feared that the creativity of journalists began to depend on AI, the lack of proliferation of brilliant ideas."

Data Privacy and Security Problems:

The use of AI to analyse reader data can raise concerns about data privacy and security. There is a risk that the reader's personal data is being misused or accessed without permission.

P5: "Sometimes privacy information is not protected when we have journalistic ethics."

Complexity and Cost of Implementation:

Integrating AI technology in media operations requires significant investment in terms of cost and time. Small media companies may not have the resources to effectively implement this technology.

P10: "For large companies can fully benefit AI in its operations. But small companies can't afford to be left behind."

Bias in the News Presentation:

AI algorithms used to select and present news can tend to reinforce existing biases, especially if they are designed to prioritize more popular or controversial news than more profound and socially important ones.

P3: "I often dispute slanting in preaching if we rely on AI."

Political Control and Sensors:

There are concerns that AI, controlled by certain political interests, could be used to censor or manipulate news. Algorithms can be designed to highlight news that benefits the government or lower the priority of news that is critical of the government.

P9: "It is necessary to be careful with AI because it is feared to be controlled by certain parties over political interests."

Commercial Influencers:

AI algorithms run by commercial interests may prioritize news that is more financially profitable than more socially or politically meaningful news. This can reduce the quality of journalism.

P6: "As long as I mention there may be a hidden media agenda if it depends on an AI machine."

Polarization and Social Conflict:

AI algorithms can amplify polarization by highlighting provocative or sensational content. In a country with a complex history of social and ethnic conflicts like Malaysia, this can exacerbate tensions between different groups.

P2: "Whatever values AI needs to hold does not affect national unity and sustainability."

Cultural and Political Diversity:

AI may not be sensitive enough to the cultural complex and political nuances in Malaysia. A poorly designed algorithm can ignore the perspectives and needs of minority groups, exacerbating inequality in media representation.

P5: "Don't let AI affect sensitive issues like the 3 R: Race, Religion, and Royalty"

While AI has many benefits in journalism, there are also a number of challenges and negative effects that need to be overcome. Algorithmic bias, job reduction risk, privacy issues, political control, and commercial influence are some of the major problems facing the media industry in Malaysia. Therefore, it is important for media organizations to implement AI in an ethical and responsible way, ensure transparency, and maintain a balance between technology and quality journalism.

What are the views of journalists on ethical issues related to the use of AI technology in news-making?

Journalists' views on ethical issues related to the use of artificial intelligence (AI) technology in news-making in Malaysia can vary depending on the individual's experience and understanding of the technology. However, there are some common ethical issues that journalists may be concerned about:

Algorithmic Bias:

Journalists may be concerned that AI algorithms used to compile or recommend news could create bias in news presentations. This can happen if algorithms tend to highlight or emphasize certain types of news based on disproportionate references or inclinations. This can lead to certain references in the selection or presentation of news, which do not always reflect the diversity of objective viewpoints and truths.

P7: "It is biased in the preaching, and we are not clear where the news is."

Quality and Reliability of News:

There are concerns that the use of AI technology in news-making could sacrifice the quality and reliability of news. Journalists feel that, while AI can improve production efficiency, it cannot capture the nuances and context needed to structure news accurately.

Journalists want to make sure that while AI can improve production efficiency, it does not sacrifice the accuracy, truth, or integrity of news.

P20: "The important value of news comes first so that, true, accurate, and complete, AI can be misleading."

Transparency and Act:

Journalists may be concerned about the lack of transparency in the use of AI technology in news-making. They may want to know how algorithms are programmed, how editorial decisions are made, and how news is curated by the technology.

P4: "We don't even know where a news comes from because it's not the source, it's misleading."

This lack of transparency can reduce the level of acumen in the presentation of news to readers.

P7: "We need to be sure of the truth of the news, don't let AI be an expert on everything."

It's important for journalists to make sure that there's an adequate level of transparency in the use of AI technology in news-making. This includes a clear understanding of how algorithms are programmed, how editorial decisions are made, and how news is curated by technology.

Data Privacy and Security:

The use of AI technology in news-making can also raise concerns about data privacy and security. Journalists may be concerned that personal data or sensitive information could be misused or exposed because of the uncontrolled use of AI technology.

P7: "I am skeptical of the privacy and information regarding personal data and confidential data that can be shared with anyone."

Journalists may be concerned about the protection of privacy and data security, especially if AI technology collects or uses readers' personal data to present personalized news. The obscurity of how data is collected, stored, and used can raise concerns about potential misuse or privacy breaches.

P2: "Anyone can break personal secrets or government secrets that are capable of compromising national security."

Social and Cultural Impacts:

Ethical issues can also be related to the social and cultural impact of the use of AI technology in news-making. Journalists may want to make sure that the use of this technology does not damage cultural diversity, pluralism of information, or the diversity of viewpoints in the presentation of news.

P5: "I am very worried that the people will be affected by the outsiders that affect their own culture."

Journalists are also concerned about the social and cultural impact of the use of AI technology in news-making. They may want to make sure that this technology does not damage cultural diversity, pluralism of information, or the diversity of viewpoints in the presentation of news.

DISCUSSIONS

Journalists' views on ethical issues related to the use of AI technology in news-making in Malaysia reflect concerns about bias, quality, transparency, privacy, data security, and social and cultural impacts. Therefore, it is important for news organizations and policymakers to pay attention to the views and inputs of journalists when designing policies and practices related to the use of AI technology in journalism. Malaysia, has a multicultural and multi-ethnic society. Journalists in Malaysia may be concerned that AI algorithms can create bias in news presentations by choosing or highlighting news that is more in line with certain political interests or views while ignoring the perspectives and needs of minority groups. Although Malaysia has relatively high press freedom, there are also concerns about political control over the media. Journalists may feel that AI algorithms controlled by certain political interests can be used to censor or manipulate news in a disproportionate or unfair way. Religious and social issues are often the main focus of Malaysian news. Journalists may be concerned that AI algorithms may create bias in news presentations by emphasizing or reinforcing stereotypes or prejudices against certain religious or social groups.

Journalists have a great responsibility to ensure that the news presented to the public is accurate, balanced, and in accordance with the journalistic ethical code. Therefore, they need to closely monitor how AI technology is used in news-making and be critical of possible biases. Journalists may be concerned about the protection of privacy and data security, especially if AI technology collects or uses readers' personal data to present personalized news. The obscurity of how data is collected, stored, and used can raise concerns about potential misuse or privacy breaches.

In the context of journalists in Malaysia, concerns over data privacy and security in the use of artificial intelligence (AI) technology in news broadcasting are important and relevant. The integrity of journalism could be jeopardized if AI technology used in news broadcasting gathers readers' personal information without sufficient security measures, leaving sources vulnerable to possible surveillance or retaliation. Furthermore, because AI technology employed in news broadcasts is susceptible to outside manipulation or influence, journalists' independence may be jeopardized, making it more difficult for them to report freely and hold authorities accountable.

Malaysia has personal data protection laws regulated by the Personal Data Protection Act 2010. However, the implementation of this law is still inconsistent and is often considered inadequate in overcoming the challenges faced in the digital age. Journalists may be concerned that the reader's personal data may be misused by irresponsible parties. Malaysia also use foreign platforms to spread their content. This can cause concern for data privacy and security, especially if the reader's data is accessed by a foreigner without their knowledge or permission.

Journalists need to ensure that there is sufficient transparency in the collection and use of reader data to present personalized news. This involves giving readers clear information about how their data is collected, stored, and used by AI technology. Journalists have a responsibility to protect the privacy and security of their readers' data. They need to make sure that AI technology is used ethically and in accordance with the principles of personal data protection, as well as to increase transparency and awareness of how reader data is used in news service.

A large news platform uses AI algorithms to determine which news is featured on their home page. However, these algorithms tend to prioritize popular news online, such as entertainment content or celebrities, over issues that may be more socially or politically important, such as public health issues or education. AI algorithms used by online media may be more likely to highlight controversial or viral national or international news while ignoring coverage of local or regional news that may be more relevant to most readers in a particular area. For example, a minor incident in an area may not receive adequate coverage because it is not "interesting" nationally or internationally.

During the general election campaign period, AI algorithms used by a news portal may tend to emphasize favourable news for a particular political party or a particular candidate while ignoring or degrading coverage of their political rivals. This can affect public perception and reduce the diversity of viewpoints in political

preaching. Important social or environmental issues, such as poverty, social inequality, or environmental damage, may not receive sufficient attention in the news presented by AI algorithms. This is because the news may be considered less "interesting" or controversial, although it has a significant impact on society.

Thus, AI algorithms can have a significant impact on affecting news agendas and media coverage, which in turn can affect public perception and understanding of important issues in society. Therefore, it is important for journalists and news organizations to ensure that AI algorithms are used ethically and balanced, as well as to observe cultural, religious, and political diversity in the selection and emphasis of news. AI algorithms run by certain business interests may tend to choose or highlight news that is more financially profitable than more socially or politically meaningful news. There may be a tendency for a media outlet to prioritize sensational, or entertainment news over news that is more meaningful for social or political reasons.

The driving force behind this tabloidization can be the hunt for readers or viewers who will help to earn more money from the placement of advertising messages. Further, these outlets use AI algorithms, which they may use to promote the articles that are more likely to generate clicks or views and not the articles that offer a measurable value to their readers or viewers.

An online news portal owned by a large media company may use AI algorithms to determine which news is featured on their home page. These algorithms tend to select or highlight news that produces more clicks, such as sensational, controversial, or entertainment news, than more socially or politically meaningful news, such as news about poverty or corruption. Some online news platforms may use AI algorithms to display paid content from certain partners or advertisers in a way that is more prominent than independent or objective news. This can affect the reader's perception of the credibility and integrity of the news presented.

AI algorithms can be used to highlight or place news that indirectly promotes products or services from companies that advertise on those news platforms. Journalists worry that this could blur the boundaries between redactions and advertising, as well as reduce news credibility. Thus, commercial influence in the use of AI technology in news-making in Indonesia can influence the selection and highlighting of news, as well as affect the overall narrative and information presented to the public. Therefore, it is important for journalists and news organizations to ensure that AI algorithms are used ethically and responsibly, as

well as to maintain the independence of redaction and journalistic integrity in every editorial decision.

FUTURE STUDY RECOMMENDATIONS

1. Comparative Study between Media Organizations

Future studies could compare the use of AI technology between mainstream media organisations and alternative media organisations in Malaysia. This will help understand whether there are differences in how AI technology is integrated, the challenges faced, as well as the impact on the editorial process.

2. Audience Acceptance Analysis or News Readers

Future studies could examine how Malaysian news viewers or readers accept the use of AI technology in news delivery — whether they see it as an advantage in terms of speed and accuracy, or on the contrary, raise concerns about authenticity and trustworthiness.

3. Review of Ethics Policies and Guidelines

Advanced studies can focus on how media organizations develop internal policies and ethical guidelines in the use of AI technology. This study is important to ensure that this technology is used responsibly and in line with the principles of ethical journalism.

CONCLUSION

Artificial intelligence (AI) brings great challenges to the evolution of the world of journalism because it tests the integrity of published reports. The use of AI can create something that does not exist, while it is difficult to judge whether reports made using AI technology are genuine or otherwise. The speed of technology with the use of AI is a great evolution in the field of journalism if it is utilized by those who are experts in its use. Journalists' views on ethical issues in the use of AI in news-making reflect deep concerns about the negative impact on public trust. To maintain public trust, it's important for the media to ensure transparency, overcome algorithmic bias, protect data privacy, and maintain editorial integrity. Journalists also need to continue to adapt and work with technologists to ensure

that the use of AI in journalism brings benefits without sacrificing ethics and public trust.

Ethical issues can also be related to the social and cultural impact of the use of AI technology in news-making. Journalists may want to make sure that the use of this technology does not damage cultural diversity, pluralism of information, or the diversity of viewpoints in the presentation of news. Journalists may also be concerned about the social and cultural impact of the use of AI technology in news-making. They may want to make sure that this technology does not damage cultural diversity, pluralism of information, or the diversity of viewpoints in the presentation of news. The journalists from various organizations should think about the direction of the media industry following the transformation that is taking place so quickly at the moment, bringing challenges to the industry.

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