

4th INTERNATIONAL CONFERENCE ON
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Ethically Integrating AI into Journalism: Balancing Innovation, Integrity, and Public Trust

Abstract: The integration of artificial intelligence (AI) into journalism introduces both transformative possibilities and ethical dilemmas. This study provides an in-depth analysis of AI applications within newsrooms, emphasising the need to balance innovation with journalistic integrity and public trust. Focusing on cases from diverse media organisations worldwide, this study explores AI's potential to streamline content creation, improve information dissemination, and automate editorial tasks. However, it also highlights critical risks such as misinformation, biased outputs, and accountability issues. The analysis reveals that while AI-driven tools can enhance productivity, they often challenge journalistic principles, particularly in areas where ethical and privacy standards are essential.

Insights from multiple sources, including synthetic media guidelines, knowledge-sharing constraints within newsrooms, and consumer trust dynamics, underscore the necessity of establishing robust ethical frameworks. Responsible AI practices are especially crucial, given AI's role in content personalisation and its tendency to exacerbate information silos. Additionally, consumer perception studies indicate that audience trust may waver as automation in journalism increases. To mitigate these risks, this research advocates a multidisciplinary approach that incorporates transparency, accountability, and human oversight. Case studies from agencies such as the Reuters Institute and Dutch media organisations reveal that addressing knowledge silos and fostering cross-functional collaboration are critical to supporting ethical AI adoption in journalism.

This research adds to the ongoing conversation about ethical AI by highlighting the necessity of unified guidelines that preserve journalistic principles whilst harnessing AI to enhance operational productivity. These findings underscore the vital importance of establishing global guidelines and governance frameworks to safeguard the role of journalism in democratic systems, especially in an era characterised by increasingly sophisticated AI technologies.

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Biography: Ogheneruona Maria Esegbona-Isikeh is a seasoned data journalist with a remarkable ability to uncover compelling stories through rigorous data analysis and visualization. With a solid foundation in Python, R, and SQL, she excels at mining large datasets and transforming complex data into clear, engaging narratives that resonate with diverse audiences. Her work spans critical areas, such as social justice, economic trends, and public policy, with a deep commitment to making data accessible and impactful. Ogheneruona's investigative reporting has earned her recognition, with her insights featured in prominent publications, including the News Agency of Nigeria (NAN), The Guardian, and UrbanKapital Magazine. Her unique approach emphasises clarity and transparency, making her a trusted source of data-driven storytelling.

Alongside her journalistic pursuits, Ogheneruona is an active researcher and contributor to top-tier, peer-reviewed journals. She often publishes her work to share insights widely, with the aim of supporting other researchers in advancing their knowledge. Her expertise in AI, data journalism, e-healthcare, and digital-technology-based research has led to her role as a reviewer for respected journal publishers, a position that reflects her credibility and scholarly experience. With a master's degree in data journalism from Birmingham City University and a bachelor's in mass communication from Delta State University in Nigeria, she brings academic rigor and practical insight to every project. Outside of her work, Ogheneruona is dedicated to mentoring aspiring data journalists and frequently speaks at industry conferences, advocating the importance of integrity and accessibility in data storytelling.