



# Artificial Intelligence: A bane or boon for journalists?

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# What is AI?

- A branch of computer science
- A machine that can **simulate** human intelligence

Think

Analyze the data based on pre-programmed methods

Learn

Machine learning and Deep learning  
-- grow its own basis of analysis from  
the additional data inputs of its users

# Familiar uses of AI

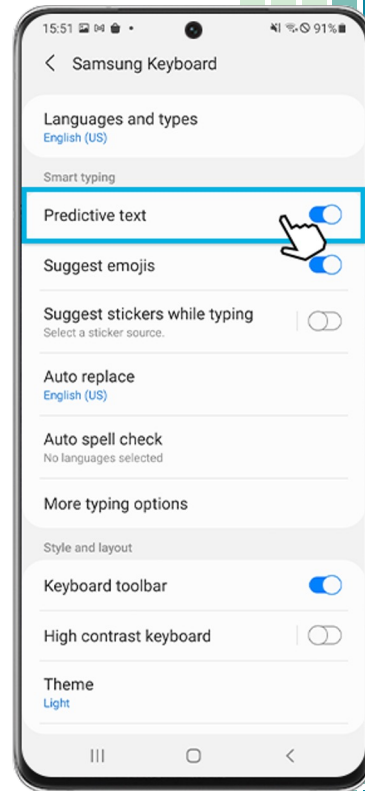
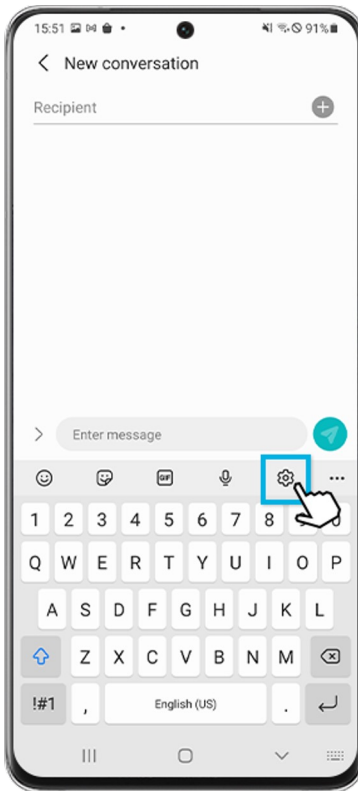
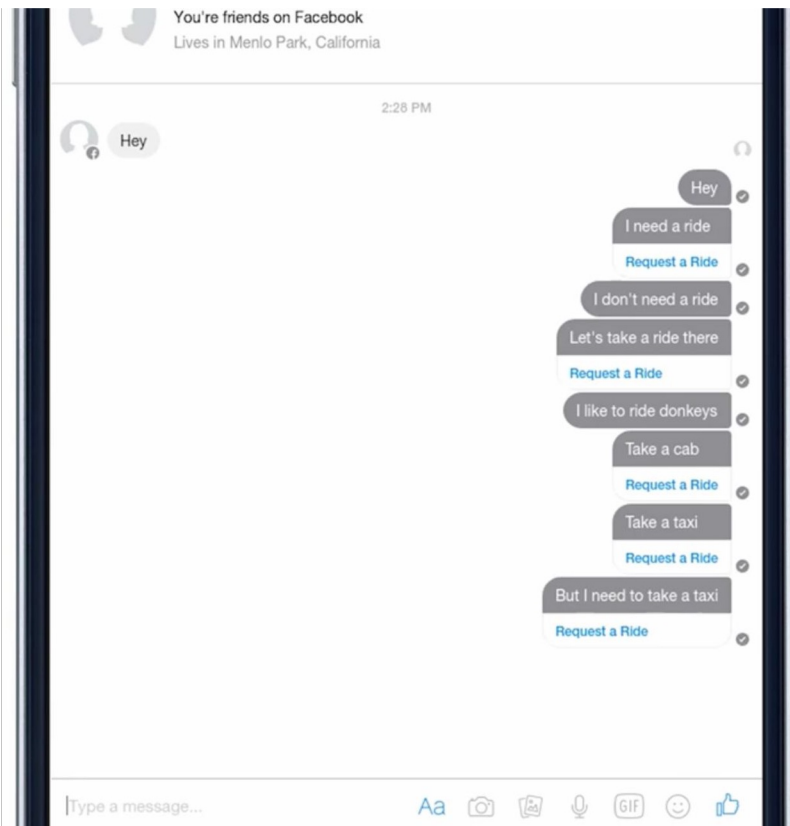


## Facial recognition

- Facebook
- Gaming Apps
- Apps

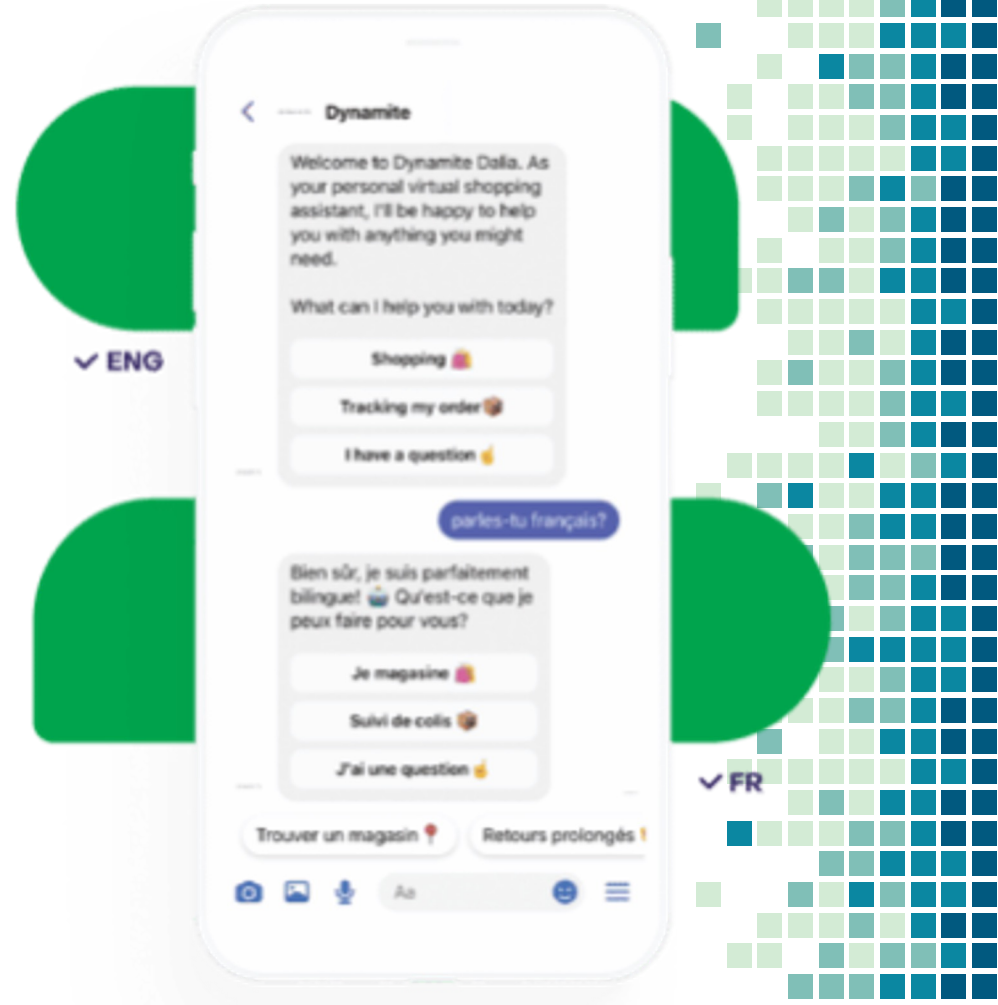
# Familiar uses of AI

## Deep and Predictive Text



# Familiar uses of AI

## Customer Chat Bots





# ChatGPT

We've trained a model called ChatGPT which interacts in a conversational way. The dialogue format makes it possible for ChatGPT to answer follow-up questions, admit its mistakes, challenge incorrect premises, and reject inappropriate requests.

**ChatGPT is a large language model trained by OpenAI, based on the GPT (Generative Pre-trained Transformer) architecture. It is designed to generate human-like responses to text-based prompts or questions.**

+ New chat

Previous 30 Days

New chat

# ChatGPT



## Examples

"Explain quantum computing in simple terms" →

"Got any creative Ideas for a 10 year old's birthday?" →

"How do I make an HTTP request in Javascript?" →



## Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

Trained to decline inappropriate requests



## Limitations

May occasionally generate incorrect information

May occasionally produce harmful instructions or biased content

Limited knowledge of world and events after 2021

Send a message.



Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT Mar 3 Version](#)

Upgrade to Plus

NEW



+ New chat

Today

SMC's Strong 2022 Perf

Previous 30 Days

New chat

Upgrade to Plus NEW

Rachel Khan



Write a news story on San Miguel Corporation's 2022 Annual Report



San Miguel Corporation (SMC) released its highly anticipated 2022 Annual Report yesterday, revealing yet another impressive year for the Philippine-based conglomerate.

According to the report, SMC recorded a consolidated net income of PHP 71.1 billion (approximately \$14 billion USD) for the fiscal year ending December 31, 2022. This marks an 11% increase from the previous year's net income of PHP 64.2 billion (approximately \$13 billion USD).

The company's strong financial performance was driven by growth in its core businesses, including its food and beverage, power, and infrastructure segments. SMC's food and beverage business, which includes popular brands such as San Miguel Beer and Magnolia, reported a 9% increase in sales, while its power business saw a 13% increase in energy sales.

In addition, SMC's infrastructure business continued to expand, with the company securing several high-profile projects in the Philippines, including the construction of a new airport in Bulacan and a new expressway in Cebu.

SMC's President and COO, Ramon S. Ang, credited the company's success to its focus on operational efficiency and innovation, as well as its commitment to sustainability and social responsibility.

Regenerate response

Send a message.



## Generative Pre-trained Transformer

It can **produce** something new from existing data (creative).

It has the ability to perform tasks in complex environments **without** constant guidance by a user (autonomous).

The ability to improve performance by learning **from experience** (adaptable).

*e.g. Samsung leak*

*Natural Language Model:  
Uses normal/conversational not computer language*

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# Machine Learning

- Use of data to answer questions, i.e. “the use of algorithms that learn patterns from data and are able to perform tasks without being explicitly programmed to do so.”

## NLP : natural language program

- Branch of Machine Learning
- Gives computers the ability to understand text and spoken words in much the same way human beings can using **computational linguistics**



# Is AI a threat?



“AI is not about the total automation of content production from start to finish: it is about augmentation to give professionals and creatives the tools to work faster, freeing them up to spend more time on what humans do best,” he says.

“Human journalism is also full of flaws and we mitigate the risks through editing. The same applies to AI. Make sure you understand the tools you are using and the risks. Don't expect too much of the tech.”

--Prof. Charles Beckett of the London School of  
Economics

# What is AI Journalism?

With the rise of digital media, AI is becoming increasingly important in helping journalists to analyze data, identify trends, and even generate news stories.

**AP** Associated Press

**Bloomberg**

**The Washington Post**



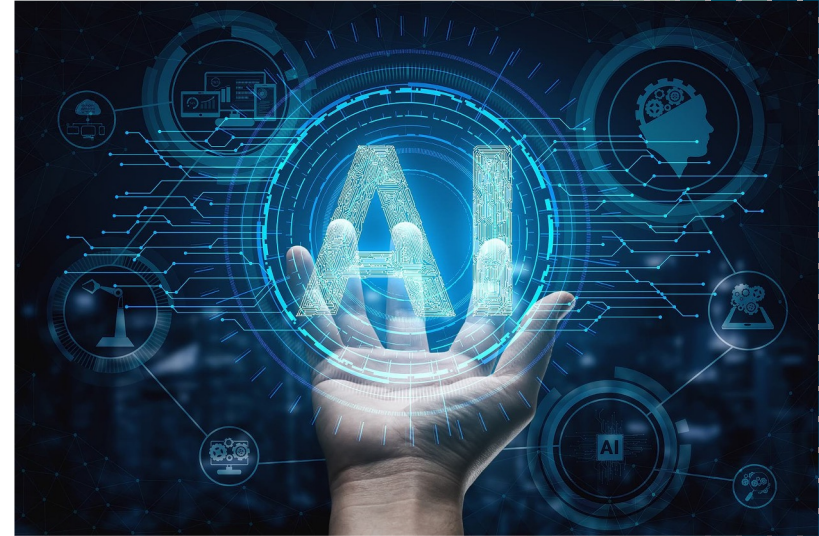


LSE

Lisa Gibbs  
Associated Press

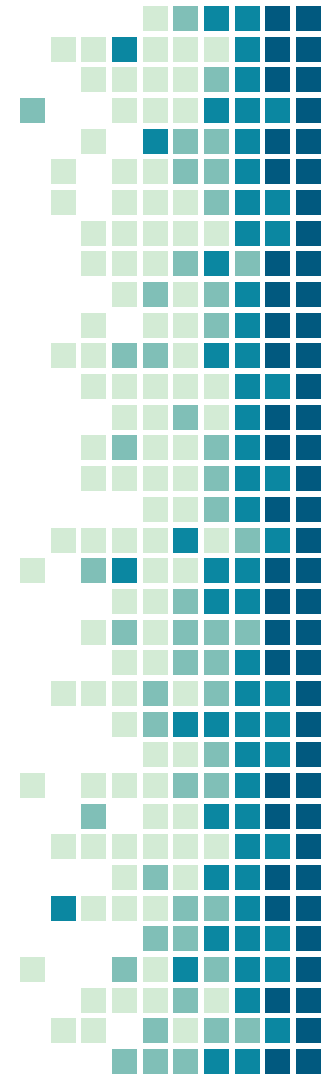
# What are the BENEFITS of AI?

AI systems used by news organizations are able to churn out big data, detect financial trends and other statistics. Combined with a Natural Language Generator computer application, then the AI platform is able to generate actual news stories from the data it analyzed.



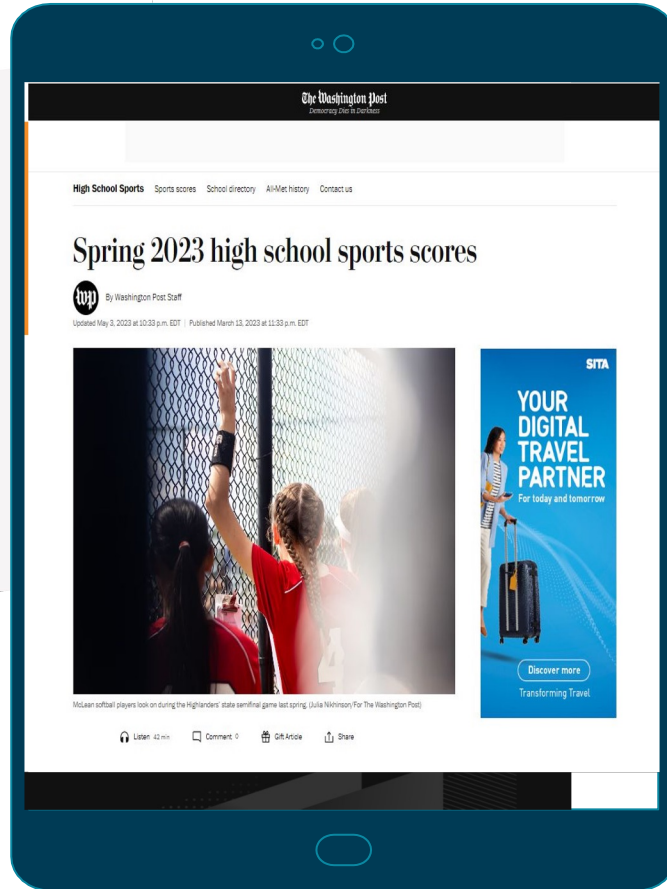
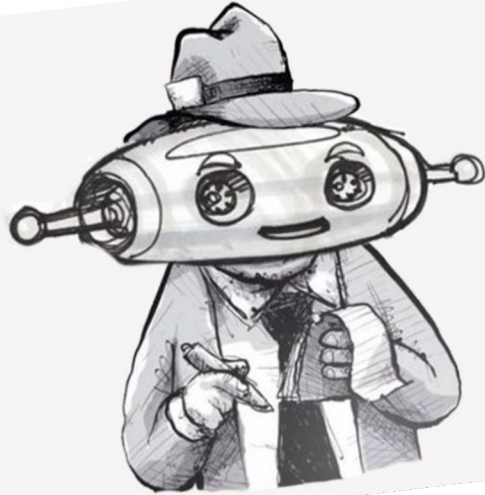
# 10 ways AI is currently being used in Journalism around the world:

1. Using AI to automate news production
2. Using AI for your journalistic investigations



# The Washington Post's robot reporter has published 850 articles in the past year

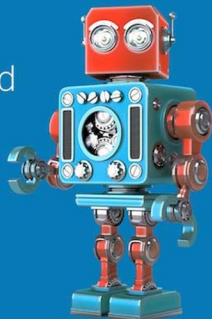
September 14, 2017 • 4 min read • By [Lucia Moses](#) [f](#) [t](#) [in](#) [d](#)



# Heliograf

## An Intelligent, Automated Storytelling Agent

- Automatic story generation from real-time data sources
- Delivery of channel-specific stories
- Personalized stories for readers



The Washington Post

Exclusive news, data and analytics for financial



World Business Markets Sustainability Legal More

My View

## Factbox: FACTBOX-Worldwide coronavirus cases cross 235.08 million, death toll at 5,009,716

By Lynx Insight Service

October 4, 2021 12:01 PM GMT+8 · Updated 2 years ago



Pfizer steps up race for weight-loss drug



Feedback

# AP

ai  
AUTOMATED  
INSIGHTS

STATS

## Baylor faces tough test vs No. 19 Iowa State

AP

Baylor (16-9, 7-5) vs. No. 19 Iowa State (19-6, 8-4)

James H. Hilton Coliseum, Ames, Iowa; Tuesday, 8 p.m. EST

**BOTTOM LINE:** No. 19 Iowa State presents a tough challenge for Baylor. Baylor has won two of its four games against ranked teams this season. Iowa State has moved up to No. 19 in the latest AP rankings following a win over Kansas State last week.

**SUPER SENIORS:** Iowa State's Marial Shayok, Michael Jacobson and Nick Weiler-Babb have combined to account for 52 percent of the team's scoring this season, including 45 percent of all Cyclones points over the last five games.

**MIGHTY MAKAI:** Makai Mason has connected on 37.2 percent of the 113 3-pointers he's attempted and has made 9 of 18 over the last five games. He's also converted 81.3 percent of his free throws this season.

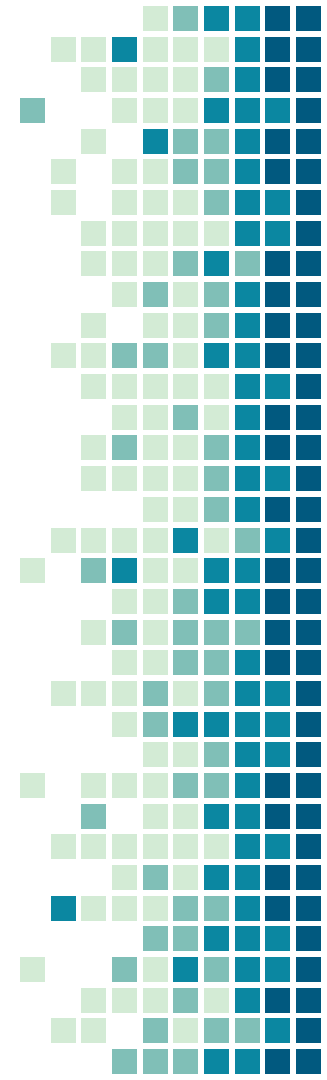
**PERFECT WHEN:** Baylor is a perfect 7-0 when it turns the ball over 10 times or fewer. The Bears are 9-9 when they record more than 10 turnovers. The Iowa State defense has forced 12.8 turnovers per game in Big 12 play and 12 per game over its last five.

## 10 ways AI is currently being used in Journalism around the world:

3. Using AI to leverage the content in the archives

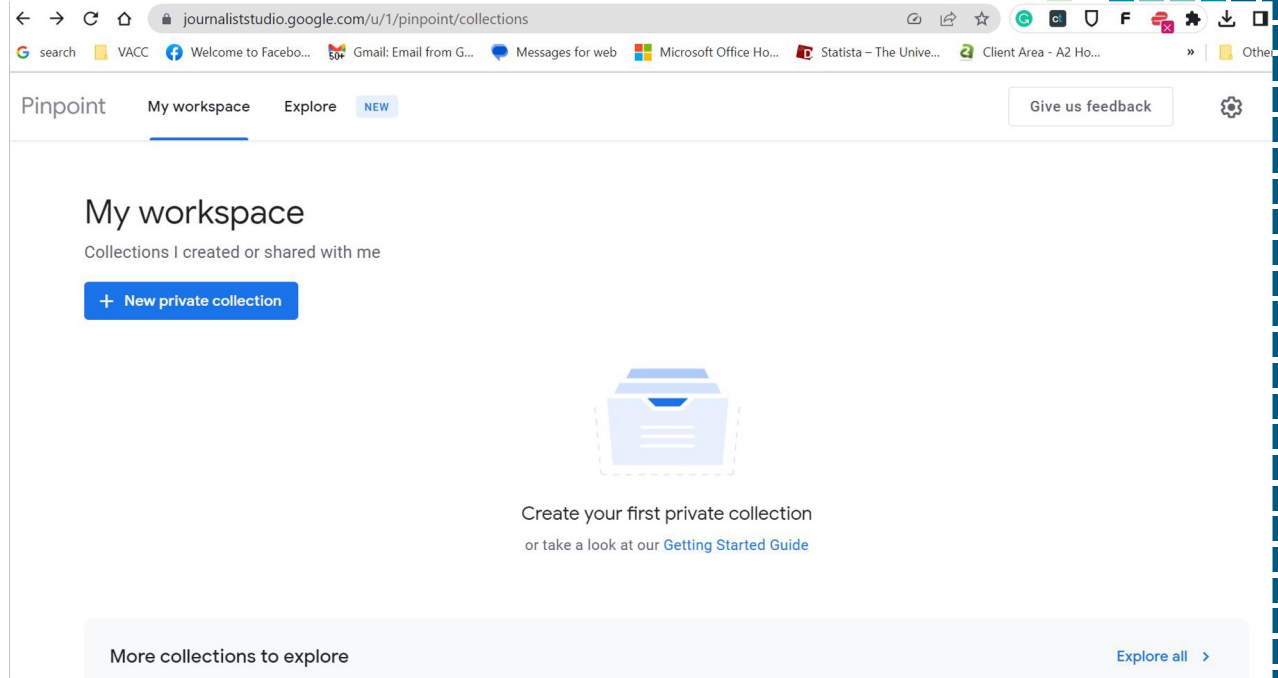
4. Using AI to understand audiences' wants and needs

5. Using AI to optimize engagement and subscriptions



**Pinpoint** is part of Google's Journalist Studio, a suite of different tools, which includes a fact check explorer, data visualizer, and real-time content insights that enable journalists to work more efficiently and securely.

Pinpoint leverages the capabilities of Google Search, AI, and machine learning to help journalists write and research material.





# My workspace

Collections I created or shared with me

[+ New private collection](#)



Create your first private collection

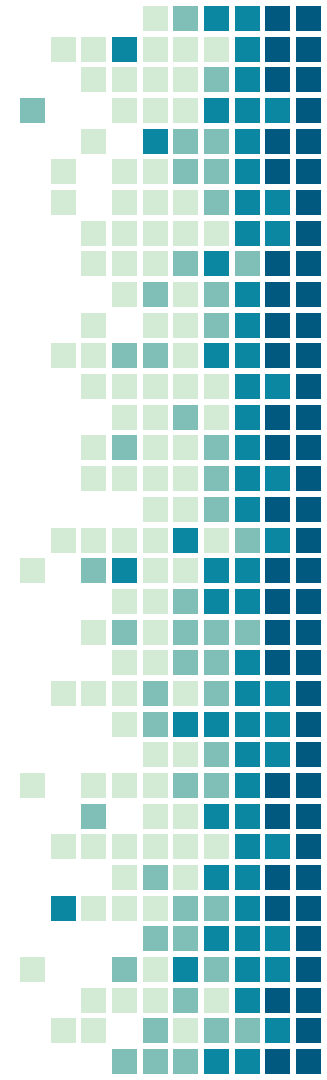
or take a look at our [Getting Started Guide](#)

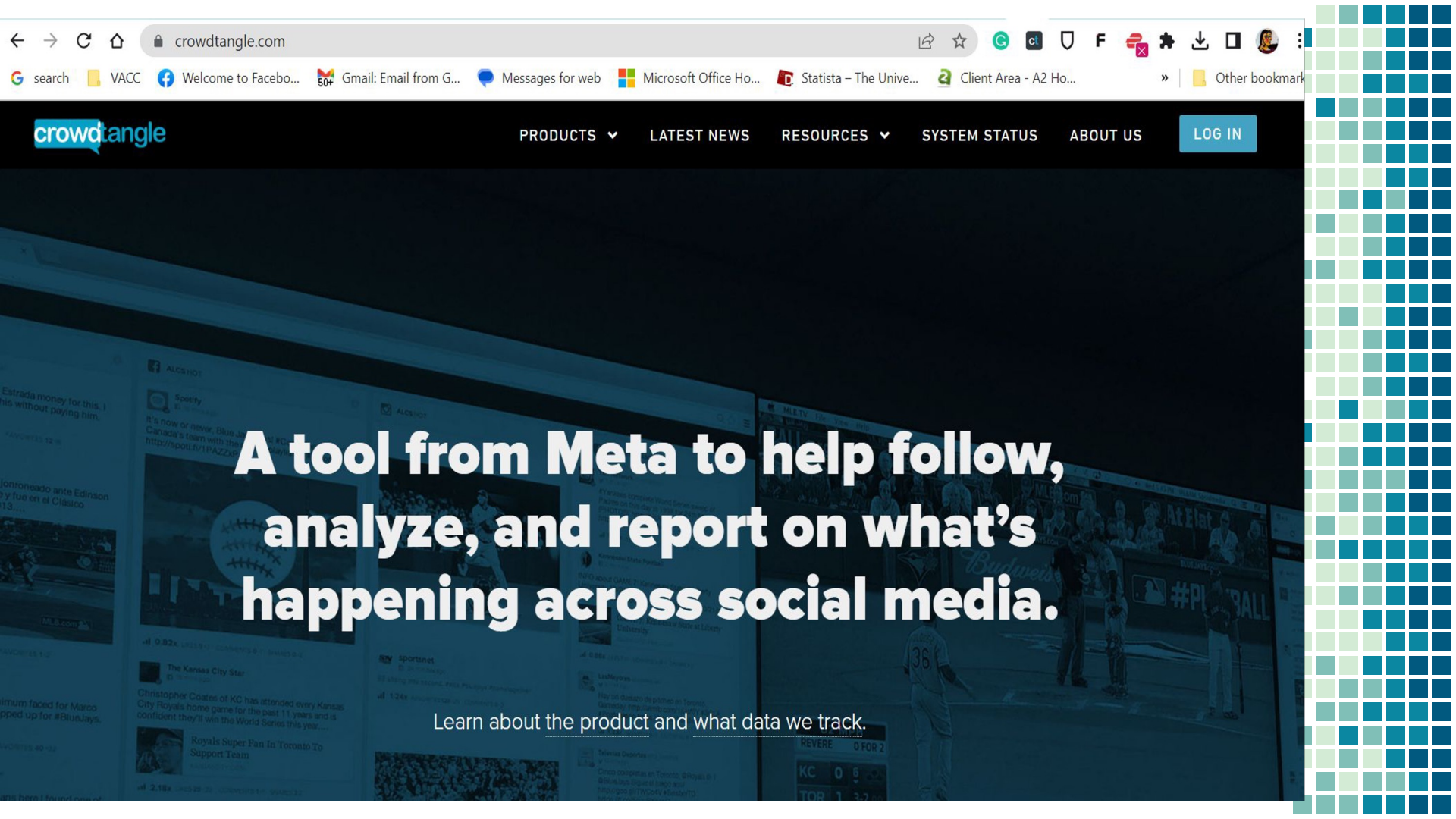
More collections to explore

[Explore all](#) >

## 10 ways AI is currently being used in Journalism around the world:

6. Using AI for fact-checking and verification
7. Using AI for comment moderation
8. Using AI to optimize your use of images
9. Using AI to identify and mitigate risks of bias
10. Using AI to cover the COVID-19 pandemic





**A tool from Meta to help follow,  
analyze, and report on what's  
happening across social media.**

[Learn about the product](#) and [what data we track](#).

1

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Republic of the Philippines  
**Department of Health**  
Kagawaran ng Kalusugan

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## COVID-19 TRACKER



**COVID-19 Tracker**  
PHILIPPINES

[/OfficialDOHgov](#)[@DOHgovph](#)

### Overview

[Download COVID-19 DOH Data Drop](#)Filter Epidemiology data by Region: by Province / HUC / ICC: 

As of May 4, 2023

HUC - "Highly Urbanized City"  
ICC - "Independent Component City"

### Nationwide Cases Data

Total Cases

**4,097,525****+1,190 added on 05/04**

Active Cases

**8,371**

Recovered

**4,022,710**

Died

**66,444**[View Detailed  
Case Information](#)

Confirmed cases are those that tested RT-PCR positive by a DOH-RITM certified lab.

### Weekly Cases by Date of Onset of Illness

☒ Weekly☐ Cases

We urge caution when  
interpretation data during the

# THANKS!

Any questions?

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