COMMUNICATION & SOCIETY

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Bibliography. Book review

Inteligencia Artificial, periodismo y democracia

Tamara Vázquez And Idoia Salazar (Eds.)

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*A*midst global confusion about the present and future conse-quences that the implementation of Artificial Intelligence may have on society, Tamara Vázquez and Idoia Salazar, along with 20 other experts in the field, clarify the doubts that may arise towards this technology in the communicative and political space.

Although this book is one of the latest to address the study of this technology, it moves faster, rendering any study obsolete by the simple fact of a new update or, as happens with the contents found in the book, the creation of new legislation. In December 2023, the European Union created the first Artificial Intelligence law, changing the regulatory framework analyzed in *Inteligencia Artificial, periodismo y democracia*. What no rule to be created, nor technological improvement to come can change is the idea that underpins this book: ethics. It is affirmed that governments must be based on ethical and deontological principles to facilitate access, understanding, and transparency of this technology (p. 94). Politics and information go hand in hand throughout the text, where it is promoted "to have knowledge in the management of information to protect national interests" (p. 201).

Richard Benjamins prefaces this informative work making clear the need for this text for a good understanding of Artificial Intelligence that allows transparency, respect, and freedom of expression (p. 15). Artificial Intelligence is surrounded by prejudices that cause a slower implementation (p. 43). One of the great unknowns that surrounds society and pro-duces rejection against Artificial Intelligence is the future of work, if this technology assumes repetitive tasks, it can increase unemployment (p. 46). But it is also made clear that, alt-hough there are many risks, there are also social benefits. "The positive or negative effects depend on how it is executed in specific processes" (p. 22).

Another contemporary issue related to Artificial Intelligence is datafication, where algorithms can process large amounts of information more effectively than other means (p. 32). "Automation, precision, and speed in the analysis of complex data are key elements that these systems master perfectly" (p. 48). Other benefits include assistance with data pro-cessing and the detection of false information (p. 22).

In journalism, these systems re also helpful to reduce the time it takes to generate information, as well as in predicting the media agenda or in automatic writing (p. 64). Linked to this, in Argentine radio a program has been created written through commands presented to GPT-3, which shows that it can be used as a scripting tool (p. 118). Although it is true that, "the greater the precision required in the news, the less confidence the tool offers" (p. 122). It is important to emphasize that journalism and artificial intelligence are mutually beneficial. While the media make use of these systems, journalistic corpora benefit Artificial Intelligences, training the textual models of these algorithms (p. 108).

In addition to exposing the risks, this book also presents the services that technology can provide to humans. Artificial Intelligence is still to be improved, if this is achieved, it can bring social improvements within the information media. For example, its application on television would help the accessibility of content to people with hearing disabilities (p. 296).

On the other hand, different problems that come with the implementation of these systems are demonstrated. To exemplify, there is an ethical conflict in the data economy, attacking the privacy of the online user (p. 271). At the same time, the problem of polarization is added, coupled with this, other problems are appreciated, "disinformation, hate speech, and the perpetuation of social inequalities" (p. 255). At present, disinformation is integrated, even, in modern warfare, where other threats appear presented as attack actions on all fronts, from information, economy, kinetics to electromagnetism (p. 222).

The arrival of these technologies brings the hope that they will be designed promoting "diversity within the media offer that the algorithm personalizes and, thus, avoid the creation of bubble filters and echo chambers" (p. 73). It is therefore intuited that, in the journalistic field, the implementation of these technologies is already a reality, having been introduced in the newsrooms, creating a journalistic metamorphosis (p. 61). But this is not the first change that journalism suffers, "social networks forever changed the way information is accessed, disseminated, and shared" (p. 174).

It is key to remember that these tools are not separate from society, but are intertwined with the environment, expressing human values (p. 250). "The action of AI in the world [...] cannot be understood without considering the perceptions, beliefs, and feelings that prevail about this technology among people" (p. 254). An idea that arises during reading is that of co-creation, technology must be used as a tool to help the journalist, but not as the author of the information (p. 29).

The book, divided into 16 chapters, brings the studies of the experts closer trying to disseminate in an orderly manner the different conclusions. All the studies have very rich bibliographies on the subject that allow the reader to delve into a topic of rigorous scientific current affairs.

This project manages to land the knowledge of a field in continuous growth and serves to understand the algorithmic environment from a perspective that covers journalistic, political, economic, social, and legislative issues. Finally, the book anticipates a future that, although uncertain, does not forget the importance of the human being in the regulation of these technologies in order to promote their ethical and professional use.

References

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