

	Doc 1	Doc 2	Doc 3	Doc 4	Doc 5
Context		Erosion of trust and increased polarisation The news landscape is "becoming more polarised and less trusted."			
Threats	Spread of fabricated news events: AI anchors present "events which never actually happened." * Fake major stories (e.g., fabricated war declarations, celebrity disasters) circulate widely, increasing misinformation risk.	Economic threat to traditional journalism: "Audiences disappearing online and revenues quickly following" + declining viewership and income for traditional broadcast news.	Concerns about job displacement: Newsroom unions worry AI may replace journalists; The NewsGuild has negotiated dozens of agreements involving "media security." NFT staff express concern that AI would perform "the middle of the editorial process," which is where key journalistic judgment occurs.	Show in articles public trust when AI is involved: Trust in articles written and edited by humans is highest (48% overall trust). NFT staff express concern that AI would perform "the middle of the editorial process," which is where key journalistic judgment occurs.	Widespread public concern about AI's invisibility in journalism: Large proportions (32-49%) think AI involvement should be explicitly labelled across many editorial and production tasks — indicating discomfort with hidden AI use.
	Viral reposting removes disclaimers: Even when original creators state the video is AI-generated, "AI disclaimers disappear" as clips are reposted across platforms + viewers may mistake fiction for verified news.	Quality of journalism: AI news channels produce low-cost content, undermining the economic viability of human-produced journalism. The news landscape is "becoming more polarised and less trusted." AI-generated content can be used to "bring low-cost news and propaganda to the masses," heightening risk of misinformation or manipulation.	Risks of factual errors and credibility damage: Bloomberg's AI-generated summaries produced "dozens of corrections," showing vulnerability to inaccuracies that can harm trust. Summarization/aggregation tools may misrepresent other outlets' reporting.	Show in articles public trust when AI is involved: Trust in articles written and edited by humans is highest (48% overall trust). NFT staff express concern that AI would perform "the middle of the editorial process," which is where key journalistic judgment occurs.	Risk of eroding trust if AI production is undisclosed: High demand for labelling in "writing the text of an article" (47%) and "creating an artificial presenter or author" (45%) suggests audiences may distrust tools that use AI without transparency.
	Deceptive realism: AI anchors "fooling the internet" with highly convincing visuals and delivery → blurring line between authentic journalism and synthetic content.	Existential threat to broadcast journalists' jobs: Channel 1's fully AI-generated anchors, voices, scripts, and graphics "fully displace human video journalists" ("absolutely terrified about what that will mean for me").	Possible intellectual property violations: A Washington Post lawyer warned that AI tools summarizing content across the internet "could be a violation of intellectual property rights."	Audience resistance to AI oversight: Even when the journalist is human, replacing the editor with AI drives distrust (23% "not trust at all"). Suggests editing, fact-checking, and gatekeeping are viewed as roles requiring human judgment.	Potential backlash in core editorial roles: Significant numbers believe headline writing (35%) and even editing for spelling/grammar (32%) require disclosure → indicates low tolerance for AI in central journalistic functions.
	Difficulty distinguishing satire vs. Manipulation: Some AI clips appear "comical," but others are serious and potentially harmful. The tonal ambiguity makes it harder for audiences to discern intent or credibility.	Public confidence already low ("69% say they have little or no confidence at all in the news media") → AI could worsen this by reducing transparency and authenticity.	Internal pushback / newsroom tensions: Staff engineers and producers raise concerns about AI tools undermining journalistic roles or bypassing essential human judgment.	Potential reputational threat to news outlets using AI: If trust drops sharply in AI-mediated content, outlets risk eroding their brand credibility by deploying AI in key editorial processes.	Fear that AI-created images or illustrations may mislead: Nearly half (49%) want disclosure when AI creates an image instead of a real photograph — a risk point for accusations of fakery or manipulation.
	Weaponization of AI for disinformation: AI presenters created "with the sole purpose of spreading made-up events" can be used to intentionally mislead at scale.	Ethical concerns over image/voice rights: Presenters worry about "assigning away" their likeness to AI systems that can animate them in any way. Potential long-term loss of control over personal identity and its uses.	Over-automation of editorial judgment: NPR's proposal to automate digital versions of radio stories threatens to remove human decision-making in the "middle" of the process, where journalistic choices are made.		Concern about AI reshaping audience-specific narratives: 41% say rewriting the same article for different people should be labelled, reflecting anxiety around personalised news shaping perceptions subty.
Advantages	Legitimacy news outlets experimenting with AI responsibly: Some real news organisations use AI anchors "to present verified information." * AI can support multilingual or continuous output without needing on-camera staff.	Lower production costs => AI generates anchors, scripts, editing, and lip-sync cheaply → more affordable news production.	AI as a tool to enhance reporting and editing: Proponents say AI is a "powerful new tool" that can aid reporting, editing, and reader engagement.		Some public openness to AI in support roles: Lower disclosure expectations for tasks like grammar editing (32%), headlines (35%), charts/infographics (38%) → implies AI in background tasks might be more publicly acceptable.
	Technological innovation in production: Tools like Google's VEO3 show advanced audio-video synchronization, potentially streamlining certain production tasks	Scalability and personalisation = Channel 1 aims "to personalise the viewing experience at scale." * Multi-language support (30+ languages) expands global accessibility.	Expanded investigative and research capabilities: Newsquest employs journalists who use AI "to delve deeper into stories." AP used AI to analyze tens of thousands of pages on high-profile assassinations, making documents searchable, summarizing them, and highlighting newly unredacted sections.	AI involvement does not eliminate trust entirely: A notable minority still expresses some trust in AI-influenced content: 21-23% "trust a great deal or fair amount" with one in the pipeline.	Recognition that AI can assist with complex tasks: High disclosure expectations for data analysis (47%) and translation (41%) suggest these are areas where the public expects AI to be used and wants transparency rather than prohibition.
		Speed and efficiency > AI can script, edit, and animate quickly, potentially delivering news faster.	Creation of new interactive or innovative products: Axios used AI to automate news roundups and generate internal editorial elements (e.g., axioms), while maintaining reporter oversight.	11-27% even trust the fully AI-written and AI-edited option to some extent.	
		Use of trusted sources: AI-written news draws on "trusted newsweires," which could help maintain factual grounding. In the example of Channel 1	NPR leadership sees potential for efficiency in producing digital versions of radio stories.	Human-AI hybrid models retain more trust than full automation: Human journalist + AI editor or AI journalist + human editor both perform significantly better than fully AI-driven content.	
		Personalisation as a strategic response: AI-driven personalised news is framed as a future-facing strategy to retain or engage audiences.	AI supports journalistic oversight rather than replacing it (in some implementations): Bloomberg states journalists have "full control" over whether AI summaries are used. Axios insists automation is "not about dropping reporter jobs," but augmenting non-expertise-heavy tasks.	This implies the public is open to AI use when humans remain in the loop.	
Solutions	Consent-based use of human likeness: Some channels work with real individuals who "authorise the use of their image," providing a more ethical pathway for AI-generated presenters.	Hybrid human-AI roles: Presenters may license their image/voice to AI and receive residuals, suggesting a model where humans remain part of the ecosystem, though in altered roles.	Human oversight as a safeguard: Major organisations (Axios, Bloomberg, AP) integrate AI with regular human supervision to ensure accuracy and editorial standards.	Provides empirical mapping for how newsrooms might integrate AI responsibly: The chart highlights clear thresholds of public acceptance, which can guide newsroom strategy.	AI seen as a legitimate tool when paired with transparency: The chart implies that people are not rejecting AI outright; instead, they want it clearly signalled, which suggests an openness to hybrid workflows.
	Ethical framework for likeness authorization: Design real people who consent to have their image used for AI anchors offers a possible model for responsible implementation.	Using reputable sources as a guarantee: Reliance on trusted newswires as the factual backbone is presented as a way to mitigate misinformation risks of generative AI.	Bloomberg emphasizes transparency around corrections and indicates journalists decide whether summaries are published.	Maintain meaningful human involvement: Transparency around human roles may improve trust. Use AI selectively in non-editorial tasks.	Differentiating high-risk and low-risk tasks: Stronger demand for disclosure in content-creation (47-49%) than in mechanical tasks (32-38%). Suggests a tiered approach: stricter rules for AI-generated text/images/presenters; lighter rules for stylistic or technical edits.
	Importance of maintaining AI disclaimers	Editorial oversight remains essential: Legitimate AI-assisted news still requires human-verified content, suggesting that hybrid workflows (humans verifying facts, AI assisting with presentation) could mitigate misinformation risks.	Clear guidelines on human responsibility: NPR asserts content will always be "the product of human beings," suggesting formal policy guardrails. Concerns voiced internally (e.g., "the middle involves journalistic choices") reflect the need to protect core human decision-making.	Trust data can guide newsroom policy and public-facing communications (Outlets can use these findings to inform guidelines for AI-generated sources—e.g., "Human-edited," "Human-authored" labels or editorial charters emphasizing oversight.)	