Technology and Humanism in Harmony: Building a New Order for Intelligent News Production and Dissemination

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Abstract: This paper delves into the comprehensive impact of artificial intelligence (AI) technology on the news production and dissemination process in recent years, as well as the profound transformation experienced by the news industry amidst the wave of intelligentization. It not only analyzes the specific applications of intelligent technology in various stages of news production, including collection, editing, release, and user feedback, but also examines the challenges and opportunities brought about by these transformations. In particular, this paper conducts a detailed analysis of the critical order relationships, such as those between algorithms and privacy protection, news content and quality assurance, ethics and responsibility, and user interaction and supervision mechanisms. Based on this foundation, the article further explores the potential new order that may emerge in the production and dissemination of intelligent news in the future. It emphasizes the dialectical unity of technology and humanistic care in building this new order, aiming to provide valuable insights for the healthy and sustainable development of the news industry.

Keywords: Intelligent News Production; Ethical Regulation; Humanistic Care; Dissemination Order

1. Introduction

With the rapid development of artificial intelligence technology, the production and dissemination of news are undergoing profound transformations. Intelligence, like a powerful storm, has swept every corner of the journalism industry, bringing unprecedented innovations to this traditional sector while also posing a series of complex challenges. It has not only changed the production processes and dissemination methods of news but also exerted a far-reaching impact on the news industry landscape[1].

2. Current Impact of AI Technology on the News Industry

Artificial intelligence technology is playing an increasingly important role throughout the entire process of news production and dissemination, from news gathering, editing, publishing to user reception and feedback, with intelligence permeating every aspect[2]. From the perspective of the production process, in the news gathering stage, AI technology automatically scrapes information from the internet, enabling rapid discovery of news leads. It can filter massive amounts of data to identify valuable news material, significantly improving journalists' work efficiency. At the same time, AI technology can utilize big data to conduct preliminary analysis of text information, providing directions for in-depth investigations by journalists. In the editing stage, AI technology can assist editors with content proofreading, format adjustment, and fact-checking. Automated editing tools can quickly detect errors in text, ensuring the accuracy of news content. Additionally, they can automatically generate headlines and summaries based on news topics and styles, particularly in hard news areas that require processing large amounts of data, such as finance, sports, and weather reports, significantly enhancing the timeliness of reporting. Moving into the dissemination process, in the news publishing stage, AI technology can personalize news content delivery and creation based on user behavior data and preferences. Through algorithmic recommendations, users can receive news that better aligns with their interests, enhancing the user experience. After users receive the news, AI technology can collect real-time reading data, including click-through rates, reading

duration, and sharing counts, providing valuable feedback data for news organizations. This data helps news organizations better understand user needs and optimize content production strategies.

Throughout the entire process of news production and dissemination, AI technology has played a significant role, but it has also brought about a series of issues related to quality and ethical order. Concerns about news gathering norms, news dissemination management, and ethical considerations regarding human-technology interactions require the news industry to seek a new balance between technological innovation and professional consistency. While embracing technology, the news industry needs to actively address its negative impacts, continuously explore and improve ethical norms and quality management measures that are compatible with it, and pay attention to important order relationships in production and dissemination to ensure the health and sustainable development of the news industry[3].

3. Important Order Relationships in Intelligent News Production and Dissemination

3.1 Algorithms and Privacy

In the process of intelligent news production and widespread dissemination, the contradiction between algorithms and user privacy has become increasingly prominent. On the one hand, algorithms, relying on in-depth mining of user data, enable personalized news recommendations, thereby enhancing the user's reading experience. On the other hand, this data-centric model also implies significant risks of privacy breaches. To provide more precise news recommendations, algorithms must extensively collect sensitive information such as users' browsing history, personal preferences, and geographical location. However, if this information collection process lacks necessary regulatory measures, users' privacy security will face severe threats, as exemplified by the case in 2019 where a law doctoral candidate surnamed Ling sued Douyin (the Chinese version of TikTok) and Duoshan platforms for violating personal privacy rights. Privacy breaches not only concern individuals' legitimate rights and interests but may also negatively impact the fairness and objectivity of news content. When algorithms overly rely on user data, users often find themselves in the predicament of an "information cocoon," resulting in highly homogeneous news content they receive, thereby weakening news diversity and criticality. Moreover, in the era of prevalent algorithms, "invisible infringements" have become a noteworthy phenomenon, where users' privacy may be violated without explicit notification. As users are often unaware of the potential threats of privacy breaches, the consequences of such infringements are often more far-reaching and severe compared to direct forms of infringement. For example, many applications guide users through installation processes that mandate authorization to access their personal information, yet users are unclear about how this authorized information will be subsequently processed and utilized.

To balance the order issue between algorithms and user privacy, comprehensive measures need to be taken. Firstly, legislation should establish privacy protection boundaries, and governments should strengthen regulation. Secondly, news organizations and platforms should enhance their technical capabilities for privacy protection, ensure algorithm transparency, grant users more control, and strengthen user privacy education to raise awareness of privacy breach risks. Enterprises should consciously adhere to privacy protection principles and promote industry self-discipline. A diversified news recommendation mechanism should be established to break the "information cocoon." Through these means, a new order of joint governance involving governments, enterprises, users, and society can be formed, ensuring a balance between the convenience of technological development and users' privacy rights[4].

3.2 Content and Quality

Intelligent news production, while improving news production efficiency, also brings the risk of a proliferation of fake news. In algorithm-driven news recommendation systems, metrics such as click-through rates and page views often become important indicators for measuring news value. Once algorithms are biased or maliciously exploited, a large amount of false information may be generated. For example, during the "1.07" earthquake in

Xizang in 2024, a batch of fake photos and news generated using artificial intelligence technology emerged, seeking attention and even profit, which disrupted the current order of the news industry environment. Therefore, ensuring the authenticity of news content is not only a professional ethic in the news industry but also the foundation for building a new order of intelligent news production. This requires news producers in the intelligent era to adhere to the principles of objectivity and fairness, strictly review news sources, and use technological means to identify fake news, promptly debunk rumors, and maintain the authenticity of news.

Moreover, the evaluation criteria for news quality also need to be re-examined. Traditional news quality assessments often focus on aspects such as content accuracy, timeliness, and objectivity. However, in the context of intelligence, these criteria are no longer sufficient to comprehensively measure the value of news. Therefore, we need to combine technology with humanistic care to establish a scientific and reasonable news quality evaluation system. This system should cover multiple dimensions such as the innovativeness, interactivity, and user experience of news content, while paying attention to the social impact and positive value of news. Through such an evaluation system, we can more comprehensively assess the quality of news, balance the order between news content and news quality, and promote the long-term development of the news industry in an intelligent environment[5].

3.3 Ethics and Responsibility

News ethics faces unprecedented challenges in the intelligent era. The production and distribution of news increasingly rely on algorithms and automation systems, which may lead news practitioners to neglect traditional ethical norms. For example, the "ElsaGate" incident in 2018, where disturbing videos were widely disseminated through algorithm recommendations, caused significant psychological harm to children. In addition, the recent incident of evil illustrations in children's textbooks and reading materials has also exposed ethical deficiencies in intelligent content review mechanisms[6]. These incidents remind us that ensuring news practitioners follow ethical norms is key to building a new order of intelligent news dissemination. At the same time, the social responsibility of news practitioners has become increasingly important and urgent in the context of intelligence. As disseminators of social information, they bear the important mission of disseminating true and valuable news. Journalists should uphold professional ethics, be aware of the impact of their reports on the public, especially the younger generation, actively disseminate positive energy, and promote social harmony[7]. In the intelligent era, news practitioners should enhance their professional competence and ethical awareness, ensure that the development direction of technology aligns with social ethics and public interests through the proper use and supervision of technology, and play a more active role as disseminators in the wave of intelligence[8].

3.4 Interaction and Regulation

Interaction and regulation should ultimately become the new norm for intelligent news dissemination. User interaction has not only become an important driving force for the diversification of news content but also an indispensable part of the news regulatory system. Intelligent news platforms can precisely capture user interests, encourage users to actively participate in news discussions and sharing, thereby greatly improving the quality of user interaction. User participation not only enriches the dimensions of news content but also provides valuable feedback for news producers, helping them more accurately grasp public needs and optimize news reporting. At the same time, users have gradually become an important force in the news regulatory system. Through measures such as establishing reporting mechanisms and user credit systems, users can participate in identifying and resisting harmful information. This mutual regulatory framework helps form a new order, making news dissemination more transparent and democratic[9].

Governments and industry regulatory bodies also play a crucial role in intelligent news dissemination. Governments should strengthen the supervision of intelligent news production and dissemination, formulate and improve relevant laws and policies, promote the establishment of cross-departmental

collaboration mechanisms, and strengthen communication and cooperation with the news industry and technology enterprises to jointly address the issues and challenges that may arise in intelligent news dissemination[10]. Industry regulatory bodies should assume self-discipline responsibilities, promote the establishment of strict content review standards and processes within the industry, and ensure the legality and compliance of intelligent news dissemination. In summary, the joint efforts of users and regulatory authorities are key to building a new order of intelligent news dissemination.

4. Conclusion

Intelligent news production and dissemination are reshaping the news industry, bringing unprecedented innovations and challenges to journalism. The widespread application of artificial intelligence technology throughout the entire process of news gathering, editing, publishing, and user feedback has significantly improved the efficiency of news production and the precision of dissemination. However, this has also given rise to a series of important order issues concerning algorithms and privacy, content and quality, ethics and responsibility, as well as interaction and regulation.

In terms of algorithms and privacy, striking a balance between the utilization of user data and privacy protection has become crucial. This requires joint efforts from governments, enterprises, and users, through legislation, technological advancements, and user education, to ensure that technological development does not infringe upon users' privacy rights. Regarding content and quality, while intelligent news production has improved efficiency, it also poses risks of fake news. News producers need to adhere to the principles of objectivity and impartiality, utilize technological means to identify fake news, and establish a scientific and reasonable news quality evaluation system.

Ethics and responsibility are indispensable aspects of intelligent news dissemination. Journalists should uphold professional ethics, follow ethical norms, actively spread positive energy, and promote social harmony. Furthermore, interaction and regulation should become the new norm in intelligent news dissemination. User participation not only enriches news content but also becomes an important force in news regulation. Governments and industry regulatory bodies should also strengthen cooperation to jointly address the challenges in intelligent news dissemination.

In the future, the new order of intelligent news production and dissemination will place greater emphasis on the unity of opposites between technology and humanistic care. It is necessary to fully leverage the advantages of technology to improve the efficiency of news production and the precision of dissemination, while also paying attention to human needs and values, ensuring the authenticity, objectivity, and ethicality of news. Only in this way can intelligent news production and dissemination steadily move forward amidst change and contribute to the healthy and sustainable development of the news industry.

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