

# PRAGUE MEDIA POINT

November 29, 2024

Goethe Institut, Prague, Czechia

**WHAT'S WORKING:  
RESPONDING TO AI-INDUCED  
VOLATILITY IN THE MEDIA**

The conference is organized by



The project is co-financed by the Governments of Czechia, Hungary, Poland, and Slovakia, as well as by the Ministry of Foreign Affairs of the Republic of Korea, through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

This conference has been financially supported also by the Czech-German Future Fund (Česko-německý fond budoucnosti), the French Institute and the French Embassy in Prague.

This program is as of November 28, 2024 and may be subject to change.

By participating in this conference, you agree to being photographed and/or captured on the video. Such materials will only be used for the conference and promotional purposes.

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#whatsworking

Program as of November 28, 2024

All conference events will be held in English.

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## Friday, November 29, 2024

08:30 **Other** (Goethe-Institut, 2<sup>nd</sup> Floor)

### REGISTRATION OPENS

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09:00 - 09:30 **Welcome and Keynote Speech** (Goethe-Institut, Conference Room)

### HAS AI REALLY BEEN THE EARTHQUAKE IT SEEMED?

**Keynote Speaker:**

*Pierre Romera Zhang*, Chief Technology Officer, ICIJ, France

09:30 - 10:30 **Panel Discussion** (Goethe-Institut, Conference Room)

### THE AI-RESOURCES-INDEPENDENCE CONUNDRUM

While AI may or may not be the earthquake we once thought, its place in the future of journalism seems secure. This adds yet another layer of inequality between the independent and smaller outlets, and the big players. Innovation requires resources, which more than just many lack. How have (and should) newsrooms, media development organizations, and tech companies approach this uneasy ground?

**Moderator:**

*Graham Griffith*, Media Strategist and Senior Fellow, Center for the Study of Democracy/Prague Media Point Steering Committee Member, USA

**Speakers:**

*Marius Dragomir*, Director, Media and Journalism Research Center, Spain/Austria  
*Asya Metodieva*, Media Support Coordinator for CEE, Thompson Foundation, Bulgaria/Czechia  
*Damir Agovic*, Strategic Partnerships Manager, News Partnerships, Google, Czechia

10:30 - 10:50 **Other** (Goethe-Institut, Foyer)

### COFFEE BREAK

10:50 - 11:55

**Presentations** (Goethe-Institut, Conference Room)

## FIRST ACADEMIC PRESENTATIONS SLOT

**Moderator:**

*Graham Griffith*, Media Strategist and Senior Fellow, Center for the Study of Democracy, Prague Media Point Steering Committee Member, USA

**Presentation** (Goethe-Institut, Conference Room)

## ENVISIONING THE SOCIETAL FUTURE OF AI JOURNALISM THROUGH PUBLIC SCHOLARSHIP

In cooperation with the Czech-German Future Fund.

In the context of a multitude of crises, including ecological, migratory, security, and a crisis of trust in democracy's core institutions of politics, business, and media (Flew, 2021), our research question is as follows: "How can AI journalism make the world a better place?" The second part of the research question is based on a long-term project in the emerging field of public scholarship (Billard & Waisbord, 2024), which we aim to connect to the field of AI. Our form of public scholarship is transdisciplinary research. By integrating a diverse range of stakeholders from civil society, practice, and academia into the research process, we generate new, connectable, transformative, and socially robust knowledge on a given topic (Vilsmaier et al., 2018).

**Speaker:**

*Alexis von Mirbach*, Academic Coordinator for the Master of Arts in Journalism, Media & Globalisation, LMU Munich, Germany

**Presentation** (Goethe-Institut, Conference Room)

## AI EVERYWHERE: A PRACTICE-BASED RESEARCH STUDY ON THE USE OF GENERATIVE AI IN SCANDINAVIAN NEWSROOMS

AI is everywhere in journalism at the moment. Or is it? This study looks into how generative AI is applied and discussed in Scandinavian newsrooms right now. AI can help journalists find stories, develop ideas, explore data and analyze large amounts of information faster and more accurately than ever before (Heesen et al., 2023, Petridis et al., 2023). Nevertheless, there are major challenges and pitfalls associated with the use of AI in journalism. For example, AI algorithms can be biased if they are trained on data that is not representative of the entire population. Additionally, the use of AI can cause a loss of critical thinking and human understanding, which is necessary to tell complex stories and communicate with audiences in a meaningful way that relates to user needs and media consumption (Munoriyarwa; Chiumbu & Motsaathebe, 2023). Our project will explore these benefits, biases and pitfalls. In collaboration with media and journalists, we will examine how AI is being used in the media today and identify the biggest challenges and concerns. We will also explore the potential to use AI to improve journalism, including looking at best practices in the field.

**Speaker:**

*Steffen Moestrup*, Senior Associate Professor, Danish School of Media and Journalism, Denmark

**Presentation** (Goethe-Institut, Conference Room)

## **AI TOOLS USAGE IN COMMUNICATION AND MARKETING PROMOTION: ROMANIAN DIGITAL AGENCIES' APPROACHES TO AI**

This paper aims to identify AI tools utilized by communication and marketing professionals in Romanian agencies, examining their practices and patterns of AI usage. The focus is on understanding the purposes behind using AI tools for various communication and social media marketing activities, as well as the digital skills necessary for optimal performance from the agencies' perspective. Additionally, the paper explores AI expert practices within Romanian digital agencies serving clients in Romania, Western Europe, and the USA.

**Speaker:**

*Catalina Niculescu*, Lecturer, National University of Political Studies and Public Administration, Romania

10:50 - 12:50

**Workshop** (Goethe-Institut, Lecture Room 9)

## **WORKSHOP ON DATA VISUALIZATION FOR MORE ACCESSIBLE INVESTIGATIONS AND STORYTELLING**

In cooperation with the International Visegrad Fund and the Ministry of Foreign Affairs of the Republic of Korea.

During this capacity-building workshop, attendees will learn how to enhance their investigations and storytelling through dynamic and interactive data visualizations. In a fast-paced world where long, thorough reads go against the audience's attention span, effective visualizations are crucial for retaining interest and offering new perspectives to the reader. This session will be primarily targeted at investigative and data journalists working with larger datasets, but will be useful and open also for others who wish to make their articles more non-linear and user-friendly. Advanced knowledge isn't required, nor is it necessary to be an investigative or data journalist. Anyone interested is welcome to attend. Capacity is, however, limited and prioritized based on prior advanced reservation online.

**Moderator:**

*Lazar Čovs*, Data Journalist and Trainer, Serbia

12:00 - 13:10

**Panel Discussion** (Goethe-Institut, Lecture Room 6)

## **ADAPTING MEDIA/JOURNALISM EDUCATION AND UPSKILLING FOR THE NEW PARADIGM**

This discussion will unfold what have been (or should be) some of the responses on the side of higher education institutions in journalism/media studies, or newsrooms themselves, to the spreading AI use and related possibilities in the field. Are universities adapting enough? What are some of the channels of cooperation between students/educators and practitioners out there? How can we steer towards ensuring the best qualified workforce for the newsrooms of tomorrow?

**Moderator:**

*Christian Christensen*, Professor of Journalism, Stockholm University/Prague Media Point Steering Committee Member, Sweden

**Speakers:**

*Ioanna Georgia Eskiadi*, PhD Candidate, Researcher, School of Journalism and Mass Media Communication, Aristotle University of Thessaloniki, Greece -  
**academic presentation "Revamping Journalism Education in the Age of AI in Europe"**

*Zdeněk Veit*, Deputy Editor in Chief, Czech News Agency, Czechia

*Borislav Vukojević*, Senior Teaching Assistant and AI Consultant, University of Banja Luka, Bosnia and Herzegovina

*Pavel Kasík*, Science Journalist, Seznam Zprávy, Czechia

12:00 - 12:50

**Panel Discussion** (Goethe-Institut, Conference Room)

## LEADING A NICHE MEDIA OUTLET IN THE AGE OF AI

In cooperation with the International Visegrad Fund and the Ministry of Foreign Affairs of the Republic of Korea.

In this session, several experts responsible for the general management of a thematically or genre-focused medium will discuss the adaptation strategies such media can or should employ in light of ongoing or looming digital developments. Is it realistic to chase trends without the safety blanket of a bigger medium? Can a niche focus be advantageous in this regard? How do the panelists read the situation of other smaller media in their respective countries?

**Moderator:**

*Filip Rožánek*, Editor, Digizone.cz, Czechia

**Speakers:**

*Dragana Obradović*, Country Director, BIRN, Serbia

*Bojan Stojkovski*, Editor in Chief, IT Logs, North Macedonia

*Krzysztof Chojnowski*, Editor in Chief, Moja Ostrołęka, Poland

13:00 - 14:00

**Other** (Goethe-Institut, Foyer)

## LUNCH

14:00 - 14:45

**Public Talk** (Goethe-Institut, Conference Room)

## ETHICS AND AI IN JOURNALISM: AN UNEASY RELATIONSHIP?

In cooperation with the French Institute and the French Embassy in Prague.

AI poses several major ethical challenges in both its usage and implications. This goes for all fields where it can be employed, but has particular importance in information and media spaces. How is the media sphere in Europe reacting to this challenge? Do we have the mechanisms to uphold journalistic standards in a way that maintains readers' trust in a qualified and informed public debate?

**Speakers:**

*Eugenia Stamboliev*, Media Scholar and Philosopher of Technology, University of Vienna, Austria

*Vincent Berthier*, Head of Technology Desk, Reporters without Borders, France

14:00 - 16:00

**Workshop** (Goethe-Institut, Lecture Room 9)

## WORKSHOP ON HARNESSING GENERATIVE AI FOR DATA-DRIVEN JOURNALISM

In cooperation with the International Visegrad Fund and the Ministry of Foreign Affairs of the Republic of Korea.

The ability to extract desired information from large quantities of documents is crucial for the efficiency of investigative journalists in particular. This workshop will uncover some of the most popular ways of utilizing AI for a trustworthy extraction of big data, with particular focus on how to choose the right strategy, set up a workflow and streamline already established processes. Advanced knowledge is not required, nor is it necessary to be an investigative or data journalist. Anyone interested is welcome. Capacity is, however, limited and prioritized based on prior advanced reservation online.

**Moderator:**

*Borislav Vukojević*, Senior Teaching Assistant and AI Consultant, University of Banja Luka, Bosnia and Herzegovina

14:50 - 15:55

**Panel Discussion** (Goethe-Institut, Conference Room)

## MEDIA AND DIVERSITY IN THE AGE OF ALGORITHM

In cooperation with the Media Diversity Institute.

This panel brings together academic and civil society organizations to discuss journalism's role in serving the public interest in light of the wider societal implications of news algorithms. Algorithms aim to assist journalists in identifying potential resources for producing news stories, where they typically rank the news elements from various sources based on statistical analysis, e.g., outliers, trends, and correlations. Earlier studies have found that algorithms affect how different groups of society are included or excluded in the news, and inherent biases in commercialized search engines have been found to marginalize minority groups and reproduce inequalities. To understand the social and political impact of news algorithms, scholars have either looked at organizational factors that encourage/discourage the adoption of algorithmic journalism or have examined how stratification and institutional resources create patterns of asymmetry in service to the public. The session offers an overview of academic research projects and civil society organizations' activities in this area of study. It will introduce the latest MDI publication "Media and Diversity in the Age of Algorithmic Curation."

**Moderator:**

*Milica Pesić*, Executive Director, Media Diversity Institute, UK

**Speakers:**

*Verica Rupar*, Professor of Journalism, School of Communication Studies, AUT, New Zealand

*Yazan Abu Al Rous*, Salam Online Project Manager/Community Strategist, Media Diversity Institute, Jordan

*Hana Kojaković*, Get the Trolls Out! Project Manager, Media Diversity Institute, UK

16:00 - 16:50

**Panel Discussion** (Goethe-Institut, Conference Room)

## CASE STUDIES OF AI-SUPPORTED INVESTIGATIONS FROM THE V4, WESTERN BALKANS, AND BEYOND

In cooperation with the International Visegrad Fund and the Ministry of Foreign Affairs of the Republic of Korea.

This session will present examples of how AI can and has been used in investigations. Case studies from different regions will map the processes and tools used, with an assessment of success and sharing the lessons learnt in the making. The cases will provide a view into what's possible, how costly and labor-intensive it can be, and will consider comparisons with non-AI-dependent, traditional methods.

**Moderator:**

*Gyula Csák*, Media Specialist, Editor, Bellingcat, Hungary/Czechia

**Speakers:**

*Teodora Curčić*, Data and Investigative Journalist, CINS, Serbia

*Anastasiia Morozova*, Data and Investigative Journalist, Frontstory.pl, Ukraine/Poland

*Pierre Romera Zhang*, Chief Technology Officer, ICIJ, France

16:00 - 17:00

**Presentations** (Goethe-Institut, Lecture Room 6)

## SECOND ACADEMIC PRESENTATIONS SLOT

**Moderator:**

*Christian Christensen*, Professor of Journalism, Stockholm University/Prague Media Point Steering Committee Member, Sweden

**Presentation** (Goethe-Institut, Lecture Room 6)

## PROACTIVE VS. REACTIVE: A MULTI-COUNTRY ANALYSIS OF HOW NEWS MEDIA COVER AI'S IMPACT ON COPYRIGHT

This study thematically analyzes coverage news containing the keywords "artificial intelligence" and "copyright" through 2023 in top newspapers The New York Times, The Guardian (UK), China Daily, and the South China Morning Post (Di Salvo & Negro, 2016; Ha & Shin, 2019; Nguyen & Hekman, 2022), considering that AI has garnered much news media attention in 2023 (Topping, 2023). Thematic analysis was employed by the authors, as it is a common method for comparative media studies. The articles were obtained through the Nexis Uni database, and the keywords had to be within 25 words of each other to better ensure that the keywords were related in the articles. After removing duplications and erroneous selections, the final sample was 22 from The New York Times, 19 from The Guardian, 10 from China Daily's European edition and three from the South China Morning Post. Overall, newspapers were slow to raise concerns about AI and copyright, seemingly replicating mass media's failure to prepare its business model for the Internet (Jin, 2012; Vukanovic, 2011). The analysis indicates that news media reacted to how AI is affecting the wider industry instead of trying proactively shape policy. Lastly, copyright reform was framed largely in domestic terms even though it has wide-ranging impact.

**Speakers:**

*Marisa Porto*, Knight Chair in Local News and Sustainability, University of North Carolina, USA

*Steve Bien-Aimé*, Assistant Professor, University of Kansas, USA



**Presentation** (Goethe-Institut, Lecture Room 6)

## DISCURSIVE LEGITIMATION OF AI TECHNOLOGIES: EVIDENCE FROM FRENCH MEDIA

The primary goal of this research is to investigate how AI technologies are legitimized through media coverage. The study aims to understand the discursive strategies used by various stakeholders to influence public perception and institutional acceptance of AI. Additionally, it seeks to analyze the role of journalism in shaping the discourse around AI technologies and its impact on institutional change. Our study on discursive legitimation involves analyzing articles about AI from French print media, sourced from the Europresse database. We selected articles from newspapers such as "Le Monde," "Les Echos," "Le Figaro," and "Liberation," using their circulation and influence as the primary selection criterion.

**Speaker:**

*Mohamed Benabid*, Professor of New media and public opinions, University Mohammed VI Polytechnic, Morocco

**Presentation** (Goethe-Institut, Lecture Room 6)

## ETHICAL AI GOVERNANCE, TRUST, AND DEEPFAKE REGULATION IN THE UAE'S MEDIA LANDSCAPE

In today's AI era, the ethical governance of deepfake technology is crucial for regulatory innovation. This study examines the United Arab Emirates' (UAE) strategies for embedding trust in its media and advertising sectors. It assesses current AI regulatory frameworks and proposes an Ethical AI Global Benchmark model. The research conducts a SWOT analysis of public policy documents and engages experts in digital media advertising, AI, and ethics through a Delphi study. The findings highlight gaps in explicit regulation and enforcement mechanisms for deepfakes. The proposed Ethical AI Global Benchmark model advocates for robust regulatory frameworks encompassing transparency, accountability, privacy, and fairness. It emphasizes stakeholder engagement, technology adaptation, and education. This research contributes to the global discourse by offering a model tailored to the UAE's unique cultural milieu, reconciling the aspiration to become a prolific AI hub with a vanguard position in ethical AI governance.

**Speaker:**

*Nivea Heluey*, PhD Candidate, Universidad Autonoma de Barcelona, Spain/UAE

17:00 - 17:20

**Other** (Goethe-Institut, Foyer)

## COFFEE BREAK

17:20 - 18:30

**Panel Discussion** (Goethe-Institut, Conference Room)

## PROTECTING THE EUROPEAN INFORMATION AND MEDIA SPACE FROM AI'S POTENTIAL HARMS

In cooperation with the Czech-German Future Fund, the French Institute, and the French Embassy in Prague.

AI poses a unique challenge for a free and open information ecosystem, the implications ranging from disinformation amplification, biases in automated news, and discriminating media algorithms. This session will discuss the biggest threats related to this in Europe and in what ways civil society and the media/journalist

profession can address them. Be that by developing effective policy frameworks, ethical AI standards, or cross-sector collaboration to foster resilience against manipulative or harmful AI applications.

**Moderator:**

*Christian Christensen*, Professor of Journalism, Stockholm University/Prague Media Point Steering Committee Member, Sweden

**Speakers:**

*Matthias Pfeffer*, Founding Director, Council for European Public Space, Germany  
*Adriana Dergam*, Projects Director, Prague Centre for Media Skills, Czechia  
*Vincent Berthier*, Head of Technology Desk, Reporters without Borders, France

17:20 - 18:30

**Panel Discussion** (Goethe-Institut, Lecture Room 6)

## SAFETY OF JOURNALISTS AND SLAPPS IN EUROPE: WHERE WE STAND

Though not too related to the developments around AI, the framework for securing a safer and more comfortable environment for journalists has been developing steadily. What is the current situation around journalist safety in Europe? Has EMFA and other EU initiatives helped thus far? Is there enough support from the key figures - and journalists themselves - for these processes?

**Moderator:**

*Lucie Sýkorová*, Supervisory Board Chair/Reporter, ECPMF/HlídacíPes.org, Czechia

**Speakers:**

*Lukáš Diko*, Director, Investigatívne Centrum Jána Kuciaka, Slovakia  
*Konrad Siemaszko*, Lawyer and Head of the Freedom of Expression Programme, Helsinki Foundation for Human Rights, Poland  
*Tamara Filipović*, Coordinator, SafeJournalists Network, Serbia  
*Vinzenz Wyss*, Professor of Journalism, and *Louis Schäfer*, Research Assistant, Institute for Applied Media Studies (IAM), Zurich University of Applied Sciences (ZHAW), Switzerland - **academic presentation "SLAPP Suits in Switzerland: Approaching a complex phenomenon"**

18:35 - 19:15

**Other** (Goethe-Institut, Foyer)

## CLOSING AND GLASS OF WINE

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keynote

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