

Abstract

The limits and potentials of robo-journalism and Artificial Intelligence (AI), which has entered journalism in recent years, are important to track and predict. To do this, this thesis interviewed and surveyed five top researchers and eight journalists from newsrooms across Europe, all working closely with AI. Specifically, the thesis focuses on creativity, a concept that has been suggested as a potential limit to AI.

In the thesis, a list of places where AI is already in use and a list of tasks in journalism that require creativity are compiled and compared. Potential limits to AI and potential threats posed by AI are also identified. Further, a mini-Turing Test is conducted, suggesting that human texts may be preferable to readers, no matter its content.

In the end, the thesis concludes that AI in journalism is on the verge of surpassing humans in certain tasks but that it may never be able to mimic “the human touch” of creative journalism. _

Keywords

Artificial Intelligence, AI, robo-journalism, journalism, creativity, creative journalism, European journalism, the human touch, Turing Test,