

AI-Based Journalism: The Associated Press Case

Automation in Financial News
Writing

Source: The Verge (2015)

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Introduction

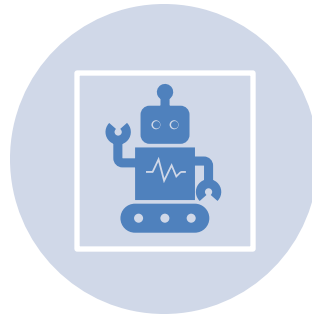
- **Key point: What is automated journalism?**
 - ❑ Use of AI/algorithms to generate news without human intervention.
 - ❑ Example: AP used robots to write financial reports.
 - ❑ Objective: Efficiency, real-time coverage, and error reduction.



Article Context



- DATE: JANUARY 2015
(EARLY MILESTONE IN
AUTOMATED
JOURNALISM).



- TECH PARTNER: AP
COLLABORATED WITH
AUTOMATED INSIGHTS (AI
COMPANY).

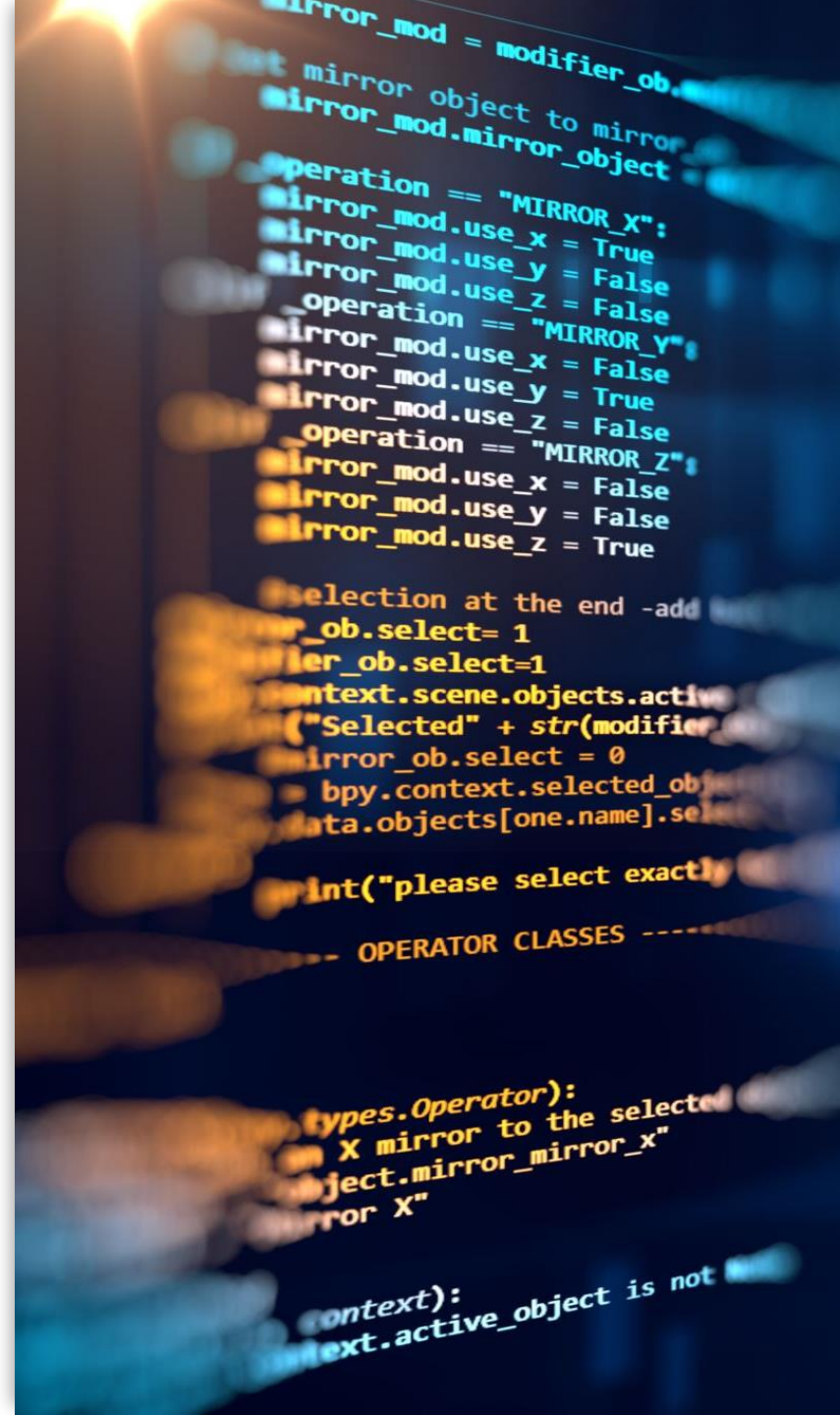


- DATA PROCESSED:
QUARTERLY COMPANY
REPORTS (EARNINGS,
RESULTS).

How It Worked

- **Process:**
 - ❑ Raw company data → AI platform.
 - ❑ Algorithms structure data into narrative.
 - ❑ Automatic generation of news in seconds.

Volume: From 300 to 4,400 quarterly reports per year.



Benefits

- ❑ Speed: Instant publication after data release.
- ❑ Scalability: Coverage of thousands of companies (previously impossible).
- ❑ Accuracy: Fewer human errors in numerical data.
- ❑ Frees journalists: Focus on in-depth analysis.



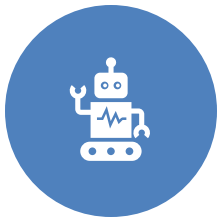
Controversies



- Replacing journalists? (AP said it was complementary).



- Narrative quality vs. human writing.



- Ethics in algorithmic neutrality.



Key fact: Articles were reviewed by editors.

Impact and Legacy

- ☐ AP expanded automation to sports (e.g., MLB).
- ☐ Inspired other outlets (Forbes, Reuters).
- ☐ Reflection: How far should AI go in journalism?

Conclusion



- ❑ AI optimizes data-based news, but doesn't replace human judgment.
- ❑ AP's case proved viability in specific niches (finance).
- ❑ Final thought: 'AI is a tool, not a substitute.'