

CMPF Summer School for Journalists and Media Practitioners

# How is Artificial Intelligence Reshaping Journalism?

8 - 12 July 2024

EUI Campus - Refectory Room, Badia Fiesolana, Via dei Roccettini 9 - San Domenico di Fiesole (Fiesole, Florence)

Centre for Media Pluralism and Media Freedom

Scientific Organisers

**Pier Luigi Parcu** | European University Institute (EUI)

**Elda Brogi** | European University Institute (EUI)

**Danielle Da Costa Leite Borges** | European University Institute (EUI)

**Iva Nenadić** | European University Institute (EUI)

## Introduction

The contemporary information environment has been shaped by the proliferation and impact of digital platforms. Some of the consequences of this transformation are reflected in the weakening of the professional and economic standing of media and journalism, and in the exacerbation of disinformation. Now, journalism and informed citizenship confront yet another significant transformation driven by technology. In recent years, there has been a notable advancement in artificial intelligence (AI) and its widespread application across various sectors, including within the news and information industry. Among the most significant breakthroughs is the ease of use and wide accessibility of generative artificial intelligence, which has enabled almost anyone to rapidly generate content.

In the 12th edition of the CMPF Summer School for Journalists and Media Practitioners, we will **delve into the implications of AI technology for journalism and the broader information landscape**. How will it reshape the practice of journalism? What opportunities and challenges does it present for the profession? What are the ethical, philosophical, and societal implications, and how to safeguard humans in the loop?

Furthermore, we will explore the **economics of journalism** and the media in relation to AI. Notably, technology companies utilize news publishers' content to train their large language models (LLMs) without providing adequate compensation, if any. How can AI be leveraged to enhance business opportunities and business processes for the media?

## Acknowledgments

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## Programme

### 8 July

10:00 - 15:00 The Media Pluralism Monitor – Final Conference

### 9 July **AI and Journalism: Practices Within and Beyond Journalism**

Chair

**Iva Nenadić** | EUI

10:00 - 10:30 Introduction

10:30 - 11:30 Regulating AI: Reporting from Inside the EU's Legislative Machinery

**Luca Bertuzzi** | MLex

11:30 - 11:45 Coffee Break

11:45 - 13:00 Practice Session: Investigating the Black Box: AI Auditing for Journalists

**Justin-Casimir Braun** | Lighthouse Reports

13:00 - 14:30 Lunch Break

14:30 - 16:00 Humans Behind Technology: Managing Emotions and Stress in Journalism

**Christian Tarchi** | University of Florence

Facilitator

**Tijana Blagojev** | EUI

### 10 July **AI and Media Business: Copyright, Innovation, Transformation, Monetization**

Chair

**Roberta Carlini** | EUI

10:00 - 10:30 Opening Session – Negotiating with LLM Firms: What journalists Need to Know

**Anya Schiffrin** | Columbia University

10:30 - 12:00 News Media and Technology Companies: Friends or Foes

**Louis Dreyfus** | Le Monde

**Herman Grech** | Times of Malta

Moderator

**Roberta Carlini** | EUI

12:00 - 13:30 Lunch Break

Chair

**Elda Brogi** | EUI

13:30 - 15:00 (De)Monetising Disinformation

**Paula Gori** | EUI

**Konrad Bleyer-Simon** | EUI

**Pier Luigi Parcu** | EUI

15:00 - 15:30 Coffee Break

15:30 - 16:30 Workshop: How to Get Money for Journalism  
**Elisabetta Airaghi** | EUI  
**Claudio Mazzetti** | EUI

Room Refectory

Workshop: Generative AI and Facial Recognition  
**Sofia Verza** | EUI  
**Urbano Reviglio** | EUI

Room Emeroteca

**11 July** **EU Regulatory Framework and Global Standards: Spotlight on Artificial Intelligence Act, Digital Services Act, Digital Markets Act, Code of Practice on Disinformation, European Media Freedom Act**

Chair  
**Pier Luigi Parcu** | EUI

10:00 - 10:15 Introduction

10:15 - 11:00 EU Digital Toolbox  
**Anna Herold** | European Commission

11:00 - 11:15 Coffee Break

11:15 - 12:00 Understanding AI Act  
**Andrea Simoncini** | University of Florence

12:00 - 13:00 The New Rules from Brussels for AI, and How They Matter for Journalism  
**Natali Helberger** | University of Amsterdam

13:00 - 14:00 Lunch Break

14:00 - 15:00 Understanding and Reporting on UN Processes and Standards  
**Patryk Pawlak** | EUI

15:00 - 15:30 Coffee Break

15:30 - 16:30 The Future of Journalism and AI: Open Mic

**12 July**

**Ethics**

Chair

**Danielle Da Costa Leite Borges** | EUI

10:00 - 10:15

Introduction

10:15 - 11:30

Ethical use of AI in Journalism: A Need for Collaboration and Self-regulation

**Renate Schroeder** | European Federation of Journalists

11:30 - 11:45

Coffee Break

11:45 - 12:45

The Big Picture: Patterns, Causes, and the Future of Science and Democracy

**Erik Jones** | EUI

12:45 - 13:30

Certificates and Farewell