

Artificial Intelligence in Yle newsroom



Should we use AI at all?

Throughout commercial
business history, **everything
that can be automated - has
always been automated.**



For what should we have

AI?

AI and human reporter working together:

It gives human reporter **more time to think**

Machine does the routine work better than humans. Human reporter does the thinking. And feeling. We're really good in that.



More automated content - **stories** **just for one citizen.**

Personalized. A robot doesn't
care whether she has to do
2 or 2000 stories.



That's a huge philosophical change:

**Until now it's
been one TV
News bulletin for
everybody**



Do we need **MORE** content in our cellphones?

But giving different people
relevant information for their
life is a reason to like us.



When AI talks with you. Who is she/he? What should she/he sound like?

Audio brand. Could be the voice of a
TV-host? No. Young people don't
recognize TV hosts.



AI ethics.

Now it gets difficult!

An AI is not allowed to make mistakes. Human's in the newsroom are allowed to make mistakes.

A human driver can make a mistake, and kill someone. Because the driver wasn't fast enough to react.

AI driving a car is fast enough to react. It may have to decide to crash with a motorcycle or with a car on the next lane.

We haven't been forced to think these kind of things before.



AI should be **PERFECT!**

If a newsroom AI gives you wrong information, people get a strong feeling that they are ruled by machines.

Even though:

- Google maps algorithm tells you which way to take
- Netflix algorithm tries to decide what kind of shows you see
- Facebook algorithm decides what kind of news you see
- Dating app algorithm may decide your future spouse

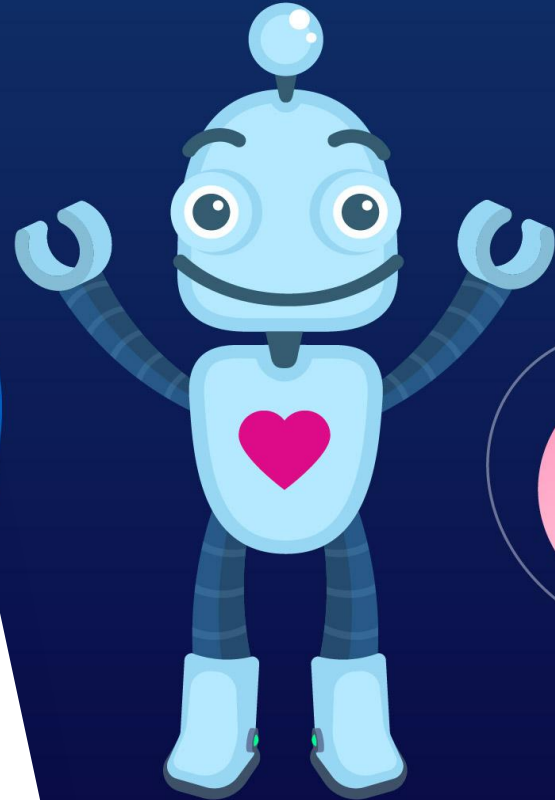
Yes, it's only recommendations. *But you obey...*

A man with a beard and a dark hoodie is looking intently at a laptop screen in a dark room. The scene is dimly lit, with the primary light source being the laptop screen, which casts a blue glow on his face and hands. He is wearing a ring on his finger. The overall mood is focused and somewhat mysterious.

AI values = Developer's values

Our Yle news robot is just a simple piece of code.

It doesn't learn by itself. The only thing it's able to learn is what kind of content you usually use.



PSM should distinguish itself from Tech Giants by being transparent in algorithms.

```
140         target=
141         rel="noopener"
142         href={trackUrl}
143       >
144         Instagram
145       </a>
146     </li>
147   </ul>
148 </div>
149
150   };
151
152   renderWhatsNewLinks() {
153     return (
154       <div className={styles}
155         <div className={styles}
156         <ul className={class
157           {this.renderWhat
158           {this.renderWhat
159           {this.renderWhat
160           {this.renderWhat
161           {this.renderWhat
162           {this.renderWhat
163           {this.renderWhat
164           {this.renderWhat
165         </ul>
166       </div>
167     );
168   };
169
170   renderWhatsNewItem(title, url)
171   return (
172     <li className={styles.footer
173       <a
174         href={trackUrl(url)}
175         target="_blank"
176         rel="noopener noreferrer"
177       >
178         {title}
179       </a>
180     </li>
181   );
182 }
183
184 renderFooterSub() {
185   return (
186     <div className={styles.footerSub}>
187       <Link to="/" title="Home ~ Unsplash"
188         <icon
189           type="Logo"
190           className={styles.footerSubLogo}
191         />
192     </Link>
193     <span className={styles.footerSlogan}>
194   </div>
195 );
196 }
197
198 render() {
199   return (
200     <footer className={styles.footerGlobal}>
201       <div className="container">
202         {this.renderFooterMain()}
203         {this.renderFooterSub()}
204       </div>
205     </footer>
206   );
207 }
208
209 }
```

**Newsroom's basic
role: We have to help
people understand
what's happening.**

They have less and less time for us.
The need for understanding is huge.





is **just a tool** to help us with that.



We can serve citizens better
- together.

Thanks!



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