

Challenges of Digital Media in the Age of Artificial Intelligence

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Abstract

This presentation examines the reality of digital media amid the accelerating technological shifts brought about by artificial intelligence, which stands as one of the most transformative innovations reshaping the structure, methodology, and tools of media work. The focus is placed on key ethical, professional, and technical challenges facing digital media due to the integration of these technologies—namely, the violation of privacy, lack of transparency in algorithmic operations, and the professional disruptions that have affected the core of journalistic practice, including the diminishing role of traditional journalists and their replacement by intelligent systems. The presentation concludes that the adoption of artificial intelligence in digital media requires media professionals to recalibrate their professional and intellectual trajectories. It also emphasizes the need to adopt a critical perspective and to reform educational, professional, and regulatory policies to ensure a responsible and equitable use of these technologies—without compromising the humanistic and ethical foundations upon which journalism is built.

Keywords : Digital Media, Artificial Intelligence, Ethical Challenges, Professional Challenges

First, the problem:

Artificial intelligence is one of the most significant qualitative transformations the modern world has witnessed. Its applications have extended to numerous fields, most notably the media, due to its advanced capabilities that enable it to mimic human performance in carrying out many media tasks. This technological advancement has become an undeniable reality, and the need for it has become urgent, both in terms of mastering its tools and its effective application, given the tangible advantages it offers to media performance.

With the rapid development of artificial intelligence (AI) technologies, digital media has entered a new phase characterized by radical changes in production, distribution, and interaction methods. AI has provided unprecedented opportunities and new possibilities, including improved and faster media content production, in-depth data analysis, enhanced journalistic output, automated content editing, increased audience engagement, and the development of new content distribution methods. This has made digital media more effective and advanced than ever before. Despite these significant opportunities for improving and developing digital media performance, these technological transformations also present major challenges that could affect media quality and credibility. Therefore, this research paper will explore the impact of

AI on digital media, identify the challenges facing this sector in light of its reliance on these smart technologies, and examine how these challenges can be overcome to ensure responsible and sustainable digital media.

This central issue encompasses a number of sub-questions:

- What is artificial intelligence?
- What is digital media?
- What are the professional challenges facing digital media in the context of artificial intelligence?
- What are the ethical challenges facing digital media in the context of artificial intelligence?
- What are the technical challenges facing digital media in light of artificial intelligence?

Secondly, the study aims to:

- Highlight the current state of digital media in light of the transformations brought about by artificial intelligence tools.
- Identify the most significant ethical, professional, and technical challenges resulting from the application of artificial intelligence in the media field.
- Explain the impact of intelligent algorithms on the future of digital media in the context of artificial intelligence.

Thirdly. Clarifying Concepts:

1- **The Concept of Challenges:** The word "challenge" (in Arabic, "hadda") comes from the verb "tahadda," meaning to challenge someone in an action and contend for victory. "Hadiya" is derived from "tahaddi," meaning to challenge or contend. It is said, "So-and-so challenges so-and-so," meaning he competes with him and contends for victory. He says, "I am your challenger in this matter," meaning, "Come out to me and challenge me¹." "Hadiya" also comes from "tahaddi," meaning exposure or confrontation. It is said, "So-and-so challenged so-and-so," meaning he exposed himself to harm².

In its technical sense, the challenge is closely related to its linguistic meaning. It is a demand for a similar outcome in the form of a contest or competition. The specific example is determined according to what is being challenged³.

2- The Concept of Digital Media:

a- **Media in Arabic means** communication or conveyance. It is said, "I conveyed the message to the people," meaning I delivered the required thing to them. "Balagh" refers to what

¹ Al-Farahidi, Al-Ain, Dar wa Maktabat Al-Hilal, ed. Mahdi Al-Makhzoumi, Ibrahim Al-Samarrai, Lebanon, n.d., Vol. 3.

² Ibn Duraid, Jamharat al-Lughah, ed. Ramzi Munir Baalbaki, Dar al-Ilm lil-Malayin, Beirut, 1987, 1st ed., vol. 3.

³ Arafa Ibn Tantawi, Preemption between the Ottoman Collection and the Seven Letters, Center for the Foundation of Revelation Sciences for Scientific Research, Egypt.

reaches you, i.e., what arrives. B- Technically: Definitions of the concept of media vary. Among these definitions, we find⁴:

Media is any transmission of information, knowledge, and intellectual and behavioral cultures in a specific manner through visible and intangible media and publishing tools and means, possessing real or legal personality, with the intention of influencing, whether objectively or not, and whether the expression is directed at the public's intellect or instincts⁵.

Digital Media: Definitions of this type of media are numerous and varied. Some call it new media, interactive media, network media, information media, multimedia media, and other similar terms. It can be defined as a set of new digital methods and activities that enable us to produce, publish, and receive media content in its various forms through electronic devices and media connected or not connected to the internet, in an interactive process between sender and receiver⁶.

3- The Concept of Artificial Intelligence: This is a branch of computer science that seeks to develop machines capable of performing tasks that require human intelligence. This includes learning, reasoning, pattern recognition, linguistic understanding, and perception⁷.

The concept of artificial intelligence has evolved over the decades from simple software to the advanced systems we see today⁸.

Artificial intelligence refers to systems and devices that mimic human intelligence in performing tasks, aiming to significantly enhance human capabilities and contributions. This makes it a highly valuable business asset. Artificial intelligence and machine learning are radically transforming the way businesses operate for the better, especially financial management. Routine tasks are being automated so that financial management professionals can focus on what matters most

The Operational Concept of Challenges: These are the multifaceted professional, technical, and ethical obstacles and difficulties faced by actors in the field of digital media as a result of the expanding use of artificial intelligence technologies. These challenges may affect the quality, credibility, and independence of media work.

Fourth: Methodology: In this study, we adopted the descriptive approach as the most suitable for addressing media phenomena within their technological and professional context. This was achieved by providing a description of the reality of digital media in light of the use of artificial intelligence technologies and analyzing its ethical, professional, and technical dimensions, through an examination of the challenges arising from these rapid transformations.

⁴ Maher Awda Al-Shamali et al., *New Digital Media*, Dar Al-I'sar Al-Ilmi, Amman, 1st ed., 2015.

⁵ Lpid,p15.

⁶ Lpid,p19.

⁷ Haider Abdul-Razzaq Abdul-Karim Aneid, *The Intersection of Technology and Finance: Understanding Artificial Intelligence as a Global Economic Engine*, *Journal of Financial, Accounting, and Administrative Studies*, No. 1, Vol. 11, June 2024. 5.p203.

⁸ Hani Fahim Al-Sahiti et al., "Artificial Intelligence: Its Concept and Importance in the Government Finance Sector," *Department of Finance, Government of Dubai*.p05.

Fifth. The Emergence and Development of Digital Media:

The emergence of digital media was linked to the spread of the internet in the 1990s. Traditional media outlets gradually began to integrate with digital media in an attempt to keep pace with the transformations imposed by the digital world. This led to significant changes in the philosophy of media work itself, in terms of production, distribution, reception, and interaction. Media was no longer limited to institutions, nor was the message the exclusive domain of traditional actors. Rather, it became a vast participatory space where journalistic outputs intersect with audience interactions, and where text, image, and audio media intertwine in the form of multiple platforms. Thus, digital media established a new communication practice based on speed, immediacy, and widespread dissemination. The first stage of digital media development was characterized by the presence of amateur, freelance, and non-professional journalists with diverse affiliations and entirely different objectives, ready to deliver news instantly. The second stage witnessed increased diversity and the emergence of more branches in communication channels, different work models, and methodologies lacking rules and foundations. Just as there were journalists and non-journalists, there were also media institutions and organizations playing a role. The contact point and the newspaper's contradiction: As for the media outlet in digital media, we are faced with diverse platforms— websites, channels—with print media serving as its backbone.

Regarding the audience in digital media, it differs entirely from the linear model. The audience has transformed from a passive recipient in traditional media to an active, interactive recipient in digital media. The media outlet's website has become a rapid alternative, allowing the audience immediate access to writers and journalists. Some websites even allow the audience to listen to and interact with events as they unfold. Furthermore, the audience has shifted from simply reading and viewing media to actively listening, watching, searching, interacting, and exerting control over it. They sometimes reject certain information, accept others, and sometimes even become newsmakers themselves⁹.

Sixth. The Uses of Artificial Intelligence in Digital Media

The media field is among the sectors that have benefited most from the rapid development of artificial intelligence and its technologies. AI has enabled advanced data processing, analysis of digital interactions, content personalization, and even contribution to editing and production. The uses of AI have extended to the core of journalistic practice, giving rise to what is now known as automated journalism. This relies on algorithms capable of generating news and reports with high accuracy and speed, much like humans. The most important advantages and uses of AI for the media are as follows:

1- **Big Data Analysis:** The processes of collecting, processing, and extracting information from data within large media institutions and government sectors that rely on complex big data analytics policies and require specialized data management and analytics software have become essential in the context of smart technologies. These technologies are crucial for decision-making regarding the analysis of public sentiment and ideas, content

⁹Maher Awda Al-Shamali et al., *New Digital Media*, Dar Al-I'sar Al-Ilmi, Amman, 1st ed., 2015.p24.

preparation, determining the appropriate timing for publication, and shaping public opinion¹⁰. This allows media producers to streamline their workflow and enhance their creativity, as AI-powered algorithms can analyze massive amounts of data, including historical viewing patterns, audience preferences, and media trends. Social media can be used to identify content gaps and generate insights for creating engaging and relevant media. These insights can be used to develop stories, predict audience reception, and optimize content for maximum impact¹¹.

2- Cloud Computing: This technology allows organizations and individuals to work over the internet, where software and information are stored on millions of servers. Information is processed instantly, enabling users to request the software they work on and the information they need immediately. It's a new technology that replaces traditional computer units with data centers, where data and applications are stored¹². Cloud storage services are among the most important services currently used in digital media to provide online file storage without the need for physical hard drives. This has helped develop digital media work through cloud applications that perform required media functions such as editing data and images, creating text files and spreadsheets, just like Microsoft Office and Photoshop, without the need to install these programs and without consuming large amounts of storage space¹³.

3- Robots: Robots are considered one of the most important outcomes of the Fourth Industrial Revolution, contributing significantly to improving media messaging and modernizing data and information collection methods. They are viewed as machines capable of combining algorithms, data, and knowledge derived from the social sciences to fulfill the accountability function in media work. Currently known as robot journalism, robots are seen as leading to major transformations in the structure and operations of media institutions. They have already been employed in producing thousands of news stories. Among the most prominent uses of robots in digital media are data retrieval and processing, identifying newsworthy and priority topics, and moderating and filtering comments¹⁴.

Fifth: Challenges Facing Digital Media in Light of Artificial Intelligence Technologies. Artificial intelligence has transformed the media landscape through its superior capabilities in data analysis, content automation, and message personalization, to the point where the line between human and machine is blurred more than ever. However, despite the opportunities this

¹⁰ Muhammad Al-Ghabari, Basil Yusri Abdul Fattah Othman, The Role of Artificial Intelligence Technologies in Developing Digital Media: A Future Vision, Arab Journal of Media Research, No. 43, October/December 2023p.227.

¹¹ Rageshwari M shettar,Artificial intelligence in digital media:An overview,journal of business and management,volume27,ser april2025,p41.

¹² Amal Choutri and Rachid Khodari, Cloud Computing in the Arab World: A Consumer Necessity and an Investment Demand, International Journal of Sustainable Development and Science, No. 1.

¹³ Rageshwari M shettar,Artificial intelligence in digital media:An overview,journal of business and management,volume27,ser april2025,p41.

¹⁴Muhammad Al-Ghabari, Basil Yusri Abdul Fattah Othman, The Role of Artificial Intelligence Technologies in Developing Digital Media: A Future Vision, Arab Journal of Media Research, No. 43, October/December 2023 p360.

development has provided, digital media now faces a number of challenges, which can be summarized as follows:

1- Professional Challenges:

Artificial intelligence (AI) technologies have imposed a new reality within newsrooms and digital platforms. Journalistic production patterns have changed, and some human roles have diminished in favor of automated tools that operate with high precision and speed. In this context, real professional challenges have emerged concerning the future of journalists, the complexities of adapting to AI tools, and the extent to which media institutions can restructure their tasks to achieve a balance between technical efficiency and professional human presence. AI lacks creativity, which is a fundamental concept in journalism¹⁵. Algorithms cannot generate the necessary feeling to inspire emotional responses from readers, nor can they monitor unexpected developments. Therefore, analytical and creative skills remain an advantage in which human journalists excel. On the other hand, some studies have shown that there are broad segments of the population unprepared to adopt these new technologies due to their advanced stage, which will cast a shadow on the reality of the journalism profession and its institutions. This will lead some journalists to exclude those who have not adapted to these developments. The future belongs to those who employ AI to further enhance their efficiency and contribute to media and journalistic work. Furthermore, AI algorithms cannot do what human journalists do. Journalists, because their capabilities are limited, need human capabilities to enhance them. Human capabilities are demonstrated in complex communication and expert thinking in non-routine situations. While algorithms excel at coding and executing rules-based tasks, responding tirelessly and continuously to expected events with great speed, reliably executing repetitive procedures, and detecting expected patterns, their downside is their lack of flexibility and inability to deal with unexpected scenarios. This is a weakness in applying artificial intelligence algorithms to news work, as they lack the ability to be creative. In this case, journalistic tasks remain limited to humans. Human tasks will still be responsible for the non-routine requirements of covering news events that arise from a chaotic world. Despite the strong routine in journalistic work, there are still creative, improvisational scenarios required by news events that defy expectations. Not all journalistic decision-making processes will be amenable to algorithms¹⁶.

2- Ethical Challenges

With the accelerating pace of artificial intelligence (AI) use in media work, profound ethical dilemmas have emerged, threatening the core values upon which journalism is built. As reliance on intelligent algorithms increases in news gathering, processing, and distribution, ethical issues related to content credibility and the transparency of information sources have arisen. The full extent of these ethical obstacles in the use of AI in the media field has not yet become apparent, as practical applications will reveal them over time. These obstacles largely

¹⁵ Maamri Marwa, Solaf Boushkoura, "The Application of Artificial Intelligence in Digital Media: Great Opportunities and Greater Challenges," *Journal of Media and Communication Studies*, Issue 2, Volume 3, June 2023, p97.

¹⁶ Nicholas Daikopoulos, *Automating the news, how Algorithms are rewriting the media*, harvard university press, cambridge, massachusetts london england, 2019, p17-23

revolve around violations of privacy and intellectual property rights, data misuse and misuse, and the issue of legal accountability in publishing. The public is unable to distinguish between automated and human-generated journalistic content, thus necessitating fact-checking. Transparency guidelines should not be limited to acknowledging the automated nature of some news stories; those responsible for communication must exercise the same level of source verification in AI-generated journalism as they do in human-written articles.

The most significant ethical obstacles to using artificial intelligence (AI) technologies in media arise when the primary purpose is profit and economic return, rather than addressing ethical concerns and social impacts. Furthermore, the reliance of AI applications in media on grants from major technology companies like Google and Facebook presents a major ethical dilemma, particularly when these funding bodies control the ethical standards set for those applications¹⁷.

When using artificial intelligence in the media field, editors need to understand new technologies and situations that require human intervention to address any ethical violations. This intervention may even extend to preventing the publication of certain materials, as happened with Reuters in 2016 when developers automatically generated approximately 300 tweets. After review by journalists, only 63 were deemed suitable for publication. Furthermore, automated writing often leads to confusion regarding content authorship. Some experts attribute the writing to the programmer, while others attribute it to the news organization, emphasizing the collaborative nature of the work. On the other hand, many point out that there is no way for the reader to verify whether an article was written by a machine, raising issues of transparency. It can be argued that the problems and concerns surrounding the credibility of automated news are similar to those concerning the credibility of news in general. Issues such as fairness, accuracy, subjectivity, error, and attempts to influence or promote content are still addressed in media materials by humans. Therefore, many critics question whether algorithms are truly reliable. Fair, accurate, and free from subjectivity or attempts to influence, not to mention that these algorithms cannot distinguish between real and fake news, which attracts a wider readership faster than genuine and legitimate coverage¹⁸.

Journalists also need to be aware of how AI tools use the data they provide during reporting. To achieve this, major technology companies must be transparent about their models and data management. Relying on specific tools results in limited skills, and the same software can be prone to certain biases. Algorithmic biases created by humans are inherently biased, so algorithms can also be biased because human journalists are biased to some extent. The problem lies not only in the bias itself but also in how media outlets manage it to minimize it when using the same tool repeatedly. AI can present false and misleading information in a way that appears

¹⁷ Abdul Karim Ali Al-Dabisi, Artificial Intelligence Journalism and Professional and Ethical Challenges, IUG Journal of Humanities Research, peer-reviewed Journal of Islamic University - Gaza, Vol. 3, No. 3, 2023, p90.

¹⁸ Simon pena-fernandez, ethics and journalistic challenges in the age of artificial intelligence talking with professionals and experts, frontiers in communication, university of the Basque country, spain, november 2024, p6.

trustworthy, so human oversight of AI-generated content is essential at all times. AI can publish anything without monitoring, so the correct approach is to verify everything the software produces before publication. However, there is a problem: humans are not good moderators and can become lazy and inaccurate¹⁹.

One of the ethical obstacles that may be caused by the use of artificial intelligence systems in the media field is what is known as ethical control or media misinformation and media fallacy, which is a narrowing and restriction of the most important ethical violations at the media level, which have become numerous and varied and are in need of review, control and control²⁰.

Data Quality and Bias. Data quality can be considered the extent to which data is suitable for obtaining actionable insights using appropriate analytical tools. Data noise, heterogeneity, imbalance, and fragmentation are prominent causes of low data quality. Data quality depends on the data available in corporate repositories. Low-quality data leads to poor decision-making and, consequently, business losses. If low-quality data is used to train AI-powered tools, it will be disastrous. The larger the dataset, the greater the likelihood of hidden biases. Key characteristics of large datasets include a lack of transparency, strategic collection, technological complexity, and influence control. These biases are merely starting points for biases in a more complex AI system²¹.

Technical Challenges:

The challenges of digitizing journalism and the dominance of algorithms require greater awareness from users and the training of human resources to interact with the challenges posed by the encroachment of technology and algorithms. In this context, the book argues for the necessity of making programming a tool to help human intelligence understand this world and transform it into something beneficial for humanity, rather than allowing it to become a tool that will not only be detrimental to journalism but also to humanity itself²².

One of the most prominent technical challenges facing the use of artificial intelligence in digital media is that it cannot be used to cover topics for which complete data is available, or data of poor quality, because the main idea on which the work of AI journalism is based is the continuous availability of structured data, and the algorithms for generating automated news

¹⁹ Hebal Fathi, "The Ethics of Artificial Intelligence in Digital Media," *Journal of Research and Studies in New Media*, Issue 2, 2024p45.

²⁰ Hannaa Farouk Saleh, "India and Journalism: Ethical Challenges," *Egyptian Journal of Public Opinion Research*, Issue 3, Volume 23, September 2023, Cairo University.p 19.

²¹Hannaa Farouk Saleh, "India and Journalism: Ethical Challenges," *Egyptian Journal of Public Opinion Research*, Issue 3, Volume 23, September 2023, Cairo University.p 19.

²² Ahmed Gharbi, *Media and Artificial Intelligence: Legal and Media-Technical Challenges*, *Journal of Media Legislation*, Faculty of Information and Communication Sciences, University of Algiers 3, No. 4, Vol. 2, 2024.p10.

follow a set of predetermined rules, and therefore cannot innovate. Therefore, its application is limited to providing answers to clearly defined problems for which extensive data is available. The effectiveness of the work of AI journalism depends on the continuous flow of structured and machine-readable data provided by organizations or sensors, and without the availability of such data, its role remains limited. In addition, algorithms cannot ask questions, explain new phenomena, or prove a causal relationship, and therefore²³ they are limited in their ability to follow up on societal issues and fulfill journalistic tasks such as guiding and shaping public opinion trends.

Conclusion:

While artificial intelligence has offered immense potential for developing and improving the performance of the digital media sector, it is not without profound challenges that touch the very core of media work in its ethical, professional, and technical dimensions. The use of algorithms in producing and distributing media content necessitates a comprehensive review of credibility and impartiality standards by media institutions, given the risks of algorithmic bias and the loss of the human dimension in the communication process. This is especially true with the proliferation of journalistic robots that control the priorities of the content presented to the public. These technologies have led to growing concerns about the risk of misleading the audience, the reinforcement of echo chambers, and the violation of individual privacy.

New professional challenges have also emerged. Artificial intelligence has redefined the boundaries of journalistic work and produced new models of human-machine interaction within newsrooms. While automation has contributed to improved efficiency and speed, it poses a real threat to traditional professions, forcing media organizations to reconsider their organizational structures and the necessity of developing journalists' skills and providing them with the technical training to use AI tools without compromising their independence or marginalizing their role. Furthermore, excessive reliance on algorithms may diminish a journalist's independence and limit their creativity if not accompanied by critical awareness and ongoing training to keep pace with technological changes.

On the other hand, technical challenges are no less important, as media institutions face fundamental problems related to weak technological infrastructure, the absence of unified standards for developing transparent algorithms, fragile information security, and the threats of digital hacking. Furthermore, the disparity in technical capabilities between major media institutions and their counterparts in developing countries exacerbates the digital divide and perpetuates technological dependence. Based on the above, these challenges can be addressed by building an integrated media system that fosters responsible innovation and balances technological advancement with professional values. Moreover, formulating legislative and regulatory frameworks that keep pace with technological developments has become an urgent necessity, alongside establishing a new media culture based on both critical and digital thinking.

²³ Abdul Karim Ali Al-Dabisi, Artificial Intelligence Journalism and Professional and Ethical Challenges, IUG Journal of Humanities Research, peer-reviewed Journal of Islamic University - Gaza, Vol. 3, No. 3, 2023, p87.

Recommendations:

- Develop the skills of journalists through specialized training programs in artificial intelligence in media, enabling them to understand its tools and applications without compromising their professional standards, and enhancing their critical thinking skills in dealing with automated content.
- Establish flexible and effective regulatory and legislative policies that keep pace with the rapid development of artificial intelligence, define the responsibilities of media stakeholders, and prevent misuse, particularly regarding fake news and algorithm manipulation.
- Work to bridge the digital divide between media institutions in the Arab world and their counterparts in the West by supporting digital transformation and enabling local institutions to acquire artificial intelligence technologies at affordable prices and in secure environments.
- The necessity of developing ethical charters specifically for the use of artificial intelligence in media, including regulating the use of algorithms, ensuring transparency in editorial automation, and respecting the public's right to privacy, thus restoring the human dimension to the communication process.

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