

The New Media in the Era of Artificial Intelligence: Challenges, Objectives and Strategies for Advancement

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Abstract: Objective: This study aims to examine the ethical issues and challenges confronting the new media in the era of artificial intelligence. It explores the role of media in shaping public awareness and investigates how society can be safeguarded against unethical practices arising from the misuse of artificial intelligence in media applications. The primary problem addressed by the study is the lack of a clear strategy within The New Media to confront these challenges, establish ethical guidelines for the use of artificial intelligence technologies, and advance media practices to promote justice, privacy, and human equality. **Methodology:** The researcher employed a descriptive methodology grounded in analytical studies, drawing upon literature that examined issues pertaining to The New Media and artificial intelligence. To explore the analytical dimensions of the study, primary data were collected via a questionnaire, which served as the principal instrument of the research, complemented by interviews conducted with a targeted cohort of media professionals, academics, and experts in artificial intelligence. **Key Findings:** The study concluded that the principal challenges confronting media in the era of artificial intelligence include the misuse of AI for misinformation, content and news forgery, and the creation of fabricated clips; violations of privacy; the impact on traditional journalistic employment. The primary ethical considerations for new media encompass protecting users' privacy and preventing the unauthorized disclosure and exploitation of their data; upholding objectivity, professionalism, and accuracy in media content; and ensuring transparency. Furthermore, 35% said that Artificial intelligence provides no benefit to new media compared to traditional methods. **Conclusions:** The study concludes that new media has faced real challenges in the era of artificial intelligence. To advance the development of new media, it is essential to enhance media literacy regarding the ethical use of AI and to cultivate relevant media competencies. **Recommendations:** The study recommends enhancing the skills of media personnel and competencies in emerging technologies by organizing specialized training programs focused on AI applications, incorporating AI ethics into educational curricula for media professionals, developers, and decision-makers, and establishing a global artificial intelligence framework that upholds ethical and religious considerations.

Keywords: New Media, Digital Media, Artificial Intelligence, Challenges, Strategies for Advancement, Media Ethics.

الاعلام الجديد في عصر الذكاء الاصطناعي: التحديات وإستراتيجيات التطوير

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المخلص: الأهداف: هدفت الدراسة التعرف إلى الأخلاقيات والتحديات التي تواجه الاعلام الجديد في عصر الذكاء الاصطناعي ودور وسائل الإعلام في عملية بلورة وتشكيل الوعي العام العالمي، وكيف يمكن حفظ المجتمع من التجاوزات الأخلاقية في الاعلام من خلال الاستخدام غير الأخلاقي للذكاء الاصطناعي في تطبيقات الاعلام. وتتمثل الإشكالية الرئيسية للدراسة في غياب إستراتيجية واضحة لدى الاعلام الجديد تقف أمام التحديات، وتحدد الأخلاقيات التي يجب الالتزام بها عند استخدام تقنيات الذكاء الاصطناعي، وسبل النهوض بواقع الاعلام بما يحقق العدالة والخصوصية والمساواة الإنسانية. **المنهجية:** استخدم الباحث المنهج الوصفي القائم على الدراسات التحليلية، وذلك من خلال الاستقادة من الأدبيات التي حللت قضايا الاعلام والذكاء الاصطناعي. ولمعالجة الجوانب التحليلية لموضوع الدراسة لجأ الباحث إلى جمع البيانات الأولية من خلال الاستبانة كأداة رئيسية للدراسة، وإجراء مقابلات مع النخبة من الإعلاميين والأكاديميين وخبراء الذكاء الاصطناعي. **النتائج:** توصلت الدراسة إلى أن أهم التحديات التي تواجه الاعلام في عصر الذكاء الاصطناعي تتمثل: في إساءة استخدام الذكاء الاصطناعي في التضليل الإعلامي وتزييف المحتوى والأخبار والمقاطع المفبركة. والتعرض للخصوصية، والتأثير على الوظائف الصحفية التقليدية، وتعرض المحتوى الاعلامي للحذف أو التقييد بدعوى مخالفة السياسات وإنتاج محتوى موجه يتضمن تحيزات ضد القضايا الإنسانية. وأن أهم الاعتبارات الأخلاقية التي يجب على الاعلام الجديد الالتزام بها تتمثل في: حماية خصوصية المستخدمين ومنع تسريب واستغلال بياناتهم، والحفاظ على موضوعية ومهنية المحتوى الإعلامي، وتحقيق الشفافية وإمكانية تفسير قرارات الأنظمة الإعلامية الذكية. **الاستنتاجات:** تستنتج الدراسة أن الاعلام الجديد قد واجه تحديات حقيقية في عصر الذكاء الاصطناعي، في المقابل يمكن لإستراتيجيات التطوير النهوض بواقع الاعلام الجديد من خلال نشر الوعي الاعلامي بأخلاقيات استخدام الذكاء الاصطناعي وتطوير الكفاءات الاعلامية. **التوصيات:** أوصت الدراسة بتطوير الكوادر والكفاءات الاعلامية على التقنيات الجديدة من خلال تنظيم برامج تدريبية متخصصة حول استخدام الذكاء الاصطناعي، وإدراج أخلاقيات الذكاء الاصطناعي في الدورات والبرامج التعليمية للإعلاميين والمطورين وصناع القرار. وبناء ذكاء اصطناعي عالمي يراعي القضايا الأخلاقية والدينية.

الكلمات المفتاحية: الاعلام الجديد، الاعلام الرقمي، الذكاء الاصطناعي، التحديات، إستراتيجيات التطوير، أخلاقيات الاعلام.

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INTRODUCTION

The field of new media has experienced substantial growth with the integration of artificial intelligence, concurrent with the rapid progression of modern technologies and the extensive expansion of their influence on public life. Traditional media has transformed into what is now termed new media, a concept that encompasses a broader scope than both digital and traditional media. Positively, digital media provides unparalleled opportunities owing to its rapid dissemination and interactive capabilities, which enhance engagement with diverse audiences, it exceeds traditional media in terms of accessibility and audience participation (Albadri, 2023).

Conversely, several significant challenges have arisen that warrant serious attention. These include the proliferation of fake news and misleading content, algorithmic bias, the effects of automation on traditional journalistic employment, concerns regarding privacy and data protection, as well as security threats confronting the media sector. These issues underscore the need for improved protective measures and rigorous content verification (Caneda, Linden & Herrero, 2024).

These ethical challenges necessitate the development of comprehensive ethical frameworks to govern and structure the operation of these application systems. Such frameworks should ensure that these systems and applications are interpretable, safe, and equitable, thereby fostering trust in their utilization, underlying technologies, development processes, and deployment for the benefit of humanity and the resolution of its challenges.

Artificial intelligence has the potential to significantly enhance New Media by improving competencies and the quality of media content. However, it is imperative to address the associated ethical and social challenges and to

protect individual rights. This is particularly important given that excessive reliance on intelligent systems can lead to serious consequences, notably adverse effects on employment, privacy, and social equality (Kalfeli & Angeli, 2025).

On the other hand, there are three principal aspects of the use of AI in systems of direct control, Western colonialism and occupation forces, as in the Palestinian case as follows: Information gathering and analysis and prediction of behaviour. AI in military confrontations, running the battle, Robotic weapons and drones. And Brainwashing and thought control (Akkash, 2024).

This study aims to identify the principal issues and challenges confronting contemporary media in the era of artificial intelligence, as well as to explore strategies for advancing media practices in a way that promotes justice, privacy, and human equality.

Significance of the Study

The significance of this study stems from the critical role of artificial intelligence as a scientific discipline and its impact on the new media industry through intelligent technological systems that have been integrated into various production sectors and fields of knowledge. This importance is further heightened by the increasing volume of research, studies, and media attention addressing the challenges and ethical considerations associated with these technologies in the media industry. The findings of this study aim to support media planners and decision-makers in improving media ethics and advancing the New Media landscape through the effective utilization of artificial intelligence technologies.

The Research Problem

In view of the pervasive presence of New Media—including visual, audio, and print forms—and the intense competition driven by

technological advancements culminating in artificial intelligence, empirical evidence demonstrates that these media significantly influence public opinion and enhance awareness within society. This development raises questions regarding ethics, values, and responsibility, as AI-generated documents may promote misinformation and erode democracy, while human actors can scarcely be held accountable (Winkel, 2024).

This inquiry is prompted by the lack of a coherent strategy within contemporary new media to address these challenges, establish ethical guidelines for the use of AI technologies, and promote media development that upholds justice, privacy, and human equality.

Study Questions

1. What are the most significant stages in the development of new media leading up to the era of artificial intelligence?
2. What are the challenges and obstacles facing new media in the era of artificial intelligence?
3. What are fundamental ethical principles that new media must adhere to in the era of artificial intelligence?
4. What are the main objectives of new media in the era of artificial intelligence?
5. What are the Strategies to advance new media in the era of artificial intelligence?

Study Objectives

- To delineate the developmental stages of contemporary new media culminating in the era of artificial intelligence.
- To elucidate the challenges and obstacles confronting contemporary new media in the context of the artificial intelligence era.
- To examine the fundamental ethical principles that contemporary new media should uphold in the context of artificial intelligence.

- To identify the primary objectives of contemporary new media in the context of artificial intelligence.
- To delineate strategies for advancing contemporary new media within the context of the artificial intelligence era.

Study Hypothesis

No statistically significant differences were observed at the significance level of $\alpha \leq 0.05$ with respect to the variables of gender, place of residence, educational qualification, and media outlet.

Methodology and Study Procedures

This study employs a descriptive methodology grounded in analytical research, utilizing a diverse range of literature that examines new media. To explore the analytical dimensions of the research topic, primary data were collected through a questionnaire, which served as the principal instrument of the study. The questionnaire was administered to media professionals and subsequently analyzed using the statistical software SPSS to address the research questions and assess the validity of the theoretical hypotheses. Furthermore, the researcher conducted in-depth interviews with a select group of academics and experts specializing in media and artificial intelligence.

Community and Study Sample

The study engaged a select group of media specialists, artificial intelligence experts, and university academics from Palestine, Jordan, Saudi Arabia, Malaysia, Turkey, Egypt, and the United Kingdom, chosen based on their academic expertise. The study sample comprised 70 Arab experts in the fields of media and artificial intelligence. The researcher ensured representation across various categories, including gender, place of residence, media outlet, and academic qualification, to fulfill the study's objectives. The questionnaire was distributed electronically to the sample, which was

selected using purposive sampling. The following table presents the study sample according to its independent variables.

Table (1): Distribution of the Study Sample According to Demographic Variables.

Variable	Category	Expert Frequency	Percentage
Gender	Male	50	71.4%
	Female	20	28.6%
	Total	70	100%
Place of Residence	Palestine	10	14.28%
	Jordan	10	14.28%
	Saudi Arabia	10	14.28%
	Malaysia	10	14.28%
	Turkey	10	14.28%
	Egypt	10	14.28%
	Britain	10	14.28%
	Total	70	100%
Educational Qualification	PhD	20	28.6%
	Master's	20	28.6%
	Bachelor's	30	42.85%
	Total	70	100%
Professional Experience	Media Academic	30	42.85%
	AI Academic	10	14.28%
	Satellite TV	10	14.28%
	AI Expert	10	14.28%
	Digital Media Journalist	10	14.28%
	Total	70	100%

Study Tool

The researcher relied on a questionnaire as a research tool, consisting of a set of closed-ended questions. The questionnaire was developed by reviewing the theoretical framework related to the advanced society and media strategies in construction, as well as reviewing research, studies, and articles on the subject.

The questionnaire consisted of two sections: The first section contained personal information of the study sample members (gender, place of residence, media outlet, educational qualification). The second section included items applied to those working in the media field, experts in artificial intelligence and academics. A Likert scale was used to measure the items according to the following table.

Table (2) Response Scale.

Response	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Score	1	2	3	4	5

The researcher assigned a value of 1 to the response "Strongly Agree," resulting in a relative weight of 20% associated with this response.

Study Boundaries

This study aimed to apply the following boundaries:

- Temporal Boundaries: From the strong emergence of new media with the spread of the internet and social media until the preparation of this study in 2025.
- Spatial Boundaries: Including new media in several countries: Palestine, Malaysia, Turkey, Britain, Jordan, Egypt, and Saudi Arabia.
- Conceptual Boundaries: The study is limited to the conceptual boundaries and terms mentioned in the study.

Originality of the Study

The idea of the study is original as it offers a modern perspective on an important issue related to the ethics of new media in the era of artificial intelligence. It reflects the views of a significant group that plays a major role in driving change and advancing the media and technological landscape. This study adds important dimensions to knowledge; for media institutions, it serves as a compass that defines the mechanism for future engagement with the production of new media in the age of artificial intelligence.

Section One: The Emergence and Development of New Media in the Era of Artificial Intelligence

Media has undergone a significant transformation from traditional models such as newspapers, magazines, radio, and television—which rely on conventional methods of production, publishing, and distribution, often characterized by one-way broadcasting—to new media associated with the advent of the internet and the World Wide Web. In recent years, there have been major shifts in the methods of producing, distributing, and receiving information. Here, we can discuss three stages in the evolution of media: starting with traditional media, passing through new media, and culminating in digital media. New media is broader than both digital and traditional media, encompassing any new form of media that relies on digital technology, whereas digital media is a subset of new media that specifically focuses on the use of digital technology in the production and dissemination of media content.

Stage One: Traditional Media: Traditional media refers to the forms of media that were dominant before the emergence of the internet and digital media, including television, radio, newspapers, magazines, broadcasting, and cinema. Traditional media generally refers to newspapers, articles, and other paper items recorded in the form of words. With the development of science and technology, broadcasting, Internet and other communication methods have emerged (Hongbo, 2022).

Stage Two: New Media: New media refers to interactive digital media that rely on computers and the internet for their creation, distribution, and their impact on our culture and behaviour. The term includes social media, a variety of platforms such as websites, digital games, podcasts, blogs, mobile applications,

communication technologies, radio and television broadcasting, and journalism. A distinctive feature of new media in general, and digital media in particular, is the ability to use multimedia elements like video and audio, to create engaging content that is easily shared across multiple platforms.

Accordingly, the concept of new media is a communication system based on the principles of freedom and participation in disseminating information and communicating among members of society via the internet, which serves as a window onto and through which users view the world. Users can both influence and be influenced easily and rapidly through multiple tools that build a virtual presence for the user within the network, relying on the user's various skills. It is difficult to separate the elements of communication, and it is characterized by mobility (Jasim, 2017).

Stage Three: Digital Media: Initially, blogs and text-based platforms were the primary means of publishing digital content. However, over time, digital media tools evolved significantly, with the emergence of multimedia platforms like YouTube and Instagram that allow for the sharing of interactive content through images and videos. At the beginning of the new millennium, digital media underwent a major transformation with the rise of social media platforms, which radically changed the way content is consumed, enabling users to create content themselves and interact with it directly.

Digital media can be defined as media that is published and distributed on the internet. It includes newspapers, channels, pages, and websites, with content varying between images, video recordings, news, articles, and animations, in sound, picture, colour, and motion. This allows it to be flexible and distinctive, as it is supported by renewal, development, diversity, widespread reach, and

competitive ability, to the extent that it has become a subject of debate and discussion (Al-Hazmi, 2021).

The Emergence and Evolution of Artificial Intelligence

Over the past two decades, there have been significant advancements in the use of artificial intelligence technology within digital media. This development has driven many media publishing institutions and journalistic organizations to keep pace with these changes, especially concerning news production.

Artificial Intelligence: Artificial intelligence is a branch of computer science that focuses on developing systems and programs capable of thinking, learning, and making decisions independently, in a way that resembles human mental abilities. AI relies on technologies such as machine learning, natural language processing, voice and image recognition, robotics, artificial neural networks, and other modern techniques. AI is used in many fields, including medicine, industry, commerce, entertainment, and more, and is considered one of the most important modern technologies shaping the future of human life (Thabet, 2025).

Starting from 2010, artificial intelligence has developed remarkably, becoming utilized in many life and industrial applications, from healthcare to self-driving cars, instant translation, and more. Alongside this, there has been increased attention to the ethical issues and potential risks of AI. However, the challenges and dangers associated with AI cannot be ignored, such as its impact on the labour market, jobs, security, and privacy—all of which require special care and attention.

Addressing these challenges requires an integration of regulatory and ethical policies with technological innovation to maximize the benefits of artificial intelligence while minimizing its potential harms. It is important

to prepare for these challenges and opportunities by developing a set of effective strategies to ensure the optimal guidance of this promising technology, working to achieve a balance between technological advancement and ethical, social, and economic considerations, and establishing policies and frameworks that guarantee the safe and responsible use of AI technology. This will help ensure that the benefits of AI outweigh its associated challenges and risks, thereby contributing to building a sustainable and prosperous future for all (Olewi, 2023).

Media Artificial Intelligence

It is considered one of the most important tools and technologies of artificial intelligence and its applications in the field of media. It involves collecting information about events and issues, classifying and writing it in the form of news and reports, and publishing it in a fully automated manner without human intervention.

Artificial intelligence in media work includes technologies that simulate human cognitive media abilities and their working patterns in producing and editing content, as well as automatically generating content through algorithms that gather information without human involvement. These rely on a set of features provided by computer programs, whether in journalism or television and digital broadcasting. Websites depend heavily on it, as data is converted into narrative news texts after initial programming and published directly (Abdel Hamid, 2020).

Literature Review

A study conducted by Marek Winkel (2024) concluded that artificial intelligence (AI) is playing an increasingly important role in society, and applications like Chat GPT and Dall-E, which can produce texts and pictures on their own, are becoming very popular. This development raises questions regarding ethics, values, and responsibility, as AI-generated

documents may promote misinformation and erode democracy, while human actors can scarcely be held accountable. AI technology may also support an efficient, rationalized society, which has its advantages and disadvantages (Winkel, 2024).

A study conducted by Jorge Buenfil; Ross Arnold and Benjamin Abruzzo (2019) showed that the rapid proliferation of artificial intelligence (AI) applications worldwide highlights the need for normativity to protect individual rights, such as privacy, and the promotion of the common good; in other words, ethics. Governance of such widespread applications of AI as speech recognition, facial recognition, tracking of individuals using their personal electronic devices, etc., is needed to prevent abuses of such technologies by corporations or governments (Buenfil; Arnold & Abruzzo, 2019).

A study conducted by Zain alabdain Jeryo; Ali khayon, (2025) addresses the challenges that may arise from the increasing use of AI in media, such as the spread of fake news and misleading content, algorithmic bias, and the loss of traditional journalistic jobs due to automation. It also discusses privacy and data protection issues, as well as the security threats the media sector may face. In conclusion, the research provides recommendations on how to use AI in media responsibly and ethically, emphasizing the need for the development of laws and regulations to protect privacy and ensure transparency in the use of these technologies (Jeryo & khayon, 2025).

A study conducted by Lecture Notes of the Institute for Computer Sciences, (2025) provides guidelines and recommendations for the ethical integration of AI technologies, ensuring the promotion of a healthy democracy, the protection of freedom of expression, and the mitigation of misinformation (Springer, 2025).

A study by Leila Ouchchy, Allen Coin, and Veljko Dubljević (2020) suggests that the media has a fairly realistic and practical focus in its coverage of the ethics of AI, but that the coverage is still shallow. A multifaceted approach to handling the social, ethical, and policy issues of AI technology is needed, including increasing the accessibility of correct information to the public in the form of fact sheets and ethical value statements on trusted webpages (e.g., government agencies), collaboration and inclusion of ethics and AI experts in both research and public debate, and consistent government policies or regulatory frameworks for AI technology (Ouchchy, Coin. & Dubljević, 2020).

Commentary on the Literature Review

After analysing the final results, it was found that the results of this study align with the findings of previous studies related to the subject matter.

The current study agreed with Marek Winkel (2024) regarding the ethics of new media in the age of artificial intelligence, especially on topics such as ensuring the reliability and security of intelligent systems, adhering to human and cultural values when designing AI systems, the accuracy of information produced or directed through intelligent systems, and achieving transparency.

It also aligned with Jorge Buenfil; Ross Arnold; Benjamin Abruzzo (2019) regarding the ethics of new media in the age of artificial intelligence, especially concerning the ethical challenges in AI algorithms (such as bias and inequality). Additionally, there are concerns about privacy exposure and fears about the impact of artificial intelligence on traditional journalistic jobs.

It also aligned with the study conducted by Zain Al-Abidin (2025) regarding the challenges of new media in the age of artificial

intelligence. This study addressed issues related to the challenges arising from the increased use of artificial intelligence in media, such as the spread of fake news and misleading content, algorithmic bias, and the impact on traditional journalistic jobs due to automation. It also covered issues related to privacy and data protection, in addition to the security threats that the media sector may face.

It also aligned with a study conducted by the Lecture Notes of the Institute for Computer Sciences (2025) regarding the goals of new media in the age of Artificial Intelligence, by providing guidelines and recommendations for the ethical integration of AI technologies, ensuring the promotion of sound democracy, protecting freedom of expression, and reducing misinformation.

Lastly, it agreed with Leila Ouchchy, Allen Coin, and Veljko Dubljević (2020) regarding strategies to advance new media in the age of artificial intelligence, particularly on the need for a multifaceted approach to address the social, ethical, and political issues related to AI technology. This includes increasing public access to accurate information, collaborating with ethics and AI experts and involving them in both research and public discourse, and establishing consistent government policies or regulatory frameworks for AI technology.

The current study differed from previous studies by addressing a new topic focused on the new media in the age of artificial intelligence, the ethics it must uphold, the challenges, goals, and strategies to advance it. It employs a scientific methodology that combined previous literature, surveys, and elite interviews with specialists. The study relied on a comprehensive research methodology, combining surveys and interviews with academic elites and experts, in addition to using recent books and relevant scientific studies.

This study distinguished itself from previous research by adding a new source to the Palestinian library specializing in the new media in the age of artificial intelligence, the ethics it must embody, the challenges, goals, and strategies to advance it. This gives importance to conducting such a study, as it is a contemporary topic that has been studied only to a limited extent, making this study a reference for researchers, journalists, and decision-makers in society.

The current study disagreed with a study by Marek Winkel (2024), which argued that human actors cannot be held accountable under the title of Western democracy.

Study Results

First Axis: Challenges and Obstacles Facing New Media in the Age of Artificial Intelligence.

Table (3): presents the results related to the third question, which states: What are the challenges and obstacles facing new media in the age of artificial intelligence?

No.	Challenges and Obstacles Facing New Media in the Era of Artificial Intelligence	Arithmetic Mean	Percentage
1	The need to train media personnel and enhance their competencies on new technologies.	4.15	83
2	The high cost of adopting artificial intelligence in media work.	2.85	57
3	Exposure of media content to deletion or restriction under the pretext of policy violations, and the production of targeted content containing biases against humanitarian issues.	4.25	85
4	Concerns about the impact of artificial intelligence on traditional journalism jobs.	4	80

No.	Challenges and Obstacles Facing New Media in the Era of Artificial Intelligence	Arithmetic Mean	Percentage
5	Misuse of artificial intelligence in media misinformation, fake news, and manipulated clips.	4.25	85
6	Ethical challenges in AI algorithms (such as bias and inequality).	4.05	81
7	Concerns about privacy exposure.	3.75	75
8	Artificial intelligence provides no benefit to new media compared to traditional methods.	1.75	35
9	There is no risk in fully relying on AI-based media systems.	1.55	31
	Total	3.4	68

The results showed that artificial intelligence poses significant challenges to the new media industry, including: media content being deleted or restricted under the pretext of policy violations, and the production of targeted content that includes biases against humanitarian issues, according to 85% of respondents. Meanwhile, 80% stated that concerns about the impact of AI on traditional journalistic jobs are considered important challenges. Additionally, 85% see the misuse of AI in media misinformation, content forgery, fake news, and fabricated clips as one of the main challenges. Furthermore, 83% said it is important to train media personnel and professionals on new technologies. Also, 81% acknowledged the existence of ethical challenges in AI algorithms (such as bias and inequality), along with privacy concerns reported by 75%. Furthermore, 35% said that artificial intelligence provides no benefit to new media compared to traditional methods.

Axis Two: The Ethics that the New Media must adhere to in the Age of Artificial Intelligence

Table (4): Shows the results related to the second question, which states: What are the most important ethics that new media must adhere to in the age of artificial intelligence?

No.	Ethics that the New Media Should Adhere to in the Age of AI	Arithmetic Mean	Percentage
1	Ensuring justice and fairness for all groups regardless of their race or gender when using AI in media.	3.35	67
2	Protecting users' privacy and preventing the leakage, misuse, or harm caused by their data.	4.15	83
3	Adhering to human and cultural values when designing AI systems.	4.2	84
4	Ensuring the reliability and security of intelligent systems and reducing their potential risks.	4.25	85
5	Achieving transparency and interpretability of decisions made by intelligent media systems.	4.05	81
6	Accountability and taking ethical responsibility for decisions and actions in case of errors or negative outcomes.	3.9	78
7	Complying with legislation and regulations governing the use of AI.	3.85	77
8	Maintaining objectivity and professionalism of media content, and the accuracy of information produced or disseminated	4.1	82

No.	Ethics that the New Media Should Adhere to in the Age of AI	Arithmetic Mean	Percentage
	through intelligent systems.		
9	Ensuring the political and party independence of media outlets in adopting and using AI tools.	3.65	73
	Total	3.94	78.88

The results showed that the most important ethical considerations that the new media must adhere to in the era of artificial intelligence are: ensuring the reliability and security of intelligent systems and reducing their potential risks, as reported by 85% of respondents; adhering to human and cultural values when designing AI systems, according to 84% of respondents; protecting users' privacy and preventing the leakage, exploitation, and harm of their data, according to 83% of respondents; maintaining the objectivity and professionalism of media content and the accuracy of information produced or directed through intelligent systems, as identified by 82% of respondents; and achieving transparency and the ability to interpret the decisions of intelligent media systems, according to 81% of respondents.

Axis Three: The Goals of New Media in the Era of Artificial Intelligence

Table (5): Shows the results related to the fourth question, which states: What are the most important goals of the new media in the era of artificial intelligence?

No.	Axis 3: Objectives of the New Media in the Age of Artificial Intelligence	Arithmetic Mean	Percentage
1	Improving efficiency, productivity, and employment in media, allowing journalists to focus on creative tasks.	4.3	86
2	Enhancing the quality of media work and reducing costs and human errors.	3.5	70
3	Raising awareness about the risks of AI misuse,	4	80

No.	Axis 3: Objectives of the New Media in the Age of Artificial Intelligence	Arithmetic Mean	Percentage
	such as hacking and digital attacks.		
4	Facilitating media research through advanced intelligent analysis tools.	2.75	55
5	Using AI technologies to cover events in dangerous areas such as wars and natural disasters.	2.25	45
6	Detecting fake news and videos and reducing the spread of misinformation.	4.15	83
7	Supporting transparency and accountability through data analysis and tracking information sources.	4	80
8	Developing Arab, Islamic, and global AI that respects ethical and religious considerations.	4.25	85
9	Using AI to counter misleading propaganda that aims to distort human values.	3.9	78
	Total	3.67	73.55

The results showed that the goals of New Media in the era of artificial intelligence, which media should work to achieve, are as follows: improving efficiency, productivity, and employment in media outlets, allowing media professionals to focus on creative tasks—this was stated by 86% of respondents. Additionally, 85% believe that one of the most important goals is to build an Arab, Islamic, and global artificial intelligence that takes ethical and religious issues into account. Furthermore, 83% of respondents said that detecting fake news and videos and limiting the spread of misinformation are important objectives. Eighty percent believe these goals can be achieved by supporting transparency and accountability through data analysis and the tracking of information sources. Meanwhile, 78% said that using artificial intelligence to combat misleading propaganda aimed at distorting human values.

Axis Four: Strategies to Advance New Media in the Era of Artificial Intelligence

Table (6): Shows the results related to the fifth question: What are the Strategies to advance new media in the era of artificial intelligence?

No.	Strategies to Advance Media in the Age of Artificial Intelligence	Arithmetic Mean	Percentage
1	Regularly update ethical principles related to artificial intelligence to address any future changes or developments.	4.05	81
2	Raise media awareness about the ethics of using artificial intelligence.	4.25	85
3	Provide advice, guidance, and technical support to media organizations using AI technologies.	3.75	75
4	Monitor the extent of media institutions' commitment to ethical principles.	3.65	73
5	Protect AI systems from hacking or cyberattacks and develop security technologies.	4	80
6	Include AI ethics in educational courses and programs for journalists, developers, and decision-makers.	4.25	85
7	Follow up on media outlets, monitor media programs, and assess their credibility and adherence to ethics.	3.9	78
8	Strengthen partnerships among journalists, decision-makers,	3.85	77

No.	Strategies to Advance Media in the Age of Artificial Intelligence	Arithmetic Mean	Percentage
	and society to face challenges and apply AI standards.		
9	Develop media competencies and organize specialized training programs on the use of AI.	4.15	83
10	Host experts in law and media to discuss future challenges.	3.75	75
11	Review media program content and identify ethical deviations, if any.	3.65	73
Total		3.93	78.63

The results showed that the most important strategies to advance new media in the era of artificial intelligence are as follows: raising media awareness regarding the ethics of using artificial intelligence, according to 85% of the respondents. Meanwhile, 85% of the respondents said this can be achieved by incorporating AI ethics into the educational courses and programs for journalists, developers, and decision-makers. Additionally, 83% believe this can be done by developing media competencies and organizing specialized training programs on the use of artificial intelligence. Furthermore, 81% stated that regularly updating the ethical principles related to artificial intelligence to address any future changes or developments is necessary. Finally, 80% see this as possible through protecting AI systems from hacking or cyberattacks and developing security technologies.

Discussion the Results

The results related to the second question, which states: What are the challenges and obstacles facing new media in the age of artificial intelligence? The second objective of the study was achieved.

The researcher's interpretation is that these findings regarding challenges and obstacles are logical and reflect the reality experienced by journalists amid the global openness to modern technologies available to all segments of society. These results emphasize the need to enhance professionalism and objectivity, facilitate the work of journalists and media institutions, and ensure their privacy. They also highlight the importance of protecting AI systems from hacking or cyberattacks, developing security technologies, and ensuring they meet legal and social standards.

The current study is also consistent with a study which its findings revealed that digital media offers unprecedented opportunities due to its rapid dissemination and interactivity, facilitating engagement with diverse audiences. It surpasses traditional media in accessibility and audience participation. However, it faces challenges related to credibility and security, such as misinformation and cyberattacks, necessitating enhanced protection and content verification (Alnadi, Daqamseh & Awais 2025).

These results are consistent with a study entitled: Artificial intelligence Journalism: Professional and Ethical Challenges. which review the challenges facing artificial intelligence journalism are still in the field of semantic boundaries the most important of these challenges is the lack or inaccuracy of information that affects the credibility of artificial intelligence journalism as a result of the production of news and reports with conflicting and inaccurate information. Automated content production algorithms need more transparency regarding the limits of

applying professional standards in artificial intelligence journalism (Al Debaisi, 2023).

Dr. Owidah, B. (Personal Interview, 2025, February 5), Professor of Media at Birzeit University, Palestine interprets these findings by stating: "These results are accurate and reveal a convergence between my perspective and this outcome. Artificial intelligence is a product of Western industry, which contributes to content restriction, bias, and misinformation due to the prevailing power dynamics. Since artificial intelligence originates from the West, whether controlled by American or European companies, it functions to disseminate a singular new media narrative. These results appear unsurprising as they reflect both human nature and the characteristics of Western powers, which sends planes and bombs to crush weak peoples and stands against their independence. Would its conscience restrain it if it used artificial intelligence for deceptive purposes?"

Dr. Yousuf, R. (Personal Interview, 2025, February 5), an expert in artificial intelligence at Palestine Technical University, Palestine addresses this issue by stating that : "he concurs with the identified challenges, which constitute fundamental concerns, particularly regarding misinformation and the fabrication of news on social media platforms, whether through images or videos. He further highlights additional challenges, including the verification of sources and content authenticity, the risk of excessive reliance on technology in decision-making processes, the marginalization of certain cultures, and the emergence of a digital skills gap. This gap is widening between individuals proficient in AI technologies and those who are not, thereby impacting equitable access to and production of information."

These results are consistent with the study findings indicated that AI tools did not significantly reduce or alter the nature of media

jobs. However, respondents who reported job reductions or changes due to AI identified sound producers as the most affected group. However, the main challenge in adopting AI technologies from an economic perspective is the lack of knowledge on how to effectively utilize them (Dwikat, 2025).

The results related to the third question, which states: What are the most important ethics that new media must adhere to in the age of artificial intelligence? The third objective of the study was achieved.

The researcher's interpretation is that these ethics already exist within media ethics, which have long been a fundamental reference for media professionals committed to professionalism and objectivity in their work. This leads to the development and use of AI technologies in a way that preserves the safety, security, and privacy of individuals and communities, while maintaining fairness and equality in access to these modern technologies and ease of use. These results emphasize the importance of incorporating AI ethics into the educational courses and programs for media professionals, developers, and decision-makers. Furthermore, building a global AI that takes into account ethical and religious issues and addresses challenges on a global scale.

The current study is consistent with a study entitled: *The Impact of Artificial Intelligence (AI) on the Future of Digital Media*. The study emphasizes that AI technologies play a crucial role in advancing the media industry, improving content quality, and accelerating production speed. However, humans should remain the primary drivers of these technologies, and it is essential to establish new ethical standards to ensure a balance between humans and machines in media production (Alrashed, 2025).

Dr. Abu Dhir, F. ((Personal Interview, 2025, February 5), Professor of Media at An-Najah

National University, Palestine stating that: "these ethical considerations constitute foundational guidelines upon which detailed ethical principles for the use of artificial intelligence can be developed. The primary challenge, however, is that artificial intelligence currently lacks clear standards and effective mechanisms to enforce these ethical considerations, particularly because they predominantly pertain to the operators of AI platforms. Consequently, efforts should focus on establishing ethical guidelines for users, as AI systems appear to learn from users and enhance their knowledge based on the input they receive. This dynamic offers an opportunity to steer the development of artificial intelligence in a more ethical direction."

Dr. Jallad, N. (Personal Interview, 2025, February 5), an expert in artificial intelligence at Palestine Technical University, Palestine: "I affirm the conclusions reached by the researcher. It is imperative to adhere to these ethical considerations to protect users, safeguard individual privacy, and mitigate exposure to risks. The issues highlighted constitute the foundational principles of media ethics in the era of artificial intelligence. The Organization for Economic Cooperation and Development (OECD) principles for artificial intelligence emphasize a set of human values, with particular focus on 'privacy protection and proper data governance.' Similarly, the European Union's High-Level Expert Group has issued seven guidelines and requirements, underscoring that 'privacy and data governance' are essential prerequisites for establishing trust."

The results related to the fourth question, which states: What are the most important goals of the new media in the era of artificial intelligence? The fourth objective of the study was achieved.

The researcher's interpretation is that achieving these goals is possible if the decision-makers in media institutions have the will and if journalists and the public are committed to media ethics and modern technologies. Accomplishing these goals will bring about a qualitative leap in new media, enabling journalists, their institutions, and artificial intelligence experts to devote themselves to higher-level tasks aimed at advancing the most important issues in the world of media and artificial intelligence technologies.

These results are consistent with a study entitled: A Review of Artificial Intelligence Adoptions in the Media Industry. It was concluded that AI applications in media have occurred in the eight main areas: audience content recommendations/discovery, audience engagement, augmented audience experience, message optimization, content management, content creation, audience insights, and operational automation. Significant challenges exist in balancing effectiveness and efficiency, as well as human and AI judgment (Chan-Olmsted 2019).

The current study is also consistent with a study entitled: The Future of the Media Profession in Light of AI Technology Advancements, which concluded that 66% of Saudi media practitioners believe AI technologies enhance the quality of media output. When it comes to the skills that media professionals need to develop, content writing topped the list, with 62.7% of the sample indicating the importance of mastering this skill to keep pace with AI technology. Additionally, 74.7% of Saudi media practitioners in the sample expressed a strong belief that AI

technologies could replace traditional media jobs. Simultaneously, 62.7% of Saudi media practitioners expressed concerns about the potential replacement of traditional jobs by AI technologies (Al-Hazmi, 2025).

Dr. Rashed, S. (Personal Interview, 2025, February 5), lecturer of Media at Palestine Technical University, Palestine offers the following analysis of this result: "The findings distinctly underscore the primary objectives of contemporary media in the age of artificial intelligence, wherein these technologies are regarded as instruments to enhance professional efficiency and safeguard the public sphere against misinformation and fabricated content. The emphasis on transparency and accountability reflects an increasing recognition of the necessity to restore public trust in the media. Furthermore, an additional objective can be identified: the promotion of conscious community engagement and participation through intelligent tools, thereby contributing to the development of a more democratic media environment."

Dr. Melhem, A. (Personal Interview, 2025, February 5), an expert in artificial intelligence at Palestine Technical University, Palestine: "comments on these findings by stating that the current state of artificial intelligence resembles that of any emerging technology or tool. Initially, it may result in the displacement of numerous jobs; however, it simultaneously creates opportunities for new occupations that previously did not exist. While artificial intelligence facilitates tasks such as report writing, proofreading, and the generation of images, audio, and video, it also poses significant risks by enabling the production of false narratives and fabricated visual and audio content. Consequently, it is imperative to train and develop specialists in artificial intelligence who possess the skills to identify and counteract misinformation and fabricated

media. Furthermore, existing legislation must be revised to address the challenges posed by ongoing technological advancements.”

On the other hand, Dr. Hawari, Y. (Personal Interview, 2025, February 5), Children without Borders Director, Britain: “believes that it is difficult to achieve goals such as uncovering fake news and content or limiting the spread of misinformation. According to her, this is not among the primary objectives of the media, due to the vastness of the journalistic space and the ongoing emergence of alternatives to mainstream news.”

The results related to the fifth question: What are the strategies to advance new media in the era of artificial intelligence? The fifth objective of the study was achieved.

The researcher’s interpretation is that these methods to advance the reality of new media are available and easy to implement if the will exists among media institutions and decision-makers. The most important decisions include the training of media professionals on modern technologies and establishing ethical laws that obligate society to comply.

The current study is also consistent with a study entitled: Artificial Intelligence in Digital Media: The Era of Deep fakes, IEEE Transactions on Technology and Society, conducted by Stamatis Karnouskos (2020). The results found that as a society, we are not ready to deal with the emergence of deep fakes at any level. That we have not witnessed any severe impacts so far is due to their early stage of development, which shows imperfections to address the issue, a combination of technology, education, training, and governance is urgently needed (Karnouskos, 2020).

These results are consistent with the study, which was applied to the occupied Palestinian territories (West Bank and Gaza Strip), showed that 40% of the respondents believed that all

those involved in the media industry including (journalists, directors of departments related to media work, editor-in-chiefs, editor-in-chiefs, heads of media institutions, Engineers...etc.) need training courses to promote their artificial intelligence skills (Khlouf, 2024, PP:1094),

Awayes, I. (Personal Interview, 2025, February 5), University Professor of communication at Universiti Sains Islam Malaysia comments: “that the employment of modern technology in media can assist in reaching the widest segments of society with speed and efficiency. This includes the use of digital media platforms and social media to deliver messages effectively. Achieving these strategies requires coordinated efforts between media professionals, media institutions, and society as a whole. It also calls for strengthening education and media production through the provision of educational and training programs, along with awareness, education, transparency, and accountability.”

In this context, Dr. Awwad, R. (Personal Interview, 2025, February 5), University lecturer at Palestine Technical University, Palestine states: “that the results demonstrate the critical importance of these measures in safeguarding users from potential pitfalls. Consequently, it is imperative to implement the mentioned measures within universities by organizing seminars for students, faculty, and staff to both protect them and inform them of the necessary procedures to be followed.”

Dr. Ziyadeh, A. (Personal Interview, 2025, February 5), Professor of International Relations at Qatar University, Qatar, comments on the findings, stating: “The proposed pathways for advancement in the results reflect a deep awareness of the need to integrate ethics into education and training. Additional recommendations could include the development of binding national and international legislation governing the use of

artificial intelligence in media, ensuring a balance between freedom of expression and the protection of privacy.”

Statistical Hypothesis Testing

Are there statistically significant differences at a significance level of ($\alpha \leq 0.05$) concerning the impact of new media in the artificial intelligence era, according to the variables: gender, place of residence, educational qualification, and media outlet?

To test the hypotheses, the researcher employed an Independent t-test for two independent groups to determine significant differences in the study instrument according to the specified variables. The researcher also used One-Way Analysis of Variance (ANOVA) to identify significant differences in the total score of the axes and the overall score of all items across the variables.

The findings do not indicate any statistically significant differences at the significance level ($\alpha \leq 0.05$) for the four axes in the questionnaire tables or in the overall score of all items attributed to the variables: gender, place of residence, educational qualification, and media outlet.

Results and Recommendations

1. The results indicated that the objectives of contemporary new media in the era of artificial intelligence include enhancing efficiency, productivity, and employment within media organizations; detecting fake news and manipulated clips; curbing the dissemination of misinformation; promoting transparency and accountability; and addressing misleading propaganda intended to distort human values.
2. The results indicated that the primary ethical considerations for contemporary media include safeguarding users' privacy and preventing the leakage, exploitation, and misuse of their data; upholding the objectivity and professionalism of media

content as well as the accuracy of information generated or disseminated through intelligent systems; and ensuring transparency.

3. The results indicated that the primary ethical considerations for contemporary media encompass ensuring the reliability and security of intelligent systems, mitigating their potential risks, and upholding human and cultural values in the design of artificial intelligence systems.
4. The results indicated that the primary challenges confronting the media in the era of artificial intelligence include the deletion or restriction of media content under the justification of policy violations, as well as the creation of targeted content that exhibits biases concerning humanitarian issues.
5. The results indicated that a significant challenge confronting the media in the era of artificial intelligence is the misuse of AI for media deception, encompassing the fabrication of content, news, and video clips.
6. The results indicated that the challenges confronting the media in the era of artificial intelligence encompass ethical issues related to AI algorithms, including bias and inequality, concerns regarding privacy violations, and apprehensions about the impact of AI on traditional journalistic employment.
7. The results indicated that the primary strategies for advancing new media in the era of artificial intelligence include enhancing media awareness regarding the ethical use of AI and consistently updating ethical guidelines to accommodate future changes and developments.
8. The results indicated that the primary strategies for advancing new media in the era of artificial intelligence encompass integrating AI ethics into educational curricula for journalists, developers, and

decision-makers; enhancing media competencies and security technologies; and implementing specialized training programs focused on the application of AI.

Study Recommendations

1. Enhance the skills of media personnel and their proficiency in emerging technologies by implementing specialized training programs and incorporating AI ethics into the curricula for journalists, developers, and decision-makers.
2. Develop Arab, Islamic, and global artificial intelligence frameworks that incorporate ethical and religious considerations by promoting international collaboration in the implementation of ethical AI practices and the resolution of global challenges.
3. Safeguard artificial intelligence systems against hacking and cyberattacks by developing advanced security technologies and ensuring adherence to legal and societal standards.
4. Safeguard users' privacy and prevent the unauthorized disclosure, misuse, and potential harm of their data.
5. Reduce the costs associated with adopting artificial intelligence in media operations and offer financial support to media organizations.
6. Enhance public awareness regarding the ethical considerations of artificial intelligence through scientific conferences, seminars, television programs, social media platforms, and official communication channels.
7. Regularly update ethical principles pertaining to artificial intelligence to accommodate future changes and developments.
8. The study recommends the development of a comprehensive media strategy utilizing modern technologies to address political,

social, and cultural issues, with the aim of promoting equitable global humanitarian causes through media channels.

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