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Ethical Guidelines on Jordanian Journalists' use of Artificial Intelligence in the Production of Media Content: A Field Study

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Abstract

This study aims to explore the ethical guidelines surrounding Jordanian journalists' use of artificial intelligence (AI) in the production of media content. Employing a descriptive-analytical methodology, the research engaged a sample of 100 journalists representing a range of Jordanian media outlets and specialties. The primary focus was to understand journalists' perspectives on integrating AI into various journalistic tasks across print, digital, broadcast, and audio platforms. The study offers a concise overview of ethical standards, the principles of AI ethics, and the broader implications of AI integration into journalism. It discusses the potential benefits of AI in enhancing journalistic work, as well as the concerns surrounding "robot journalism" and the replacement of human judgment with automated systems. The study reveals that AI adoption in journalism represents a significant ethical shift, as perceived by Jordanian journalists. Concerns regarding accountability, transparency, misuse of AI in spreading misinformation, bias, and fabricated news were highlighted as critical issues. These findings underscore the necessity of maintaining human oversight as a safeguard for journalistic integrity. Based on the results, the study recommends for increasing institutional and individual awareness of ethical responsibilities in the context of AI integration. Investing in capacity-building and training programs to equip journalists with the necessary skills to ethically and effectively utilize AI tools. Organizing educational workshops aimed at familiarizing journalists with AI technologies and ethical considerations, ultimately helping to reduce human workload while promoting responsible media practices that serve the public interest.

Keywords: *Artificial intelligence in journalism; AI ethics; Jordanian media; Robot journalism; Journalistic integrity.*

Introduction

The media industry, especially journalism, has undergone, and continues to undergo, radical changes in the twenty-first century due to the rapid development of information and communication technologies. This development has been accompanied by the rush of many media institutions to embrace artificial intelligence technologies and implement them within newsrooms; this has given way to a new form of journalism, "AI Journalism."

Undoubtedly, artificial intelligence will change how media companies shape their audience's minds (Shlash et al., 2025; Mohammad et al., 2025). The technology offers very sophisticated and fast means for creating and distributing media content and for communicating with recipients. Such abilities have made its presence in print, visual, and audio media stronger, besides digital platforms and social networks (Mohammad et al., 2024a). Due to this, the effect of AI on media and publication fields would be greater than that caused by any other technological revolution.

AI journalism relies on software and algorithms able to produce news content automatically, without direct human intervention—except for the role played by programmers in designing these systems. Artificial intelligence is also applied to the organizational and professional aspects of journalistic work, such as planning, analysis, and editorial decision-making.

By using multimedia and hypertext structures, modern journalism deploys newer characteristics of interactivity, immediacy, and the ability to surmount cultural barriers. Al-Bakhit (2006) stated that while the general principles of professional ethics remain the same in traditional and digital contexts, the

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emergence of ethics in a digital context has opened up a new set of challenges. This development imposes an ethical responsibility on journalists to evolve in step with the environment in which they carry out their business (Mohammad et al., 2024b; Mohammad et al., 2025c).

A number of media institutions around the world have been at the forefront in experimenting with artificial intelligence in nearly all spheres of journalistic work, such as news writing, reporting, radio and television presenting, content creation, data analytics, audience targeting, fact-checking, and topic classification (Mohammad et al., 2025d). Against this background, this article sets out to investigate the ethical framework that ought to guide Jordanian journalists in using artificial intelligence technologies in the creation of media content.

Study Objectives

i. The study will investigate the ethical dimensions associated with Jordanian journalists' use of artificial intelligence technologies in the production of media content by achieving the following detailed objectives:

ii. Analyzing the ethical guidelines essential in Jordanian journalists' point of view to regulate using artificial intelligence in media work.

iii. Investigate journalists' attitudes towards AI applications, identifying how they feel about the positive and negative impacts of AI on their profession and its output.

iv. Determining the practical areas within which Jordanian journalists use artificial intelligence and assessing its impact on the production and quality of media content.

v. Determine what challenges or obstacles face journalists when trying to utilize such technologies, be it professional, technical, or ethical.

vi. To provide practical recommendations contributing to the establishment of an integrated ethical framework, which will support the responsible use of AI in the Jordanian journalistic environment.

Key Terms of the Study

Ethical guidelines for the journalism profession refer to:

A set of standards and guiding professional values that control journalistic conduct during media practice. They include principles such as integrity, honesty, objectivity, and social responsibility. Such guidelines direct journalists in how they gather information, edit news, deal with sources, and convey facts to the public in a manner that retains credibility and mutual respect. Ṣādiq Al-Hammami defined these rules as: A set of ethical rules that a journalist is supposed to follow while performing his duties, and these include standards covering the methods of writing, event reporting, and the relationship between the journalist with sources of information, public, or media establishments. In this context, "ethical guidelines" are defined by the researcher in this study as: A framework of principles and professional standards to which journalists and other digital media actors-like programmers, editors, and photographers-can refer in making responsible decisions when utilizing AI technologies. In sum, the guidelines mitigate some of the ethical risks associated with AI and enhance trust and professionalism in media work.

Previous Studies

The study by Dorr & Hollnbuchner (2016) took into account several ethical theories, namely utilitarianism, virtue ethics, contract theory, and duty-based ethics, to investigate the ethical challenges associated with algorithmic journalism. The key theoretical underpinning used in this study includes Purer's multi-level ethical responsibility framework (1992), and Malik, Weichenberg, and School's journalism classification (2006), which conceptualizes ethical responsibility at various hierarchical levels: an individual one, professional, organizational, and societal. Its importance lies in setting up a methodological framework useful for debating, independently from each level, the ethical issues relevant to it.

The study conducted by Thurman et al. (2017) was aimed at assessing the perceptions of the journalists in London regarding the possibilities and limitations of automated journalism to execute different journalistic tasks and also shed light on the ethical and social consequences that come with this technology. This study was exploratory in nature, analyzing the views of journalists on ethical issues that have to do with transparency, bias, balance, and verification of news stories that are automatically

generated. The sample comprised ten journalists of different experience and responsibility levels from public and private institutions who were interviewed through semi-structured interviews after reviewing a particular automated text generation application.

Felzman et al. (2019) focused on the issue of transparency in AI systems from a multidisciplinary point of view, covering law, ethics, and social sciences. Their approach combined an extensive review of the literature on data protection laws in Europe, specifically the General Data Protection Regulation, focusing on ethical dimensions and the transparency requirements that build trust in the AI system. Their work also discussed contextual, cultural, and organizational factors influencing transparency in AI developments in Europe.

Ethics of Using Artificial Intelligence

AI tools now have a variety of new and innovative capabilities, many of which raise critical ethical questions. While artificial intelligence is being utilized to achieve positive goals and outcomes, the technology can also be misused in unethical or illegal ways. Machines are performing tasks that were once reserved for humans; however, their intelligence is ultimately limited to the quality of the data on which they are trained. Since this selection is done by humans, there remains great potential for embedded biases, demanding caution with regard to training the systems of AI.

Human flexibility and cognitive skills in media work embody characteristics that AI has not mastered yet, and, therefore, ethical commitment plays an indispensable role in terms of reducing the impact of human biases on AI systems. As the use of AI in the global media sector grows exponentially, rates of growth, productivity, and human development are more and more dependent on the extent to which these tools are integrated into the digital economy. Societies, particularly in developing countries, already face serious challenges linked to the protection of individuals and institutions from new forms of inequality, commonly known as the “digital divide.”

Ethical commitment is one of the cornerstones of the orderly conduct of individual behavior in society. Ethics do not only regulate personal conduct but also systematically encompass the pattern of social behaviour. Ethics is the normative theory of human actions that decides the acceptability or rejection of certain actions in light of socially inherited standards.

The Concept of Artificial Intelligence

John McCarthy, considered the "father of artificial intelligence," defines the field as "the science of engineering intelligent machines—particularly computer software—designed to create systems capable of thinking in a manner similar to the human brain and simulating human behavior."

Artificial intelligence is also defined as the study of the nature of intelligence through designing computational systems that can, on their own, solve real-world problems. Research in AI studies how to make machines behave intelligently similar to human behavior. This is considered a complex and controversial area because it depends on capability features such as learning, reasoning, and operating according to non-preprogrammed instructions. Despite the differences in definitions, AI can be summarized as the capability to gain knowledge and apply it intelligently in reasoning and problem-solving. It is a research domain that includes cognitive science and human knowledge aimed at developing systems to represent knowledge, infer from it, or simulate human behavior. AI applications refer to the development of advanced hardware, software, and computational systems that perform cognitive tasks, such as learning, reasoning, and creating sophisticated content. In the media sector, these applications have been referred to by various terms, including computational journalism, robotic journalism, or automated journalism, referring to the creation or production of media content, such as news and videos, through AI techniques with little human intervention. These applications have also been referred to as robot journalism or algorithmic journalism, in which automated programs process, organize, and present data into a format understood by the audience.

Artificial Intelligence: Why It Matters

a. Artificial Intelligence helps transfer acquired knowledge of humans to intelligent machines for preservation, easy access, and application of such knowledge.

b. It saves time, effort, and cost, while performing tasks that are complicated, hazardous, and demanding of high mental and physical attention besides making accurate decisions with no delay or mistake.

c. AI is incorporated into many fields that enable human work and help people complete different tasks in a more accurate and proficient way, like in medicine by facilitating the diagnosis of disease or the prescription of treatment and learning, in engineering, media, among others.

d. AI allows interaction with machines in natural human language, rather than in programming languages, thus opening the door to using advanced technologies for circles of society that go beyond specialists alone.

e. AI makes decisions objectively, precisely, independently, without racial or personal biases, hence increasing the reliability of the decisions made.

Artificial Intelligence Objectives

The basic goals of artificial intelligence could be summarized thus:

a. Designing models capable of handling most complex cognitive processes as they happen in the human mind.

b. Design of intelligent systems that reflect human-like intelligence characteristics in their own behavior.

c. Understand human intelligence better through computer programs that mimic intelligent human behaviour.

d. For effective tackling of new problems, AI systems should be able to learn from past experiences.

e. Empowering computers with problem-solving capabilities by enhancing their cognitive and software powers.

Applications of Artificial Intelligence in Journalistic Work

Media institutions are seeing a remarkable growth in the adoption of AI technologies to support journalistic operations; some key examples include:

- Monitoring breaking news, alerting journalists to real-time developments.
- Improving research, information acquisition, and data analysis automation.
- Writing automated reports about statistical topics or repetitive datasets using algorithms.
- Fact-checking and detection of misinformation through various data and content analysis-based tools.
- The automatic correction of linguistic and grammatical errors contributes to higher-quality news texts.
- Reducing cost and accelerating the overall news production cycle.

The Impact of Robot Journalism on the Media Environment

Applications of artificial intelligence now known as robot journalism have brought revolutionary changes in the future of the media landscape. Their impact can be highlighted as follows:

News Production

Intelligent systems can now generate vast amounts of news reports or summarize events automatically, and these data can be visually represented as videos or different types of text.

Development of Journalistic Competencies

The tools impose on them a new reality, which is gaining technical skills: programming and algorithms, and collaborating with developers on the production of media content

Creation of New Media Formats

Examples are virtual reality reports; these are reports that present the news through 3-D technologies, enabling audiences to engage with media material.

Combating Fake News

Algorithms are deployed for content analysis and rating of its veracity, hence increasing the credibility of media institutions through social media platforms.

Challenges and Ethical Issues Associated with Artificial Intelligence in Media

Considering all the big benefits stemming from AI technologies, their application is accompanied by several ethical and technical challenges:

- Lack of strategic knowledge and weak organizational vision about the integration of these technologies.
- Privacy violations and the risks of unauthorized disclosure of user identities or personal data.
- Limited transparency and accountability sometimes intelligent systems create content with the problem of determining accountability.
- Content quality: If there is a reliance on data that is biased or even incorrect, this could result in information that misleads or is completely false.
- Inadequate human intuition: AI cannot replicate human judgment, such as negotiation skills or selecting appropriate editorial angles, which diminishes comprehensive editorial value.

Most developing countries face

challenges in the adoption of AI and digital journalism due to a lack of financial resources, insufficient infrastructure to accommodate the transition, and the lack of professional training in this area of practice.

Methodology of the Study

The researcher has used the descriptive–analytical method through examining and analyzing the literature related to the subject of the study. For this purpose, scientific sources and references have been reviewed in order to establish the theoretical framework of the research.

First Section: Theoretical Studies

This section reviewed ethical guidelines for journalists and their use of artificial intelligence in media content production, as well as earlier studies. It also identified the different factors and variables related to ethical standards and journalists' use of AI, based on theoretical assumptions and supported by studies in these fields.

Second Section: Applied Study

The researcher selected a sample of the study and variables, and utilized the appropriate statistical methods for testing the hypotheses of this study. The results will then be analyzed to outline the ethical guidelines that would govern Jordanian journalists' use of artificial intelligence in media content production.

Study Instruments

A. Questionnaire Form

The researcher used this tool to acquire the necessary preliminary statistics concerning the respondents. With this, he was able to identify some vital demographic factors which include age, professional experience, and type of journalism.

B. Measurement Scale Form

This form serves as a method of collecting data meant to systematically encourage the respondents to provide certain facts, opinions, or ideas related to the study's topic and objectives. It ensures that the researcher does not interfere with the self-reported answers from the respondents. The researcher employed a measurement scale to the journalists in the form of closed-ended questions.

Study Population and Sample

The sample and population of the study were chosen by a stratified random sampling method, consisting of a sample of 100 journalists who have been working in the profession for at least two years. The sample was distributed across levels of experience and fields of journalistic work to give a broader

view of the points of intersection between artificial intelligence and journalism. The study employed two sampling approaches:

• Random sampling methodology

• Snowball sampling methodology to achieve a balance of selection accuracy versus the depth of information

Study Data Collection

The researcher distributed a questionnaire containing ten questions related to the ethical guidelines associated with artificial intelligence and its impact on journalists. There were questions that measured qualitative and quantitative data on various dimensions of interest, including technology adoption in newsrooms and the future of AI in journalism.

Data Analysis

Study Sample Analysis

In terms of the age variable for the journalists who participated, the study sample tended towards younger ones; the first rank was occupied by the age group 20–30 years with 45%, the second rank went to 31–40 years with 30%, then comes 41–50 years with 20%. The younger the participants, the larger the proportion. The age group 51 years and above was the last with 5%. Regarding professional experience, over half of the journalists surveyed reported that they were with more than ten years of experience in the field of journalism. About 25% had experience between five and seven years, and about 20% had between two to six years of professional experience.

In regards to the type of journalism practiced, 50% work in digital journalism, while television journalism accounted for 25% of the respondents. Print journalism was represented by 18%, and radio journalism was the least represented at 7% of the surveyed journalists.

Regarding experience with AI, 21% of the journalists reported having a good understanding of AI technologies, while 6% admitted to a lack of knowledge in the field. Only 3% claimed an advanced proficiency in AI.

When asked about the practical application of ethical guidelines and AI tools in journalism, 48% affirmed using them in their work. However, the slight majority of 52% had not integrated AI into their professional practice. On this increasing role of AI in journalism, 41% of journalists believed that these technologies have not yet gained professional prominence. Contrary to this, about 19% think otherwise, while 40% remain unsure.

Interestingly, 70% of journalists presumed that ethical guidelines regarding AI could revolutionize journalism, while 6% refused to support this statement and 24% were in doubt.

As for the potential replacement of human journalists by AI in the future, 70% considered it unlikely, while 7% saw it as a plausible future scenario and 23% were unsure.

The overall sentiment among the study sample points to strong consensus on the potential contributions of ethical guidelines and AI, particularly in data analysis for journalism. Asked about the selected advantages of AI in journalistic work, 45% pointed to its ability to process large datasets, 35% emphasized its utility in speeding up research processes, while 20% perceived its role in automating content creation.

General Hypotheses of the Study

Age and Familiarity with Artificial Intelligence:

The study showed that journalists' age and knowledge of AI were related. Younger journalists might know more about the ethical rules of AI and be more open to it, as those between 20 and 30 years grew up during the time of digital development. They may therefore be more aware of what AI brings along, especially for journalistic work. This hypothesis should, however, be checked for its validity.

Years of Experience and Use of Artificial Intelligence:

It is significant that almost half the number of journalists surveyed have more than ten years of professional experience. Surprisingly, 52% of them have already integrated and used AI tools at work. This may indicate a possible positive correlation between professional experience and willingness to

adapt to new technologies. It seems that experienced journalists, despite their familiarity with traditional journalism, appreciate the role modern technologies play in a media landscape driven by rapid technological changes.

Journalism Sector and AI Applications:

Journalists from digital media, who account for 70% of the sample, are likely more open to exploring or using AI tools in their professional work due to the technological orientation of their sector. Those in traditional sectors, such as print or radio, are likely less inclined towards incorporating AI into their practices.

Understanding AI and its practical application:

There is an intuitive link between familiarity with AI tools and their practical use. About 53% of journalists reported a moderate to strong understanding of AI, rather close to the 47% having actually used AI tools in their work. This gap is quite noteworthy, because it shows that some journalists, while having understood AI, have not chosen to apply it yet. That could be due to resource limitations, concerns about the impact AI might have on the integrity of journalism, or other unexpected barriers .

The Perceived Benefits of AI and Views about Replacing Human Journalists:

About 68.3% of journalists consider AI a valuable addition to journalism, especially in big data analysis (40%), speeding up research (35%), and content drafting (25%). Moreover, 70% of respondents do not think AI will replace human journalists. This would indicate that there is some relationship between understanding what AI is capable of and a realistic assessment of the risks involved. Most of the respondents view AI as a complementary tool but not a replacement. They confirm that the human touch will still be necessary in journalism, even as the industry becomes more dependent on modern technologies.

Content Analysis

Artificial Intelligence as Replacement for Human Journalists

These attitudes imply that the majority of the respondents, 70%, in the study sample do not believe artificial intelligence is going to replace human journalists. After coding and organizing their responses, their reasoning can be classed into three main factors:

Affective Factor

This factor relates to the human touch, meaning the uniquely human traits necessary for journalism that cannot be replicated. These include emotions, awareness, self-efficacy, and communication skills.

Emotions and feelings are the core in supporting the fact that AI cannot replace human journalists. Proponents argue that journalism is not just about transmitting news in a mechanical way or producing similar, dry content. Journalists interact with their environment in a process of mutual influence, often when expressing human suffering and hardships in wars and natural disasters. Objectivity might be one of the core values in journalism; however, emotions and empathy play an important part in the framing and contextualizing of news by the journalists to correctly reflect the situation to the audience.

The affective factor requires two conditions: perception and communicative action. Human emotional depth in journalism lies in the journalist's ability to perceive the underlying contexts of a story and the human factors affecting it, and then build a communicative relationship with the people involved and those consuming the content. According to most respondents, AI lacks this capacity, since it constructs news on the basis of algorithms which process available online data and pre-programmed patterns, leaving no room for perception, emotion, or meaningful communication.

Contextual Factor

The importance of journalism and news reporting is derived from its context. News stories cannot be understood fully when taken out of their circumstances. Reporting aims to interpret the background, nature, relationships of every event to the surrounding environments, and possible future scenarios.

Results from the survey identify that the contextual factor ranks as the second most prominent issue, after the affective one, in understanding why respondents refuse to consider AI as a replacement for human journalists. Today's journalism means adjusting to multiple audience preferences, which are constantly in flux. The editorial policy has to be flexible because of changing political, economic, and social forces. In effect, journalists must quickly change their focus to newly evolving situations while

pursuing coverage objectives, such as influencing or guiding audiences. AI tools do not have this kind of contextual acumen, further reinforcing the irreplaceable value of human journalists.

Conceptual Factor

This factor relates to the inherent tensions in journalism between immediate gratification versus structured, framed thinking. Journalism operates in a continuous desire for information; finding and handling information is a crucial journalistic skill that makes journalists distinctive in terms of competitive advantage, originality, and timely reporting. AI, in turn, mainly searches existing sources and links or networks data to carry out predetermined tasks.

Journalism also resists inflexible, pre-framed thinking. At the heart of the craft is creative storytelling, molded by context and objective needs. At least outside of areas like financial or sports reporting, journalists need to find creative ways of telling stories to avoid repetition and to make sure that the content meets its communicative ends. AI, however, relies on pre-modeled structures, limiting creative capabilities in contextual and effective dimensions. Thus, AI plays a tool-based, supporting role in journalism, rather than a creative one, which reinforces that human journalists are needed.

On the contrary, only 6.9% of the respondents thought that AI could replace human journalists because of its advanced capability, rapid development, and flexibility to penetrate all types of fields. Interestingly, the conceptual factor that leads most participants to reject AI as a replacement is actually the same factor leading some to support it. With extensive modeling tools and template-based options, AI can gradually reduce human intervention in journalism. In addition, AI's ability for continual operation, collecting and compiling numerous data, also makes it one of the cost-effective and efficient options of employers and editors.

Artificial Intelligence and Sources of Concern

Although most of the respondents did not believe that AI would replace human journalists, and most also recognized its potential benefits for the profession, they nonetheless expressed concerns about the future of journalism in the age of AI. Those five main sources of concerns are:

1. Total dependence on AI
2. Misinformation and fake news concerns
3. Job loss concerns
4. Biased reporting and data collection concerns
5. Concerns about the ability to keep up with technological developments

Total reliance on AI and misinformation/fake news were the most salient concerns among the journalists in the sample and shared equal weights. Regarding total reliance, the fears ranged from a potential loss of creativity to the transformation of journalism into a standardized and repetitive profession devoid of diversity and human sensitivity. Another related concern is that of distraction-the proliferation of AI applications integrated into journalistic work may result in fragmented reporting and superficial news content. This would therefore suggest an inverse relationship between reliance on AI and human presence-higher use of AI may lessen the presence of the human factor in journalism.

The second major concern was misinformation and fake news. Misinformation has been a problem in the media sector, primarily because of the rampant use of social media. Historically, campaigns of misinformation and propaganda have been aided by automated accounts, or bots. With the use of AI tools, journalists believe such technologies could amplify misinformation since AI is increasingly able to mimic human capabilities in content creation. Other concerns include the challenge of fact-checking large volumes of information, the undependability of sources, and the potential infringement of intellectual property rights.

Job loss came in third, but for the most part was couched in future terms. Journalists acknowledge that AI may partially take over some routine tasks - such as drafting content, language editing, data analysis, and news monitoring - mainly with a view to increasing efficiency, saving time, and cutting costs. At the same time, however, they generally do not see this as an urgent threat to the profession as a whole. The fourth concern is bias in reporting and data. Journalism is inherently prone to biases—what might be termed personal inclination. Journalists were concerned that AI could automate and amplify these biases, given the lack of transparency and complexity associated with algorithmic processes. This created a related fear of decreased accountability and possible rogue journalism that

might circumvent due process. Finally, there are concerns about keeping up with technological development. Since a minority of the respondents have not implemented AI in their newsrooms yet, this concern makes sense. In addition to this, there is confusion over the “chaos of modern tools”: the volume of AI applications that are already available for performing different journalistic tasks may eventually lead to fragmentation, which could make it difficult for journalists to handle workflow management.

Quantitative Data

Age Distribution of Journalists

- 20–30 years: 45%
- 31–40 years: 30%
- 41–50 years: 20%
- 51 years and above: 5%

Professional Experience

- More than 10 years: >50%
- 5–7 years: 25%
- 2–6 years: 20%

Type of Journalism

- Digital: 50%
- Television: 25%
- Print: 18%
- Radio: 7%

Knowledge of Artificial Intelligence

- Excellent: 21%
- Not familiar 6%
- Advanced: 3%

Use of AI Tools

- Users: 48%
- Non-users: 52%

Perception of AI's Professional Status in Journalism

- Not considering AI as achieving professional recognition: 41%
- View AI as attaining recognition: 19%
- Undecided: 40%

Ethical Guidelines and Their Impact

- Believe they can revolutionize journalism: 70%
- Outright reject: 6%
- Undecided: 24%

The possibility of AI replacing human journalists

- Reject the hypothesis: 70%
- Support argument: 7%
- Undecided: 23%

Perceived Benefits of AI in Journalism

- Big data processing: 45%
- Accelerating research: 35%
- Automating the creation of content by 20%

That is, General Hypothesis Summary

1. Age and AI Familiarity Younger journalists-especially those in their 20-30-year-old range-would probably be much more familiar with AI and its ethical guidelines because of early exposure to digital technology. Older journalists might be less familiar with the nuances concerning AI.

2. Professional Experience and AI Use There might also be a positive relationship between professional expertise and willingness to adopt AI tools among the journalists with longer experience (>10 years), who balance traditional skills with modern technology.

3. Journalistic Sector and AI Applications Among them, digital journalists (50% of the sample) are more open to learning and applying AI tools. Traditional sectors like print or radio may be less inclined to integrate AI into their daily work.

4. AI Understanding and Practical Application The finding shows that knowledge about AI is related to its real-world use. While about 53% of the respondents have medium to strong AI understanding, about 47% have used AI tools, meaning there is a gap between understanding and application.

5. Perceived Benefits of AI and Views on Replacing Human Journalists The overwhelming majority, 68.3%, think that AI is helpful, especially when working with data analysis at 40%, accelerating research 35%, and preparing the draft of the content 25%. At the same time, 70% do not believe AI will replace human journalists, viewing it as complementary but not a substitute.

Content Analysis: AI as Replacement for Human Journalists

Reasons for Rejection (70% of Journalists)

Emotional Factor

Focuses on:

- Human touch in journalism
- Interaction with human suffering and empathy
- Perception and communicative action
- AI's limited ability in simulating human emotions and judgment.

Contextual Factor

- Audience-specific needs and preferences
- Dynamic editorial policies and changing news contexts
- AI's weak adaptability to evolving contexts

Conceptual Factor

- Unframed thinking versus pre-modeled templates
- Lack of innovation of AI-generated content
- Reduction of human creativity in journalistic work Reasons for Support (Only 6.9%) • High capabilities, fast development of AI • Use of pre-modeled templates and structured automation Potential to reduce costs and operate continuously.

AI and Journalists' Sources of Concern

Concern about Total Dependence on AI

- Loss of human sensibility
- Tool proliferation leading to distraction

- Production of superficial content

Concern about Misinformation & Fake News

- Risk of propaganda
- Difficulty in verifying information
- No sources, and credibility nowhere

Fear of Losing One's Job

- Partial replacement of journalists by AI
- Threats to routine tasks and positions

What about Algorithmic Bias?

- Bias mechanization
- Accountability challenges
- Algorithmic opacity and complexity

Concern about inability to keep up

- Overabundance of tools causing confusion
- Weak updating and technological adaptation

Conclusion

The study surveyed the opinions of 100 Jordanian journalists from various backgrounds regarding the ethical guidelines associated with the use of artificial intelligence in journalism. It found that AI is considered more supportive in nature, not as a replacement, because it lacks human, contextual, and creative dimensions. While they recognized its value in data analysis and accelerating workflows, there are still concerns about overreliance, misinformation, and even loss of journalistic identity. All participants underscored the need for ethical guidelines as a foundational pillar to ensure the continued professionalism of journalism in the era of advanced technology.

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