



06 JUN, 2025

AI transforms journalism, ethics must guide the future

New Sarawak Tribune, Malaysia



AI transforms journalism, ethics must guide the future

BY SYED IYLIAHARIZ AL-QADRI
SYED IZMAN

KUALA LUMPUR: Artificial Intelligence (AI) has entered the newsroom, transforming how journalists work while raising serious questions about ethics, accuracy, and trust.

According to Malaysian Press Institute (MPI) president Datuk Yong Soo Heong, these have been the ethical crossroads confronting today's media landscape.

"Falsehoods are costly. Journalistic integrity demands rigorous fact-checking and

transparency. Trust is a journalist's currency and those who mislead readers will inevitably face serious repercussions," he told Bernama recently.

Yong acknowledged the undeniable benefits of AI in boosting newsroom productivity, but stressed that the core values of journalism, namely, truth, accountability and human judgement, must never be compromised.

He also expressed concerns over the increasing reliance on AI-generated content and the alarming rise of deepfakes,

warning that, if left unchecked, these trends could severely erode public trust in the media.

Yong noted that AI had transformed newsroom operations, enabling faster editing, personalised content delivery, and more efficient workflows especially among younger journalists who preferred AI-generated summaries over traditional face-to-face interviews.

"Context, tone and human expression are irreplaceable. Only direct engagement captures the nuances that make a story

resonate," he emphasised.

He warned that AI-generated visuals had become a new frontier of misinformation, citing several recent incidents in Malaysia and the region involving misleading or doctored imagery.

These developments, Yong said, underscored the urgent need for rigorous verification protocols before publishing any content created or enhanced by AI.

He emphasised that AI should be seen as a tool for empowerment, not a replacement for human creativity.

Echoing these sentiments, Prof Dr Manjit Singh Sidhu, an expert from the College of Computing and Informatics at Universiti Tenaga Nasional (UNITEN), observed that Malaysian media organisations had been integrating AI at varying speeds, depending on their readiness and strategic focus.

He said journalists who embraced change and learned to work with AI would not only survive the evolving landscape but also shape the future of trustworthy, meaningful journalism. - BERNAMA