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Tinius Digest report on changes, trends and developments within the media business at large.

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1 in 2 newsrooms working with AI-tools

WAN-IFRA has published a report on Generative AI's impact on newsrooms. The report is based on a survey of newsroom executives.

[Download the report.](#)

Four main findings:

1. Journalists are more sceptic

Nearly half of the newsrooms surveyed are actively working with generative AI tools.

Journalists are generally less receptive to these AI tools compared to editorial management.

2. Long way to go

Many newsrooms demonstrate caution with evolving and disruptive tools still shrouded with questions and real concerns. If newsroom management wants to embrace these tools, there is a long way to go.

3. Benefits vs drawbacks

Potential benefits include increased productivity

and efficiency, improved workflows and the ability to analyse large amounts of data. Potential drawbacks include concerns about accuracy and reliability, lack of nuance and context, perpetuating biases and stereotypes and potential for job loss or displacement of journalists.

4. Recognise critical trends

The quick adoption of generative AI technology shows how traditional news organisations adopt or recognise critical trends more quickly.

Half of young voters say TikTok influenced them

Consultancy firm Milton has published findings from a study mapping the voting behaviour of young adults (18-30 years) in Finland during this year's parliamentary election.

[Read the study \(in Finnish\).](#)

Five main findings:

1. Influenced by ads

Of the young people who used TikTok, 50 percent say that TikTok influenced which party they voted for in the election. 70 percent of first-time voters (18-21 years) reported seeing political advertisements on TikTok.

2. Populist winner

The clear winner was the right-wing, populist, anti-EU and anti-immigrant party Perussuomalaiset (Finns Party). 27 percent of those who voted cast their vote for the Finns Party, and 62 percent say TikTok influenced their vote.

3. Disproportionate voting

The support for the Finns Party (27%) among the young is far ahead of the other parties, with 14 percent voting for the National Coalition Party and

10 percent for the Social Democratic Party of Finland (SDP).

4. Remembering ads

Of the young people who use TikTok, 42 percent remember seeing content from the Finns Party on TikTok, which is a significantly higher percentage than SDP (23%), Liike Nyt (19%) and the Left Alliance (19%).

5. Easy to understand

The most important aspects of political advertising on TikTok were that the content is easy to understand (61%), that the content reflects values or topics that are important to them (59%), that they can easily identify with the content (51%), and that the content simplifies complex issues well (45%).

More job offers and higher salaries with AI assistance

MIT Sloan School of Management has studied the impact of algorithmic writing assistance on jobseekers' resumes.

[Download the study.](#)

Four main findings:

1. Increased probability

Jobseekers who received algorithmic writing assistance experienced a 7.8 percent increase in the probability of getting hired. The algorithmic writing assistance provided suggestions for improving the writing in the resumes.

2. Higher wages

Jobseekers who used AI tools received starting salaries that were 8.4 percent higher than those who did not use AI tools. However, the study notes that the hourly wage rates for new entrants do not represent the overall rates on the platform.

3. No differences

Jobseekers who received the algorithmic writing assistance did not change their job search strategy or behaviour – and no evidence that employers were less satisfied with the resumes.

4. Better writing

The study's authors suggest that better writing is not a signal of ability but helps employers ascertain capability, which rationalises their findings.

Uninformed, not misinformed from news on social media

The Norwegian Institute for Social Research and the Department of Media and Communication, University of Oslo, has published a study examining how social media for news impacts how people perceive knowledge about politics.

[Download the study.](#)

Four main findings:

1. Less knowledge

There is a negative relationship between social media news consumption and factual political knowledge, especially among those who use social media as their sole news source.

2. Less confident

People who use social media for news are also less confident about what they know. Social media news consumers aren't necessarily misinformed but generally more uninformed than others.

3. Not misinformed

The study found no link between social media

news consumption and misinformation at the individual level. This suggests that using social media for news doesn't lead to overconfidence in fake news narratives.

4. Vulnerable

Certain factors like motivation, ability, education, static political knowledge, and political interest influence misinformation differently from factual political knowledge and confidence in this knowledge. People with a strong interest in politics are more likely to believe false things.

Norwegian media still reliant on print newspapers

The Norwegian Media Authority has published its annual report on the state of the media economy in Norway.

[Download the report.](#)

Five main findings:

1. 54 percent of revenue

Print newspapers (54%) remain the primary source of income for Norwegian news organisations. Estimates show that print newspapers prevented a deficit of at least one billion Norwegian kroner (€86m) in 2022.

2. Profits down 70 percent

2022 was the least profitable year for Norwegian news organisations since the financial crisis of 2008 and 2009. Before adding state grants, the total operating result decreased by 70 percent to 265 million Norwegian kroner (€22.8m). Yet eight out of ten news organisations remained profitable.

3. User revenues stagnate

User revenues saw a minor increase of 0.7 percent

in 2022, while advertising revenues increased by 1.8 percent. Subscriptions now represent 60.4 percent of revenues, and advertisements constitute 35.4 percent. It is worth noting that Norwegian news organisations earned more from other revenue streams in 2016 than last year.

4. Market share remains stable

The share of the Norwegian advertising market held by news organisations has stayed at 18 percent for the past three years.

5. High print costs

Expenses related to paper, printing, and distribution of print newspapers account for 23 percent of the total operating costs for news organisations.

Mixed approach to video editing

Researchers from the University of Munich, City University London and Georgetown University have published a study that explores audience evaluations of news videos made with various levels of automation.

[Download the study.](#)

Three main findings:

1. Favoured human-made videos

There was no significant overall preference for human-made videos over partly automated ones. Still, some individual evaluation items favoured human-made videos, such as professionalism, engaging nature, and story flow.

2. Similar evaluation

Evaluation items like accuracy, informativeness,

objectivity, and bias did not significantly differ between human-made and automated videos.

3. Mixed editing

The study's results suggest that partially automated news videos with post-automation human editing can be well received by audiences.

Prefer news selected by algorithms

Reuters Institute for the Study of Journalism has published its annual Digital News Report.

Download the report.

Six main findings:

1. Editors vs algorithms

News readers in Nordic countries are divided on whether the news they see should be chosen by algorithms or journalists and editors. In Norway, more people prefer algorithms over editors (29% to 25%). The difference is most significant in Finland (36% to 26%), while people in Sweden and Denmark prefer journalists and editors.

2. Mostly directly from online newspapers

The Nordic countries stand out in that many people go directly to online newspapers to keep themselves updated, with 63 percent in Finland, 59 percent in Norway, 50 percent in Denmark, and 48 percent in Sweden, respectively.

3. More willing to pay

The proportion of people who pay for news is still highest in Norway (39%) and Sweden (33%) – with Finland in fourth place (21%) and Denmark in sixth place (19%).

4. Few news avoiders

Denmark (19%) and Finland (21%) are among the countries in the report, with the fewest people actively avoiding the news. News avoiders often point to negative news as the reason, and as many as 75 percent of news avoiders in Finland actively avoid news about the war in Ukraine.

5. High trust in news

The proportion of people who trust the news is high in the Nordic countries, with Finland at the top among all countries at 69 percent. At the same time, Denmark (57%), Norway (53%) and Sweden (50%) also score relatively high.

6. Social media is an important source

In Finland, 63 percent of respondents said they had used social media as a news source in the last week, compared to 59 percent in Norway, 50 percent in Denmark, and 48 percent in Sweden.

AI risks for social media

NATO Strategic Communications Centre of Excellence has published a report exploring the impact of Large Language Models on social networks.

[Download the report.](#)

Five main findings:

1. Statistical patterns

Generative AI systems are not good at generating random numbers, leading to statistical patterns that manipulators can exploit.

2. Automated gatekeepers

Due to content moderation filters, language models may unexpectedly change the language or refuse to create content on specific topics.

3. Vulnerable to attacks

Social media manipulators can use prompt injection attacks to take control of AI-operated social media accounts, leading to inappropriate or awkward content.

4. Difficult to detect

Fake accounts can copy-paste GPT output, making it difficult for traditional systems to distinguish genuine from fabricated accounts. AI models may also evade content moderation filters, simplifying the mass production of offensive and harmful content.

5. Targeted manipulation

LLMs can tailor highly personalised content to specific individuals or groups, making them ideal tools for targeting and manipulating people's opinions and beliefs.

Lack of overview on disinformation

Norsk Medietidsskrift (Norwegian media journal) has published a qualitative study mapping the knowledge about the spread of disinformation in Norway.

The study is based on interviews with individuals from the Norwegian National Security Authority, the Norwegian Police Security Service, the Norwegian National Security Authority, the Norwegian Directorate for Civil Protection, and the Norwegian Armed Forces.

[Download the study.](#)

Three main findings:

1. Limited insight

The actors regard disinformation as a threat to Norway and the citizens' ability to be informed. However: The actors have limited insight into the spread of disinformation in Norway.

2. Legislation and mandate

Among the obstacles are that the actors' working

methods and scope of action are limited by the legislation and mandate they have.

3. Surveillance dilemma

The actors themselves perceive it as a dilemma that closer surveillance of the information sphere may contribute to undermining the democracy they wish to protect.