

AI in the Newsroom

a transformative movement in Brazilian journalism



We investigated how AI is being used to transform journalism

Key Findings:

New Products and Formats

Newsrooms have developed transformative uses for AI, enabling products that were previously unviable: chatbots to query verified archives, real-time misinformation monitoring, and large-scale data analysis systems for reporting.

Unequal adoption

The capacity to absorb AI varies across media outlets. Newsrooms with more structure and established policies turn the tool into an editorial advantage; others face greater obstacles, data security risks, and fragmented usage.

Enthusiasm ahead of institutional structure

In several newsrooms, the drive for AI came from the journalists themselves, ahead of any institutional guidance. Individual adoption and enthusiasm are moving faster than organizational preparedness, as organizations many times fail to offer training, tools, or clear usage guidelines.

Human oversight
appears as a point of convergence
among newsrooms regarding AI usage

Internal Policies

Without waiting for external regulations, most of the investigated media outlets created their own guidelines for AI usage.

Editorial responsibility remains with the journalists, who provide oversight and are accountable for what is published.

Transparency with the audience is valued, but there is still no consensus on when and how to report it: some newsrooms disclose any use of AI, while others only do so when the technology is crucial to the outcome.

The study investigated how news organizations are incorporating AI to transform and innovate work within the sector. Based on 11 in-depth interviews with journalism professionals, we mapped cases where technology produced notable changes in processes, products, and capabilities. To highlight initiatives with transformative potential for the field, the cases were intentionally selected, prioritizing experiences with the greatest capacity to reveal the sector's initiatives.

Access the full study [here](#)
and learn more

