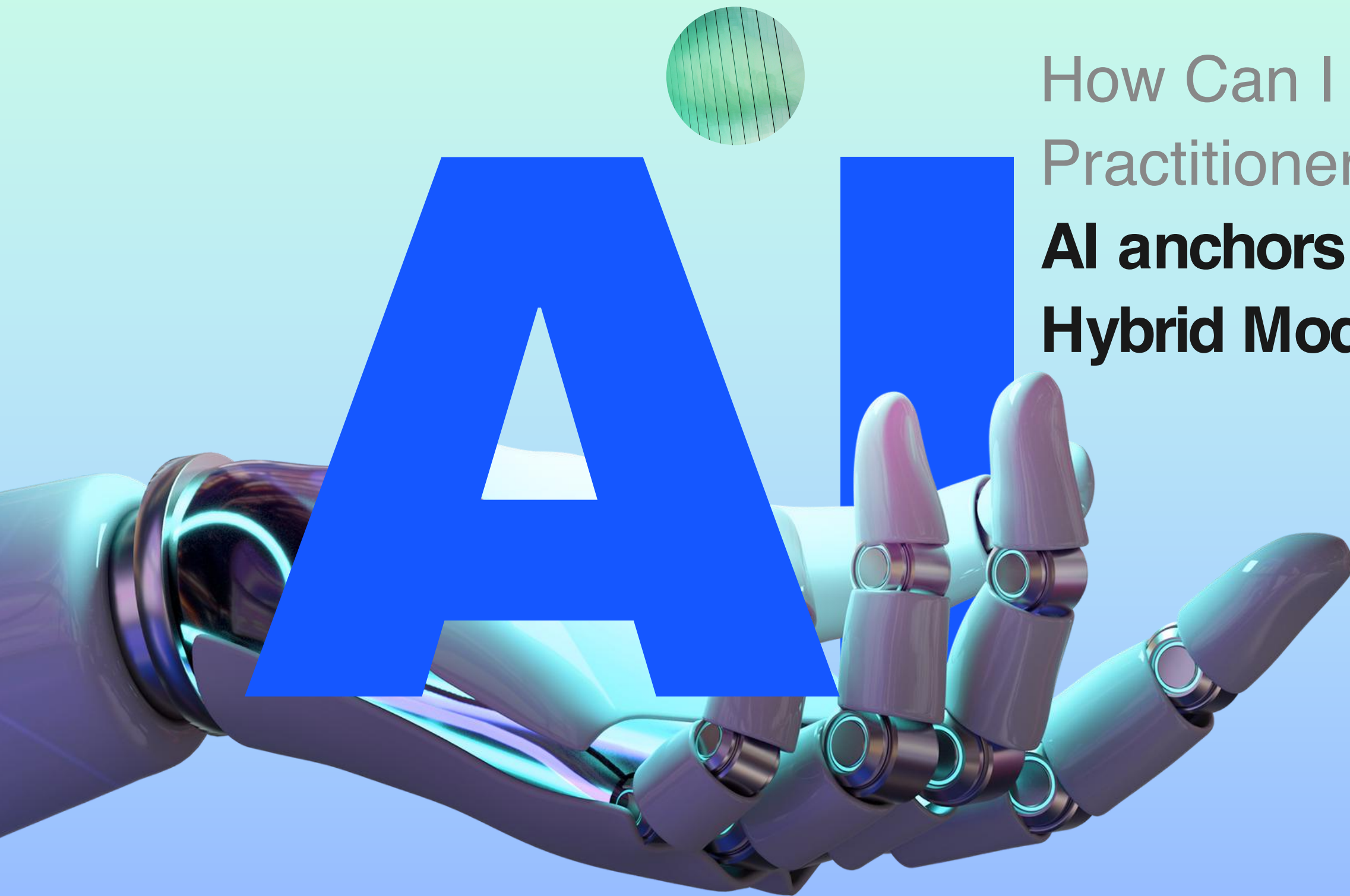


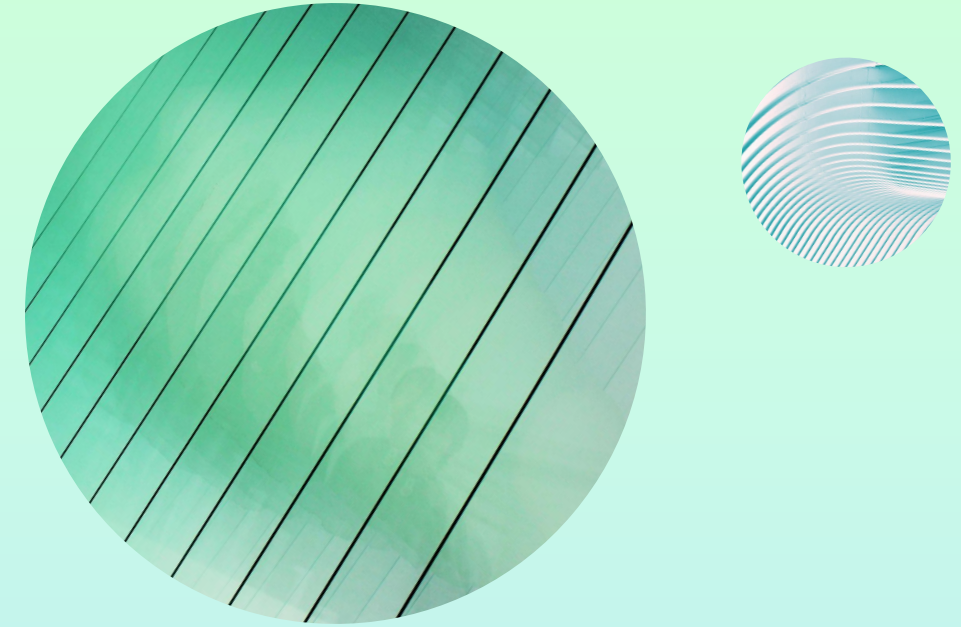


How Can I Prove I Am a Contemporary Practitioner?

AI anchors and Human anchors: Exploring Hybrid Models for Media's Future

Yi Huang
09/12/2024

Content Overview



1

How can I prove I am a contemporary practitioner?

2

Scope and Framework

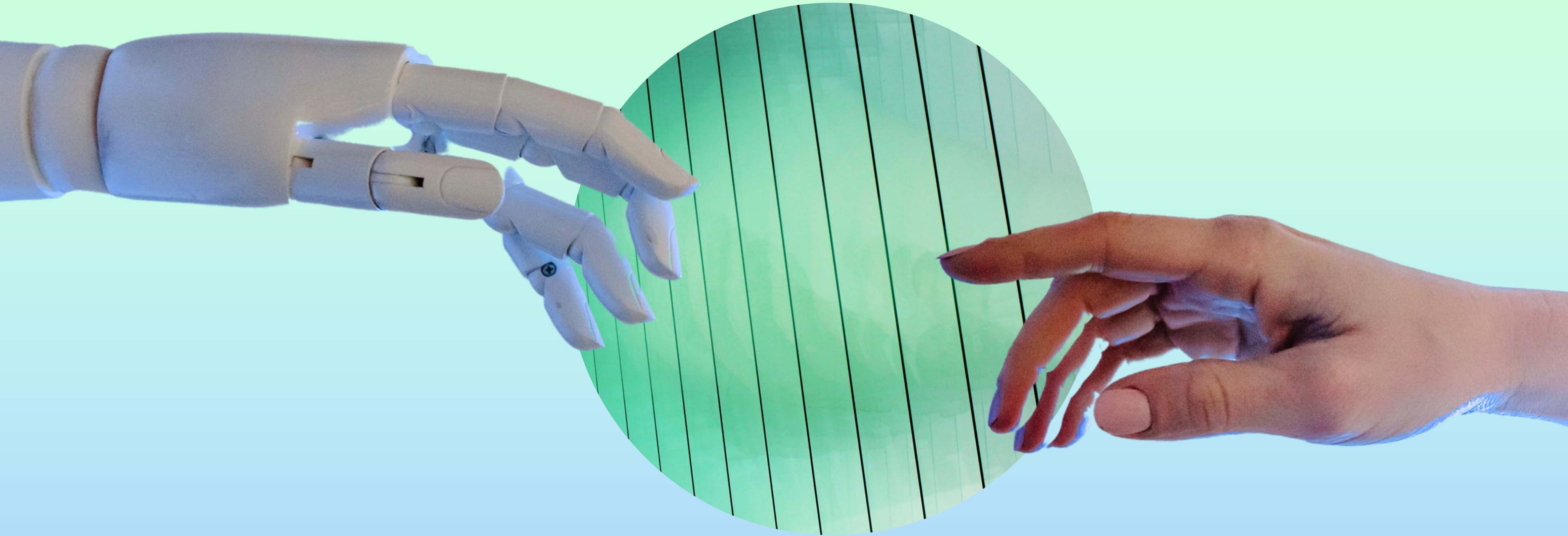
Research or practice question, objectives, methodology, and outcomes of my work

3

My previous works

4

Potential biases in my work and how I mitigate them



1

How can I prove I am a contemporary practitioner?

My research is set against the backdrop of a new era brought about by the emergence of AI as a new technology.

1

How can I prove I am a contemporary practitioner?

Since the advent of artificial intelligence in broadcasting, a significant shift has been observed in how news is delivered globally.

As artificial intelligence technologies such as natural language processing and machine learning continue to evolve, broadcast companies around the world have begun to adopt AI news anchors, which offer [cost-effectiveness](#), [support for multiple languages](#), and [24/7 news reporting capabilities](#).

For instance, China's Xinhua News Agency launched AI news anchors as early as 2018, capable of reporting in both Chinese and English, showcasing the widespread application and acceptance of the technology (AI Reporter, 2024).

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As of 2024, on China Central Television's news, sports, and variety channels, one can see AI hosts, AI reporters, and even AI sign language anchors providing accessibility for viewers with disabilities.



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How can I prove I am a contemporary practitioner?

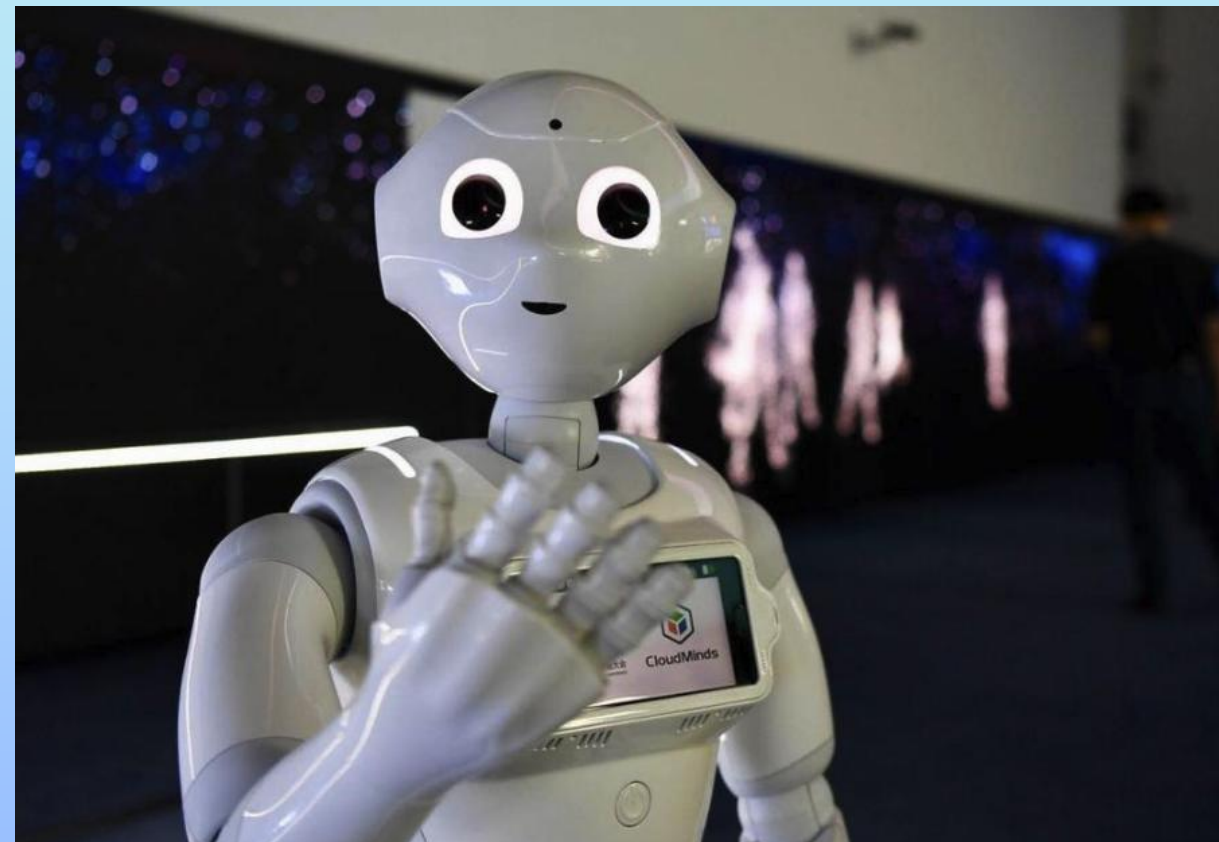
In the United States, Los Angeles-based Channel 1 has already started using AI-generated news anchors in 2024, marking the first time a national news channel in the U.S. has employed AI anchors (PetaPixel, 2023).



1

How can I prove I am a contemporary practitioner?

However, based on the research and current discussions, it is evident that the perfect AI news anchor remains an elusive goal due to the limitations of current AI technologies, particularly in replicating the emotional depth and spontaneous reactions that are inherent to human anchors. While AI can perform many tasks such as reading scripted news flawlessly and without fatigue, it lacks the ability to connect emotionally with the audience, a crucial aspect of effective journalism.



1

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For example, a report from The AI Matter states that while AI technology in news broadcasting has advanced significantly, it still cannot replace the unique contributions of human news anchors who bring emotional connection and subjective analysis to their reporting. This highlights a critical limitation of AI in roles that require emotional intelligence and human empathy ("The AI Matter", 2023).

Moreover, according to discussions in the industry, while AI anchors can mimic the appearance and voice of human anchors, they fall short in delivering the emotional nuances necessary for engaging and trustworthy news reporting. This deficiency impacts the audience's perception of AI anchors and can lead to distrust or disengagement ("The Daily lowan", 2023).

1

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Some people are more open to the use of generative AI for creating outputs based on verifiable ‘facts’ and ‘numbers’, such as sports scores or even elections reports, than they are when it comes to more complex news they believe requires human interpretation, nuance, sensitivity, and even **emotion**.

Such distinctions are not only about accuracy, but also about more philosophical questions around what journalism is and what kinds of work people think are and should remain fundamentally human.



Public attitudes towards the use of AI in journalism
Dr Amy Ross Arguedas
17th June 2024

<https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2024/public-attitudes-towards-use-ai-and-journalism>

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“

When you're delivering, like, really triggering and hopeless news, it's very **emotional**. Regardless of whether you want it to, it will affect you in some way or other, and I feel like **humans kind of have that emotional context**.

”

Male, 19, UK

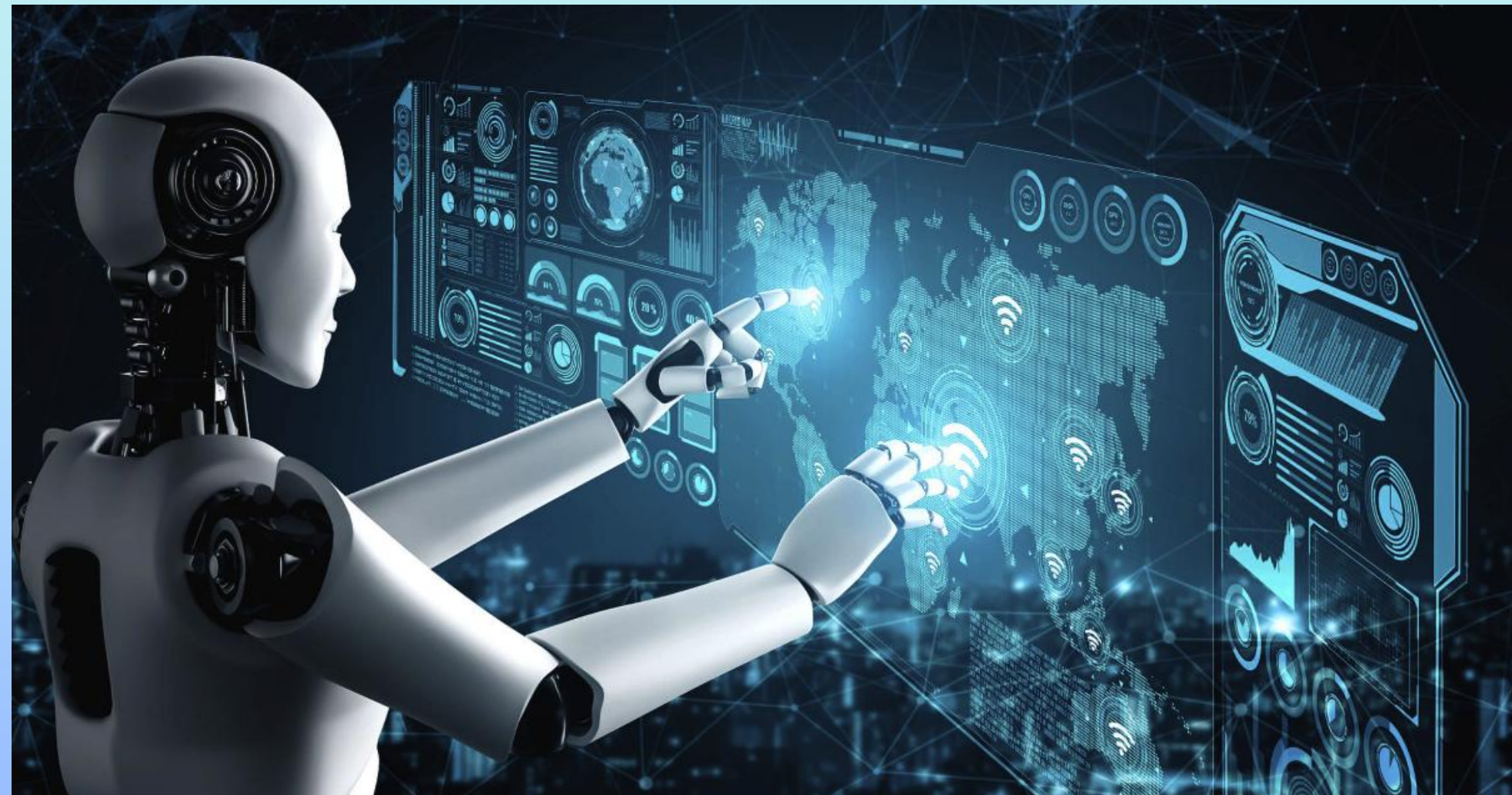
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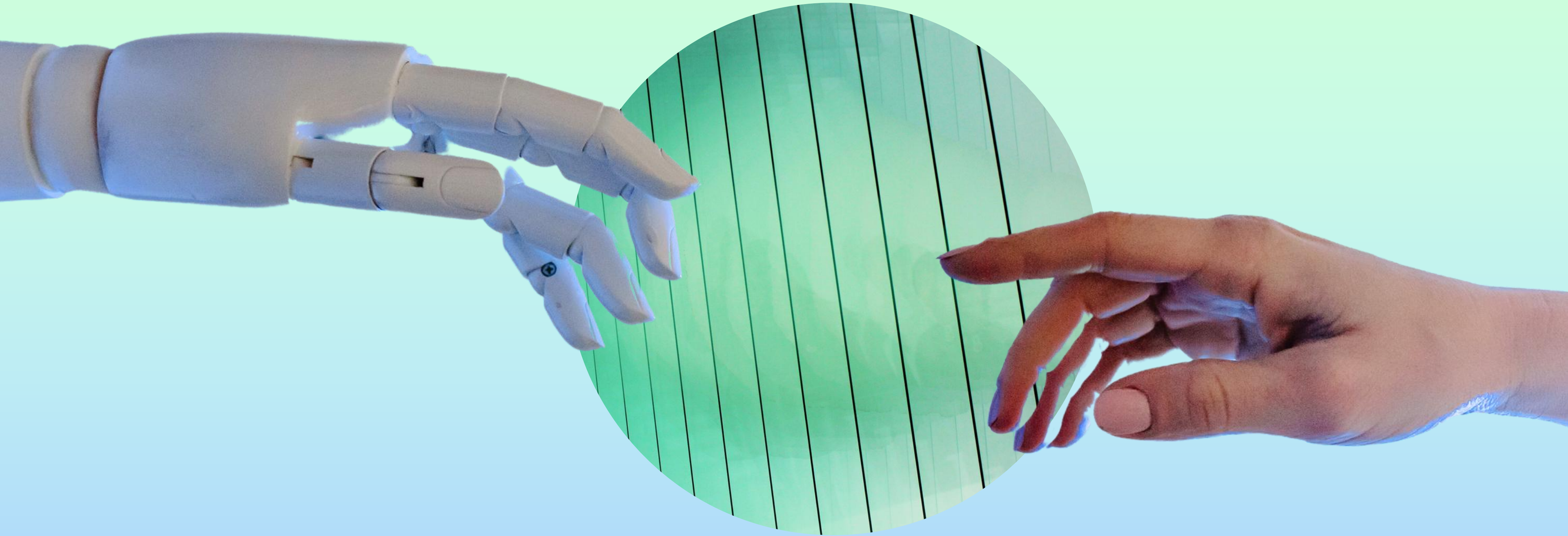
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1

How can I prove I am a contemporary practitioner?

In this context, the lack of emotional links for AI hosts is one of the issues that needs to be addressed. **How to use AI to improve broadcasting efficiency while mitigating the problem of emotional loss caused by AI is very worthy of discussion.**





2

Scope and Framework

Research or practice question, objectives, methodology, and outcomes of my work

2

Scope and Framework

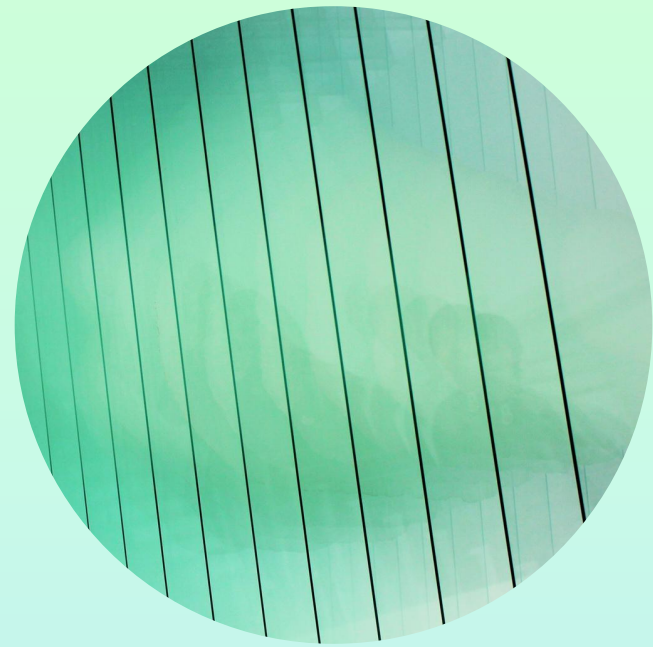
Research question

- **What roles do AI hosts and human hosts play under different collaborative models, and how do they complement each other?**
- What are the strengths and limitations of AI hosts and human hosts under various collaborative models?
- How does my experience as a host influence my perception of AI in broadcasting?

Through these questions, I will delve into how AI and human hosts can work together in the development of future media, and how these collaborative models can optimize media operations and audience experiences.

2

Scope and Framework



Posthumanism as a Guiding Philosophy

Introduce posthumanism as the theoretical framework for understanding AI and human roles as complementary rather than adversarial (Hayles, 1999).

Posthumanism challenges traditional anthropocentric models by proposing a symbiotic relationship between AI and humans. This philosophy reshapes my understanding of AI's role in broadcasting, **allowing AI to become a partner rather than a tool (Braidotti, 2013).**



People often say that AI must **coexist** with humans,
but how?



2

Scope and Framework

The first type: AI hosts act as **co-hosts** to human hosts, appearing together on screen to jointly carry out a program's broadcasting presentation. See an example from a variety show on China Central Television.



2

Scope and Framework

The second type: AI hosts serve as on-screen reporters, connecting live with human hosts during news programs for real-time dialogue. See an example from a news program on China Central Television's News Channel.



2

Scope and Framework

The third type: AI hosts act as digital avatars for human hosts, substituting for them in the studio to record news programs. This allows human hosts to be deployed to news locations or enjoy public holidays, while the AI host's digital avatar covers for the human host in the studio. See an example from a news program on Hangzhou Television.



2

Scope and Framework

The fourth type: AI is responsible for backend operations, while human hosts handle front-end broadcasting. This model combines the efficient processing capabilities of AI with the emotional expression advantages of human hosts.



BBC News Labs

2

Scope and Framework

Research Objectives

1. Examine AI's impact on broadcasting, assess audience preferences, and evaluate the feasibility of a hybrid model of AI and human hosts.
2. Explore the advantages and limitations of each collaboration model between AI hosts and human hosts.
3. Assess whether hybrid models can effectively improve the overall quality of the program and audience satisfaction.
4. Discuss how to find a balance between technological advancement and maintaining human touch.

2

Scope and Framework

Personal Background and Research Motivation

Why am I the one to conduct this research?

Because I am a human host and also the creator who trains AI hosts.

2

Scope and Framework



From 2017 to 2023, I worked as a program host at Guangdong Radio and Television Station, hosting a news program. My media career began in elementary school as a young host for the Children's Channel. After studying Broadcasting and Hosting Arts at Jinan University, I joined Guangdong Radio and Television Station as a signed host. In 2019, I traveled to Panama TV Station with the station director to learn about global broadcasting trends. Over the years, I have seen the broadcasting industry evolve, with AI increasingly impacting the field.

By 2024, many stations started using AI digital humans to replace some host positions, raising job security concerns among my peers.

These experiences have deepened my understanding of traditional hosts' roles and fueled my interest in AI's application in media.

2

Scope and Framework

Methodology

My personal background and research motivation have led me to use autoethnography in my methodology.

Given my extensive experience as a host at Guangdong Radio and Television Station and your involvement in training your AI digital avatar for news broadcasting, using **autoethnography** could indeed be a highly effective method for my research.

Since discussions related to AI anchors are conducted on the internet, I will also use **netnography** as part of my methodology.

2

Scope and Framework

Autoethnography

1. **Narrative Construction:** Begin by detailing my experiences at the Guangdong Radio and Television Station and the process of training my AI avatar. Describe specific instances where AI enhanced or challenged the broadcasting process.
2. **Reflective Analysis:** Reflect on these experiences to discuss broader implications for the broadcasting industry. Analyze how my personal experiences align with or differ from industry trends, technological advancements, and cultural shifts in media production.
3. **Comparative Insights:** Use my experiences to draw comparisons between human and AI hosting, addressing aspects like emotional connection with the audience, handling unexpected situations during live broadcasts, and the technical skills required for each.

2

Scope and Framework

Netnography

1. **Identifying Relevant Communities and Platforms:** Determine which online platforms, forums, and social media groups are most active in discussions about broadcasting and AI. Platforms like LinkedIn, Twitter, specialized forums for journalists and broadcasters, and tech innovation blogs could be key.
2. **Data Collection:** Collect data by observing and recording discussions, posting questions, and engaging with community members.

2

Scope and Framework

Data Collection Methods

Interviews: Conduct structured interviews with broadcasting professionals, including both AI developers and on-air talent, to gain insights into the operational and strategic impacts of AI-human collaboration.

Surveys and Questionnaires: Distribute these to a broad audience segment to gather data on viewer perceptions and preferences regarding AI and human hosts.

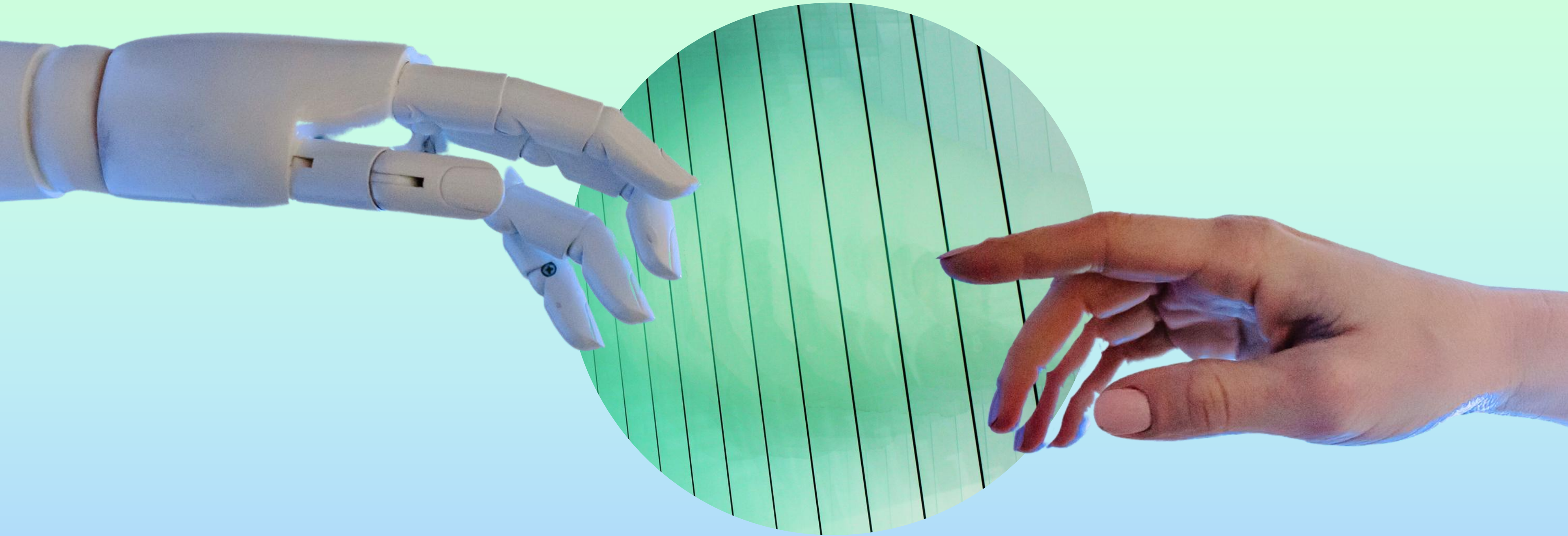


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Scope and Framework

Outcomes of my work - Expected Outcomes

My research is expected to reveal the optimal collaboration model between AI hosts and human hosts, as well as how this hybrid model can optimize media operations and audience experience, providing valuable insights for future research and development in the field.



3

My previous works

In my study, "Broadcast Anchors vs AI: Evaluating the Potential for Complete Replacement," I examine the role of AI in the broadcasting sector through a practical experiment held at the Residium 2024 Exhibition.

3

My previous works

My previous work features a multimedia installation that compares AI and human hosts, presenting both on dual screens to assess audience reactions without revealing the nature of the host.

The findings reveal that while AI offers 24/7 availability and cost-effectiveness, it falls short in emotional expression and adaptability compared to human hosts.

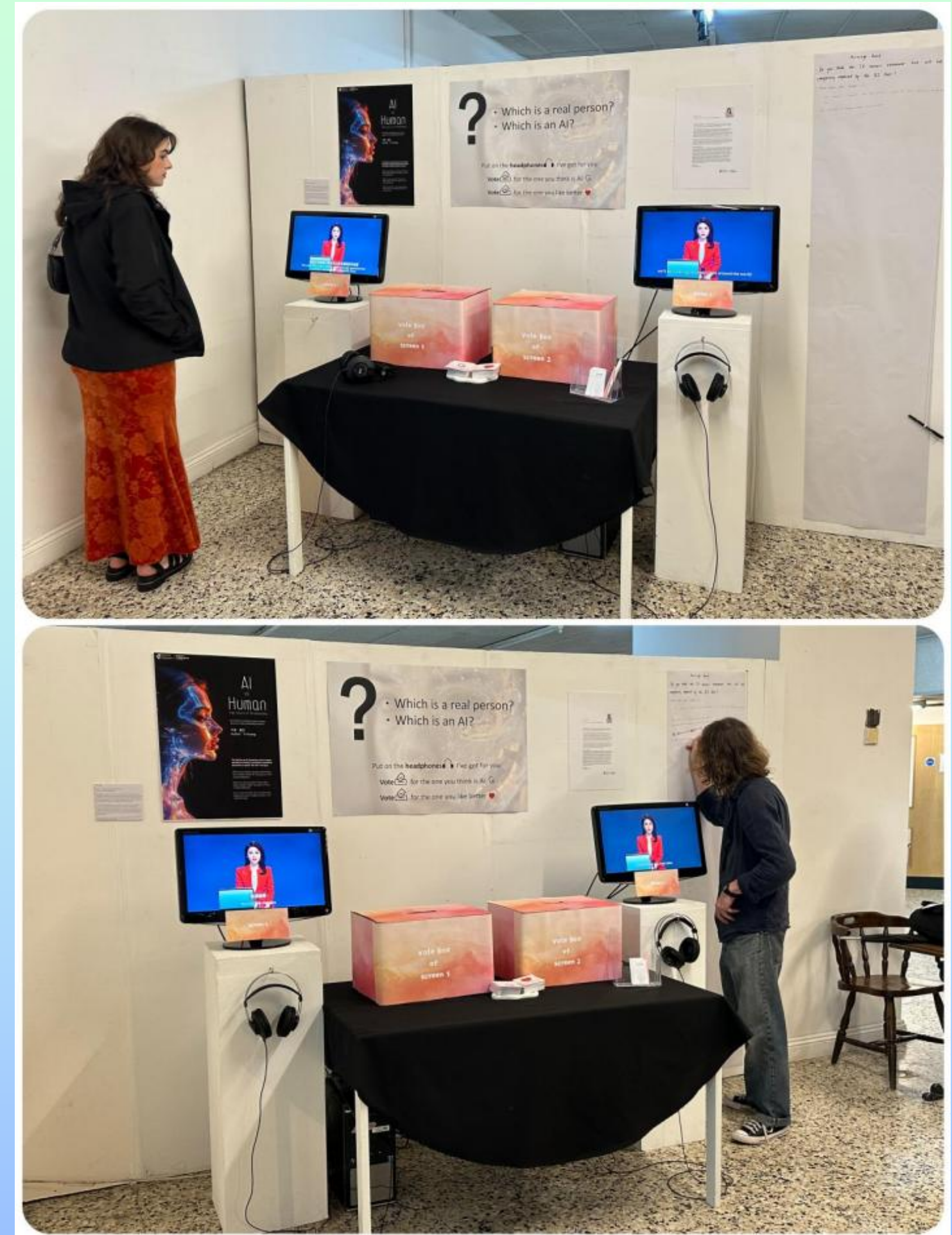
Audience feedback strongly favored human hosts, highlighting the importance of emotional connection and authenticity in broadcasting.

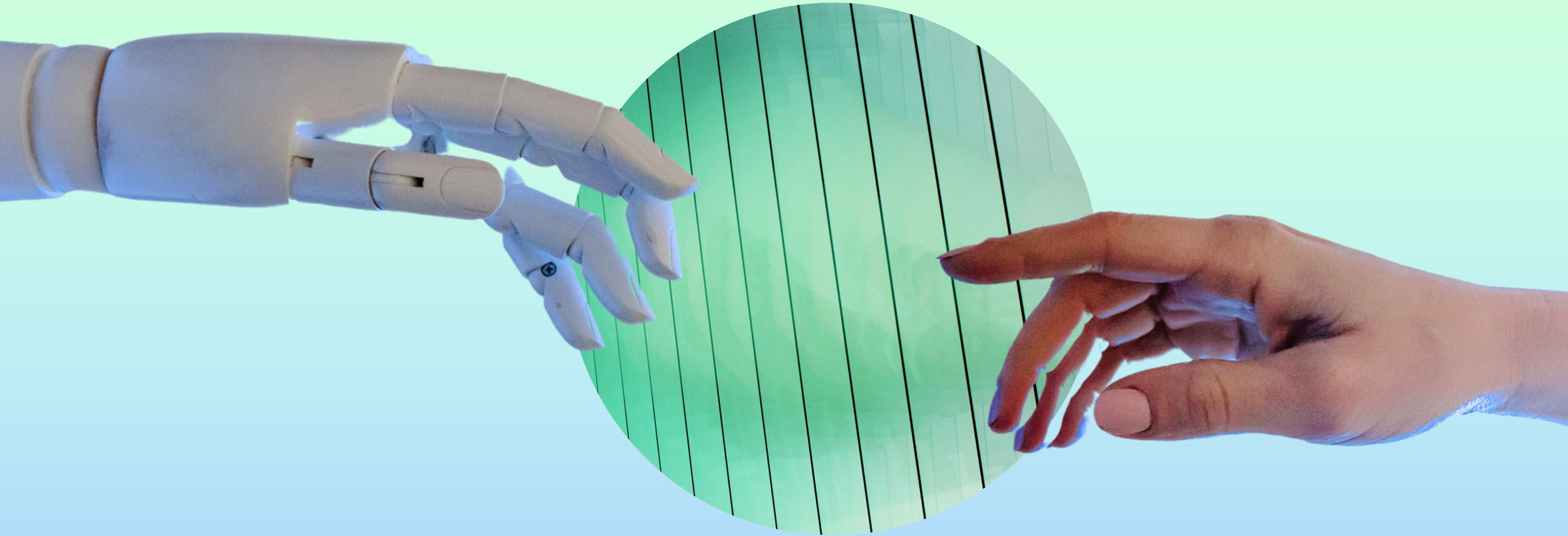


3

My previous works

This suggests that while AI can enhance broadcasting capabilities, a hybrid model incorporating both AI efficiency and human emotional engagement is more viable for the future of media presentation.





4

Bias and Mitigation

Potential Biases and Mitigation Strategies

4

Bias and Mitigation

Potential Biases

1. Emotional Expressiveness

Bias Description: AI-generated anchors may not fully replicate the emotional depth and nuanced expressions of human hosts. This can lead to audiences perceiving them as less sincere or engaging, particularly in news that requires empathy or human touch.

Example 1: In my "AI vs. Human: The Future of Broadcasting" exhibition, feedback indicated a preference for human hosts who displayed genuine emotions, highlighting AI's limitations in emotional expressiveness.

Example 2: The paper "Exploration on the Integration and Innovation of AI and Broadcasting" states: "Despite their lifelike appearance and voice, virtual anchors lack the emotional expression necessary to truly resonate with and engage audiences."

4

Bias and Mitigation

2. Public Trust

There is a general skepticism about AI's ability to deliver news without bias. The public may distrust AI anchors if they believe these systems could be manipulated to deliver news with a hidden agenda or omit sensitive information.

Example: Concerns about AI-generated news being used to spread misinformation or being less critical in reporting because of predefined algorithms, as observed in discussions during the exhibition.

4

Bias and Mitigation

Mitigation Strategies

1. Diverse Data Sets

Use varied emotional, linguistic, and cultural data to enhance AI's emotional authenticity.

This enhances AI's ability to produce more natural and varied emotional expressions, reducing the gap in emotional depth between AI and human hosts.

Implementation: For instance, AI avatars like those developed using HeyGen technology should be exposed to large, diverse datasets that include multiple languages, dialects, and emotional speech patterns from different cultures and communities to ensure comprehensive learning and adaptability.

4

Bias and Mitigation

2. Transparent AI Functionalities

Implement transparent processes and openly communicate how AI content is curated and biases are mitigated.

Implementation: Providing a transparency report that details the AI model's training processes, sources of its training data, and the measures taken to ensure unbiased reporting. Publicly accessible logs or explanations of how particular news items were chosen or presented by the AI can also help build trust.

Significance and Future Outlook

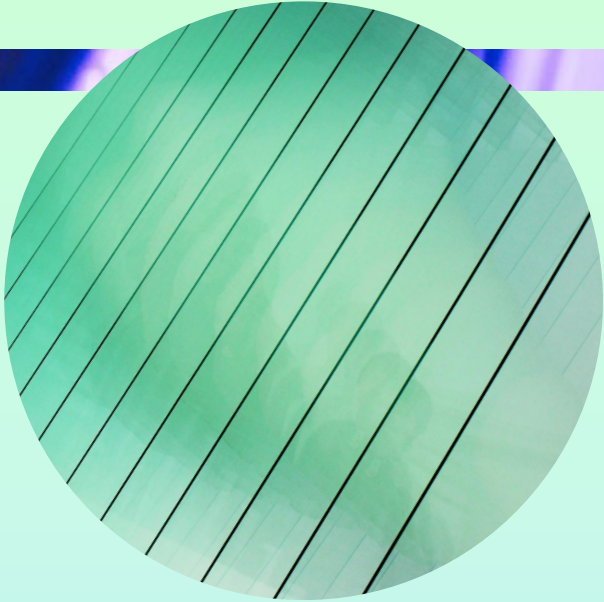
My research provides valuable insights into the evolving role of artificial intelligence in the media industry by analyzing how AI and human hosts can effectively collaborate in broadcasting environments.

1. Enhanced Efficiency
2. Hybrid Broadcasting Models
3. Future Directions in Media Technology
4. Policy and Regulation Insights

Overall, my research serves as a critical resource for media professionals, technologists, and policymakers, offering a balanced view of AI's capabilities and limitations while paving the way for its thoughtful integration into media practices.

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Thank you!

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