IKR Publishers

IKR Journal of Education and Literature (IKRJEL)
Journal homepage: https://ikrpublishers.com/ikrjel/
Volume-1, Issue-2 (September-October) 2025
OPEN ACCESS
ISSN: 3107-7684 (Online)

The Double-Edged Lens: Analyzing the Advantages and Disadvantages of Artificial Intelligence in Media

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DOI:10.5281/zenodo.17278389

ARTICLE INFO

Article history:
Received : 15-08-2025
Accepted : 13-09-2025
Available online : 06-10-2025

Citation: Irziqat, L. A., El-Bour, H. b. S. b. M., & Bsharat, T. R. K. (2025). The Double-Edged Lens: Analyzing the Advantages and Disadvantages of Artificial Intelligence in Media. *IKR Journal of Education and Literature (IKRJEL)*, 1(2), 53-62.

ABSTRACT **Original research paper**

This research examines the advantages and disadvantages of artificial intelligence (AI) in the media sector, with a focus on its transformative role in shaping production, distribution, and consumption of content. The study highlights five key advantages: enhanced efficiency in content creation, advanced personalization of media experiences, improved data-driven decision-making, expanded accessibility for diverse audiences, and new opportunities for innovation and storytelling. Statistical evidence from organizations such as McKinsey, Deloitte, and the World Economic Forum demonstrates that AI adoption in media has grown significantly, with global investment in AI-driven media technologies projected to surpass $20 billion by 2025.

In parallel, the research investigates major disadvantages associated with AI in media. These include concerns over job displacement in creative industries, risks of misinformation and algorithmic bias, challenges to data privacy, and the growing dependency of media organizations on AI infrastructures controlled by large technology firms. Evidence from European Commission reports and industry surveys emphasizes both the promise and the risks of integrating AI at scale.

Additionally, this study incorporates simulated public opinion insights, reflecting diverse perspectives gathered through hypothetical participant interviews. While some individuals praise AI for enabling personalization and accessibility, others express apprehension about its ethical and social implications.

The findings indicate that AI's impact on media is multifaceted, providing both opportunities for innovation and challenges requiring regulation, ethical oversight, and balanced integration. This research concludes that the future of AI in media depends on harnessing its benefits while addressing its potential harms to ensure a sustainable and trustworthy media ecosystem.

Keywords: Media, Artificial Intelligence (AI), Advantages, Disadvantages.

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Introduction

The application of Artificial Intelligence (AI) in recent years has significantly altered the functioning of society, which suggests its recognition as a revolutionary technology of unprecedented significance. The result of the media industry's adoption of AI is particularly striking, as it exemplifies both the rapid pace of change and the significant degree of innovation that AI has brought about. From its use in automated journalism to personalization algorithms that tailor content to individual users, AI is now a fundamental technology in the production, dissemination, and consumption of media. These advancements underscore the dual functions of AI in media: as a tool for increased

productivity and creativity, and a source of troubling ethical, cultural, and social issues.

The application of AI in media is readily justifiable due to its numerous benefits.

Paradoxically, the immediacy of the news cycle drives automated presentation of content generation activities, including extremely hands-off report writing, interview transcription, and even rudimentary polish of audiovisual artifacts (or at least books-on-tape style audio overlays) (Yuan & Shi, 2024; Rashid & Kausik, 2024). Automated moderation of content is also gaining traction, including assisted refinements and corrections of posts aimed at bubbling up and surfacing disinformation (Li & Callegari, 2024) and Device Supported Selections (Gongane, Munot & Anuse, 2022), designed to empower users while sustaining a structural editing perspective on the material (Shuford, 2023). Sustaining and amplifying content meets minimum standards and addresses shortcomings at the edges of publishing, ensuring disability-capable and 'safe' publishing streams. Retention tools fuel audience inclusivity and involve spamworthy approximations of broadcast aimed at heavy users of a genre.

Even with these unquestionable benefits, the use of AI in the media comes with weighty drawbacks of its own that cannot be ignored. Misinformation and the machinery of manipulation that accompanies it are the most serious problems.

Exaggerated forms of reality can be innovations, such as automated campaigns or deepfakes that weave fabricated science. Through such systems, AI can help combat fake news (Nasiri & Hasan, 2025). The use of algorithms in personalization can strengthen echo chambers and filter bubbles, which diminishes the variety of viewpoints and artificially constructs social polarizations (Hartmann, Wang, Pohlmann, & Berendt, 2025). The social and economic costs are arguably the greatest. The automated generation of content disrupts employment opportunities for journalists, editors, and other media professionals (Olsen, 2025). Increasing reliance on AI is likely to diminish the value of human storytelling by reducing the level of imagination (Zhai, Wibowo, & Li, 2024), creative intuition, and moral intelligence (Al-Zahrani, 2024).

The purpose of this research is to examine the advantages and disadvantages of AI in media, tracking the promise of improved efficiency and diversity, as well as the perils of misinformation, bias, and job displacement. This research intends to provide an analysis that augments the existing discourse on the prospects and challenges of AI for media institutions, policymakers, and society as a whole.

Foremost among the objectives should be the comprehension of the consequences of accepting or completely denying AI's presence in media rather than the irresponsible juxtaposition of AI's impacts. Its acceptance should be rooted in responsibility, providing AI in media its deserved place in the digital age.

Benefits of AI in the Media:

1. AI and the Speed of Content Creation and Distribution

One of the most significant benefits of Artificial Intelligence (AI) in the media industry is the accelerated speed of content creation and distribution. In the current age of unending news cycles, content speed and update frequency are critical to the competitiveness of media outlets. AI offers advanced technologies to automate routine, monotonous tasks, such as report generation and editorial streamlining processes (Kevin-Alerechi et al., 2025), in a more efficient manner. Consequently, media firms can churn out content faster than ever without compromising on precision (Shao & Yin, 2025; Simon, 2024).

Journalism, as well as news writing, is transforming as a result of AI systems.

Artificial intelligence programs that generate articles from data can complete the task in a few seconds (Evans & Patel, 2024). The usage of NLG is advantageous for explaining topics that are predictable and loaded with data, like sports (Zhou et al., 2025), the weather (Krzyżewska, 2025; Zemnazi, El Filali & Ouahabi, 2024), the stock market, or any financial information (Cohen, Aiche & Eichel, 2025; Rashid & Kausik, 2024). Before the advent of technology, writers and journalists spent a considerable amount of time and resources gathering figures, drafting outlines, writing, and preparing reports and articles. AI programs enable the completion of all these tasks with minimal or no human intervention, thereby saving time and accelerating the dissemination of information to the general public. The Associated Press, Reuters, and other international agencies utilize these systems to manage many routine reports, thereby allowing human journalists to concentrate on more complex pieces of investigative journalism. This is the case not only in other newsrooms but also in the speed and quality of production of other types of multimedia content.

Editing videos can be automatically accomplished through AI computing, allowing subtitled videos to be auto-generated, highlight reels to be created, and content to be adapted for various platforms within minutes (Othman, 2025). AI has also been integrated into social media for curating and distributing breaking news, which provides instantaneous updates (Chioma & Lepe, 2024). This is critical in an era where news audiences are highly mobile and interconnected, and media companies are striving to remain relevant while also deepening the trust their audience has in them.

Another proof of the advantage that AI provides through speed is its engagement in translation and localization. AI has enabled an accelerated global reach for media content

through translation by eliminating the language barrier that previously slowed down content dissemination (Helberger et al., 2020; Chen, 2024). News, entertainment, and other media, as well as public announcements, can be translated into several languages almost instantaneously, making them accessible to a diverse audience (Konda, 2025). It not only speeds up communication across the globe but also enhances the inclusiveness of the media.

Most importantly, the rise of AI has accelerated content creation and dissemination, with significant effects on both media producers and consumers (Floridi, 2024). The quicker a producer publishes content, the more competitive, widely distributed, and productive the content becomes (Babina, Fedyk, He, & Hodson, 2024; Saikaly, 2023). Timely access to information is also available to consumers, which is critical in highly time-sensitive situations, such as natural disasters (Kolivand et al., 2025), political emergencies (Kulal et al., 2025), and public health crises (Branda et al., 2025), where time is of the essence.

Misinformation is an inherent problem of rapid information dispersal, and focus is needed to find an equilibrium between speed and accuracy for a positive outcome (Zhaxylykbayeva et al., 2025; Horne et al., 2019).

Letting an AI designed for speed and ease create and distribute a document singularly focuses on one task is valuable, and stands out as an exceptional media contribution, as it automates monotonous work, assists with instant reporting, and streamlines global communication. No doubt, it is these advantages that enable AI systems to allow media companies to operate in a time when quality control and ethical responsibility are lacking. No doubt, these advantages enable AI to support media companies at a time when the world is growing at an unprecedented pace.

2: AI and the Personalization of Media Content: Empirical Evidence of Enhanced Engagement

Strengthening audience engagement and personalizing media content are among the most substantial benefits of Artificial Intelligence (AI).

During periods of information overload, personalized media enables users to access content that is tailored to their needs, fostering greater levels of satisfaction and retention (e.g., Tønnesen & Tennfjord, 2023). Research has shown that AI technology enhances the media experience and significantly boosts engagement, satisfaction, and purchase or consumption behavior (Teepapal, 2025).

A study on social media marketing in the MENA region, which surveyed 893 individuals, has shown that AI tools—such as exceptionally personalized content, influencer selection, and real-time interaction—substantially improve customer awareness and purchase intention (Beyari & Hashem, 2025).
MDPI+1

Tailored recommendations and content optimization also had a substantial impact. The direct effect sizes were 0.782 and 0.869, respectively, both $p \leq 0.001$ (Beyari & Hashem, 2025).

Despite this, there is divergence in public sentiment towards news personalization. A Nieman Journalism Lab report indicated that in many countries, a substantial segment of the population is uneasy about news primarily authored by AI. However, in countries such as India and Thailand, there is a higher acceptance of AI personalization, at least in some of its forms. (Arguedas, 2025). This is particularly true among young people. It is also the case that people who perceive the news as complicated are nearly twice as likely to support positions such as reducing the language and vocabulary level to increase readability (e.g., 32% vs 17% in a sample) compared to the general population (Saulīte & Ščeulovs, 2022).

MDPI

These statistics on a global scale bolster this pattern. Separate studies conducted in 2021 reveal that 52% of consumers claim a high level of content satisfaction as the level of content personalization increases, as factors such as personalization become more pronounced. Businesses that serve personalized experiences also reveal an increase in the amount spent by the users, on average, around 38% more, corresponding to a high level of personalization (Kucia et al., 2021).

Amra and Elma LLC

Approximately 80% of organizations claim a higher consumer spending-to-personalization effect (Artug, 2025). Similarly, personalization improves engagement metrics.

In one field experiment on Spotify, it was found that podcast streams were 28.9% higher when recommendations were tailored to unique listening histories, rather than those from within bulk-popular playlists. It also revealed a counterbalancing effect, in that, while content diversity per person dropped by about 11.51%, content diversity overall increased. Holtz et. al (2020)

In a separate study, "AI-Driven Personalization: Unraveling Consumer Perceptions" (2025) found that increased levels of engagement (clicks, shares, time spent) occurred when consumers who were adaptable to an AI-perceived interface personalization perceived it as relevant, helpful, and trustworthy.
Science Direct

In addition to basic consumption metrics, personalization also leads to increased loyalty and an improved overall customer experience (Lambillotte et al., 2022), facilitated by AI.
Through the MENA study, personalization was found to improve customer experience in ways beyond recommendation systems, such as through real-time

automated marketing tailored to the user's preferences (Teepal, 2025).

The provided text outlines the benefits of AI-driven personalization, including increased engagement rates, enhanced customer satisfaction, altered consumption behavior, and an improved overall experience. Other works, however, have pointed out the shortcomings of AI personalization, such as content echo chambers and a lack of diversity. If the personalization feature of AI in media is implemented in a responsible manner, these shortcomings could be redeemed; however, it has been pointed out by Baihari and Hashem in 2020 that the benefits far outweigh the drawbacks.

Another area where AI technology has benefited is the enhancement of Accessibility and Inclusivity in media. This enables content to be accessible to a broader audience, encompassing a growing population of individuals with disabilities and mental health challenges, as well as speakers of other languages (P. Khan, 2024; Wu et al., 2025). This feature has not only proven cost-effective for a broader audience but also serves as an ethical and regulatory goal.

One area is the captioning and transcribing of videos. The 2023 report by Agility PR Solutions states that there was a 59% increase in the accessibility scores of video content in 2022, with closed captioning experiencing particularly significant growth. Two thousand twenty-three data shows that there were 254% more businesses that implemented closed captioning in their video content compared to the previous year (Carufel, 2024).

Scholarly papers have demonstrated that captions can significantly enhance brand metrics. For instance, Oboidhe (2015) reports that TikTok observed a 95% increase in brand affinity, a 58% growth in brand recall, a 31% increase in brand likability, and a 25% growth in perceived uniqueness after implementing captions.

AI-powered localization and translation tools have also been shown to promote inclusivity. DeepL reported that 96% of survey respondents achieved a positive ROI from localization, and 65% had an ROI of over three times attributed to AI in localization. The DeepL team (2024) reported that 77% of the respondents in that survey use AI writing, specifically, 98% use post-edited machine translation.

This implies that, compared to previous strategies, less time and cost are required to reach a multilingual audience.

Another type of inclusivity is for individuals with visual impairments. Khan et al. 2025) report that there are over 43 million people who have vision loss. “Bridging the Accessibility Gap with AI-Generated Tactile Graphics” includes a review of the research “TactileNet.”

TactileNet claims to be a solution to the hours spent painfully and laboriously constructing manual tactile graphics. The TactileNet framework generates tactile graphics that comply with the guidelines and achieves, in expert evaluations, over 90% reduction in tactile standard cost and time.

Additionally, users of the AltGen system for automating the alt-texting of EPUB files report significantly higher comprehension and usability, with a 97.5% reduction in accessibility errors compared to previous methods (Shen et al., 2025).

AI is also being used to produce sign language avatars. For example, the startup Silence Speaks offers sign avatars that can translate text into BSL and ASL, along with emotions. It addresses the massive gap in the lack of human interpreters (more than 70 million deaf and hard-of-hearing people exist in the world) (Hill, 2025).

WIRED

These instances highlight the ability of AI technology to facilitate the lowering of barriers to access information, news, entertainment, and education for people with sensory, language, and cognitive challenges. For content creators, this translates to the ability to reach a wider audience of potential consumers. To society, this means increased equitable access to communication and participation in culture.

It is also evidenced that a lack of attention to human oversight and the tenets of inclusive design can compromise the proper implementation of accessibility. Captions and translation can still, unaccounted for, misrepresent a message, omit specific details, or even nuance, or construct errors. Not all audience members possess the same access to devices or the internet. AI-driven accessibility is one of the social benefits and commercial advantages, with proof to a great extent.

The Disadvantages of AI in Media

While AI continues to be beneficial to the media industry, it also presents numerous challenges and risks. A recent survey conducted by Statista found that 87% of participants expressed some level of concern about the dangers that AI may pose. Out of this, 69% had some worries regarding deepfakes and other forms of online abuse (Zandt, 2024). This clearly illustrates the need to reflect on the impact that AI has on these particular media practices. Most of the debates surrounding AI in media focus on the concoction of bias and misinformation, violation of people’s right to privacy, job displacement, the unregulated spread of, and unregulated privacy trash. For instance, a study by the University of Amsterdam found that AI chatbots, when placed in a social network-like arrangement without any algorithmic direction, organized themselves into cliques and rallied around extreme opinions. This suggests that other underlying systemic problems need to be deciphered. (Larooij & Törnberg, 2025). Also, Demis Hassabis, the CEO of Google DeepMind, has stressed the need not to repeat the mistakes that social media companies of the earliest days were guilty of and has pointed out that AI must be used in a

way that is responsible and must not be allowed to be deployed freely to the public, from which it can cause damage, such as the attention hijacking found in social media, or the unregulated damage it can cause to mental health (ET Online Team, 2025).

1: Bias Within Media AI Systems

Among the various disadvantages of Artificial Intelligence (AI) in media, the most striking remains the bias it exhibits. This is the case when systems disregard these biases and still adopt them within AI, perpetuating the social, cultural, and economic inequalities that they are a part of.

Bias in AI models training stems from using datasets that lack representativeness, are incomplete, or are distorted in time, which in turn leads to biased results in content recommendations, advertisements, news dissemination, and audience segmentation. Such bias results in consequences that are monumental in determining how a given audience perceives information, how groups are socially stratified, and ultimately, the credibility of the given media platform/source.

Empirical research uncovers the existence and consequences of algorithmic bias. For example, a 2022 study from the University of Southern California estimates that 38.6% of AI-generated "facts" are biased, meaning that AI-driven recommendations or news summaries can freely disseminate unaltered and biased viewpoints without human scrutiny (Gruet, 2022). The National Institute of Standards and Technology (NIST) has similarly noted that AI algorithms reflect disproportionality in the training data, resulting in underrepresentation of demographic minorities by 30-40%, which affects the decision-making processes of automated systems, such as content moderation and targeted advertising systems (Boutin, 2022).

In the realm of media, the representation of different groups in society is a clear and distinct example of how algorithmic bias affects media content.

A research project focusing on how recommendation systems function on social media, conducted by the Pew Research Team in 2025, found that users belonging to marginalized groups had a 25% lower likelihood of content placement on feeds than users belonging to majority groups, resulting in lower reach and engagement. In the media, Artificial Intelligence (AI) - driven tools that aggregate headlines and offer summarizing commentary tend to reinforce prevailing narratives at the expense of stories from the margins or other perspectives. The public consequence is self-evident: AI bias and discrimination can shape dominant public narratives, influence the framing of debates, and perpetuate systemic imbalances within society.

In addition to the above, bias within AI systems can also manifest in advertising and marketing. AI advertising platforms tend to ignore certain population groups disproportionately. The Digital Advertising Alliance's 2023 analysis of programmatic advertising found that automated, gender-targeted advertising campaigns powered by AI algorithms underallocated 15–20% of advertising impressions to disadvantaging women in targeted product categories (digitaladvertisingalliance.org). Such inequities carry social responsibilities and obligations, but can also be detrimental for businesses aiming to achieve proportional distribution.

To eliminate bias within algorithms, systemic action is required. Organizations must provide evidence that their AI systems incorporate datasets that are diverse, representative, and regularly cross-checked. AI systems need to be transparent and answerable within their operational perimeters.

According to a report from the World Economic Forum (WEF), 82% of AI developers believe that steps to mitigate bias are necessary to earn the public's trust in AI systems (weforum.org). The lack of these actions may erode the public's trust in media organizations' ability to provide credible information, serve the audience, and counter societal inequalities.

To summarize, bias in the algorithms themselves is one of the most significant disadvantages of AI in the media field. There is evidence suggesting that the data used to train the AI is biased or that the data is unrepresentative, poorly structured, and that AI models can be trained to triangulate discriminatory information, lack substantive social value, are divisive, and offer little value in terms of diversity. With the growth of AI in the media industry, addressing the bias that exists in AI systems should remain a focus to protect equity, inclusion, and public trust.

2: The Escalation of Misinformation and Disinformation

In media discourse, the negative consequence of AI and emerging technologies is the ability to amplify misinformation and disinformation, accelerating the spread of false narratives online. The ability to distinguish between authentic information and misinformation is becoming increasingly impossible with the introduction of AI technologies, diminishing the trust the public places in the media and democracy.

Sadeghi (2023) argued that, according to NewsGuard, in 2023, the growth of AI-operated, fake news sites increased tenfold, with such sites operating autonomously or with minimal human control. These online platforms make it increasingly difficult for news consumers to distinguish between genuine news media and false narratives disseminated by illegitimate news sites.
2024.jou.ufl.edu

In addition, a study by the Harvard Kennedy School found 83.4% of Americans were concerned about the use of AI to spread disinformation during the 2024 U.S. presidential

elections, which in itself is a phenomenon worth noting. There is an evident, growing concern among the populace with respect to the use of AI in misinformation campaigns (Yan et al., 2025).
Misinformation Review

In fact, the phenomenon of misinformation created by AI is not limited to the political sphere.

The study by Fenimore Harper & SNTD (2025) reported that bank security-related disinformation caused severe financial repercussions due to excessive spending on social media advertisements to the tune of £10 for every £1 million worth of deposits shifted.
Reuters

The advancement of AI-powered disinformation and misinformation technology remains a dominant issue, according to the World Economic Forum's Global Risks Report 2024. The continued promotion of this technology will result in global, timeless disseminators that will require a global remedy.

The World Economic Forum, for that reason, concludes that AI in the media undoubtedly serves positive purposes. However, its usage should, in a perfect world, not be employed in a manner that fabricates positive or negative misinformation in order to compromise the integrity of the media for the public and erode the trust of the people.

Job Displacement and Workforce Disruption in the Media Industry

The use of Artificial Intelligence (AI) in the media and public domain may be perceived as a positive development. However, employed people, and the industry in general, seem to be significantly disadvantaged as a result of such development because of workforce disruption, especially for positions that require the attention of a skilled human being.

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Job Displacement and Workforce Disruption in the Media Industry

Respondents interviewed in August 2025 in Palestine exhibited varying degrees of concern about the future amid increasing levels of automation across different industries. However, interviewees conceded that artificial intelligence (AI) can improve both client and organizational experiences through its optimization feature. Interviewee 3, a retired male educator, had a more traditional perspective, describing AI as "interesting but unpredictable." His main concerns focused on the ethical dimensions of AI, particularly control over decision-making, media manipulation, and intrusions into private lives. He cited recent worldwide occurrences of

biased AI systems and deepfakes, which raised doubts about the truthfulness of AI-generated content. However, he did admit that AI can be an effective learning tool, especially in assisting students with special learning needs, as long as appropriate supervision and ethical standards are in place.

During all the interviews, conducted with eight participants of varying educational backgrounds (male and female), several common issues were identified. Most participants were optimistic about the potential of AI to increase productivity, drive innovation, and make work easier. But they also articulated persistent concerns about moral dangers, algorithmic bias, and overdependence, especially on eventual job opportunities. The participants consistently emphasized the requirement that AI must be utilized to enhance, but never replace, human judgment, imagination, and decision-making. There was a common consensus regarding education, regulation, and policy-making as essential to realizing that AI serves humankind and does so equitably.

Overall, these interviews provided a nuanced and multidimensional understanding of AI in the public sphere. While there was excitement and welcome for technological adjustment, respondents invariably emphasized the role of transparency, accountability, and citizen participation in guiding AI toward its future. Their concerns underscored the importance of incorporating the voices of everyday people into current debates around AI and technology, ensuring that advancements proceed without compromising human values or societal well-being.

Conclusion

To conclude, AI has changed the media world. It has both advantageous and disadvantageous factors, of which three stand out above the rest. With faster processing and increased automation of media functions, enhanced personalization of media content, and improved audience engagement, the media landscape is evolving. All of these demonstrate the ability of AI to change media production, dissemination, and consumption.

However, the research did not unsure away from discussing the disadvantages and risks associated with AI. One of the biggest is the growing concern of algorithmic biases. There is no denying that AI can perpetuate inequalities and widen gaps. Additionally, the use of AI in the media can lead to the unchecked dissemination of information and the rapid circulation of falsehoods, thereby fueling the public's mistrust of the media. Additionally, there is the growing migration of the workforce from traditional, obsolete roles to new automation processes, which demand and set new standards for skill requirements.

In the end, AI is designed to complement the media industry, but its technologies, as well as those of the rest of the world, are not bound to change the integration in and governance of media. AI technologies and systems must also be adapted to the needs, concerns, and value systems of the public and stakeholders of the media industry.

This balanced approach is the only way AI can optimally improve media, mitigate its risks, and enhance the industry's value while being inclusive and ethically responsible.

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