



# AI in Journalism: Shaping the Future of News and Media

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**AI? AI? AI?**

**Just as the printing press transformed society, AI is redefining how information is made, shared, and trusted.**

**AI? AI? AI?**

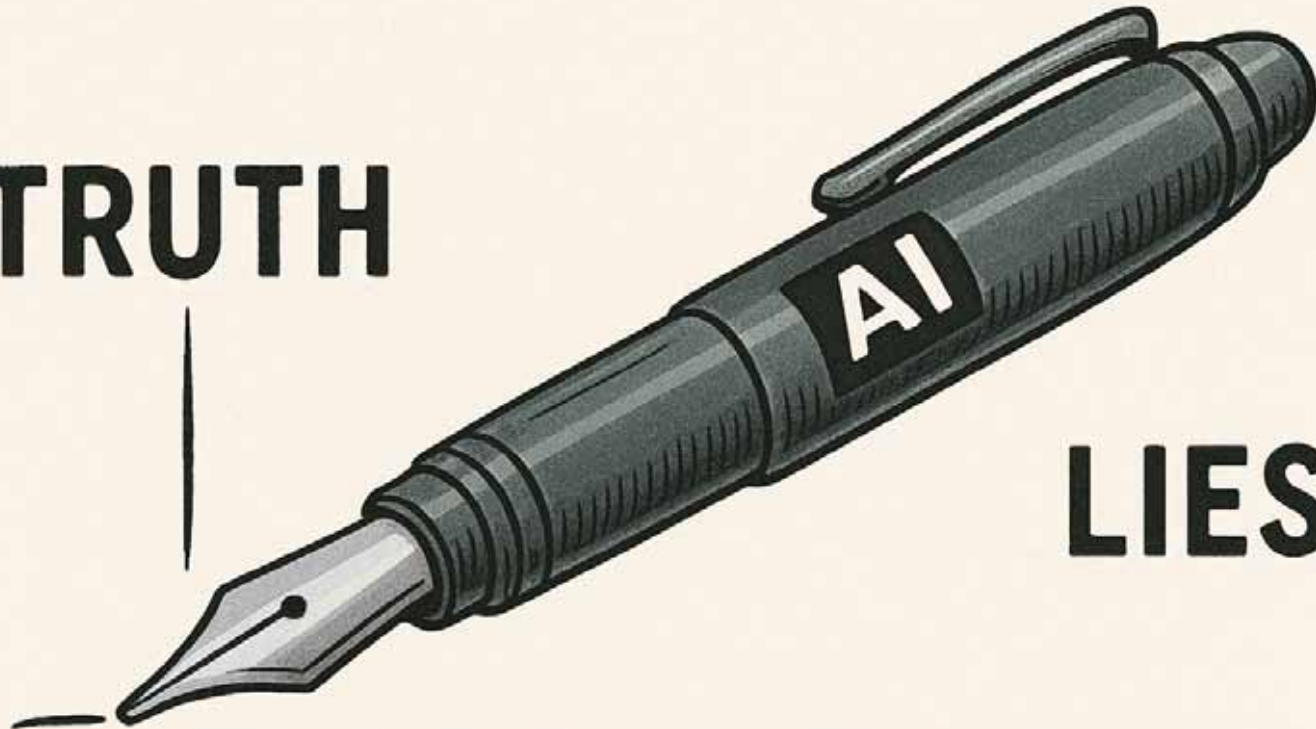
**Printing  
Press  
(circa  
1440)**

**Internet  
(commercially public  
in 1991)**

**AI Revolution  
(mainstream  
rise from 2022  
onward)**

# AI IS A DOUBLE-EDGED PEN

**TRUTH**



**LIES**

**IT CAN WRITE TRUTH OR  
FORGE LIES WITH EQUAL SKILL**

# **Example: AI-Driven Charity Scams on Social Media**

**In July 2025, Cambodian authorities reported a surge in AI-generated scams on social media platforms.**

**These scams involved fake images and videos of individuals with disabilities, accompanied by pleas for donations.**

GENERAL NEWS

# អាជ្ញាធរក្រើនរំពឹងពីការយករូបបង្កើតដោយ AI បន្តសុំប្រាក់ ក្រោមរូបភាពសប្បុរសធម៌

ការយករូបភាពក្រែងក្លាយដែលបង្កើតដោយ AI ដែលក្រុមមនុស្សម្នាក់ៗ ហើយអំពាវនាវឱ្យសាធារណជនបរិច្ចាគចំណី បានកំពុងចរាចរពេញលេញលើអ៊ីនធឺណិត ដែលជំរុញឱ្យមានការអំពាវនាវឱ្យបង្កើនការយល់ដឹងអំពី AI និងចំណេះដឹងក៏មានប្រព័ន្ធផ្សព្វផ្សាយ



រូបភាពដែលបង្កើតដោយ AI ប្រើប្រាស់រូបភាពក្រែងក្លាយរបស់កុមារ (ត្រូវបានកែច្នៃឱ្យស្រដៀងនឹងរូបភាពពិត) ត្រូវបានបង្ហាញជាមួយកូដប្រាក់ (QR) ដើម្បីសុំប្រាក់ (ក្រិបូស រូបភាពដែលបង្កើតដោយ AI)

Meas Molika Published on: Wed, 09 Jul 2025 - 1:53 PM(GMT+7) Updated on: Thu, 10 Jul 2025 - 3:03 PM(GMT+7) - 3 min read

GENERAL NEWS

# Authorities Warn of AI Scams Using Fake Vulnerable Characters for Charity Fraud

Fake AI-generated images portraying the poor and vulnerable and calling for financial donations have been found to be circulating online, prompting urgent calls for heightened awareness about AI and media information literacy



AI-generated images that created fake characters of children were posted on Facebook on July 8. Kiripost via Facebook post

Meas Molika Published on: Wed, 09 Jul 2025 - 1:53 PM(GMT+7) Updated on: Thu, 10 Jul 2025 - 3:03 PM(GMT+7) - 3 min read

# Example: The use of AI to fabricate detailed biographies for non-existent investment advisors

These fabricated profiles were then utilized to deceive individuals into participating in fraudulent investment schemes.

This method highlights the growing sophistication of scams, where AI-generated content is employed to create seemingly credible personas that lure victims into financial traps.

# AI tools for verification

GPTZero

Factiverse

Google Lens

Picarta

AI or not

# Tools to test deepfakes

Deekfake Total

Detect Fakes

# Embrace AI with a healthy skepticism

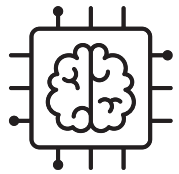
**“When generative AI first emerged, I felt a mix of excitement, hope, and uncertainty.**

**Back in 2022, it was all so new. But now, I'm increasingly optimistic about the potential benefits for Kiripost and our team.**

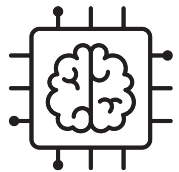
**We have much to learn and explore, but I believe AI can be a powerful tool for us.”**

**Kiripost's Editor-in-Chief**

# AI ethics policy



**Ethical, responsible and transparent use of Artificial Intelligence (AI) in news media production and distribution.**



**Purpose: Using AI technology to enhance internal newsroom operations and serve our audience**

# Newsroom workflow





# AI for modern media newsroom

## General AI Tools

- Practical tools for the newsroom

## Specialized

- Investigative journalism and AI
- Responsible use of AI for visual media
- Using AI in Reporting and Making Videos
- Sourcing and context for AI generated news.
- Community engagement and AI
- AI to analyze audience/ target groups

## Fact or Fake

- AI tools for fact checking
- How to identify deep fake and AI created contents
- AI and online disinformation

# AI in action at Kiripost: Content writing & editing

- Content writing and editing
- Automated writing and summarization
- Grammar and style checks
- Transcription services
- Headline and SEO optimization
- Translation

# AI tools for journalists



## Advanced Protection Program

Google's strongest account security

[Get Started](#)



## The Common Knowledge Project (Beta)

Explore, visualize, and share data about important issues in your community

[Get Started](#)



## Data Commons

Open knowledge repository that combines data from public datasets using mapped common entities

[Get Started](#)



## DataSet Search

Find datasets to support your research or story

[Get Started](#)



## Fact Check Explorer

Search fact check results from the web about a topic or person

[Get Started](#)



## Flourish

Visualize data using customizable templates

[Get Started](#)

[journaliststudio.google.com](https://journaliststudio.google.com)

# AI tools for journalists



## Google Data GIF Maker

Visualize simple data comparisons

[Get Started](#)



## Google Public Data Explorer

Access a world of data and create high-quality visuals

[Get Started](#)



## Google Trends

Use real-time search data to bring people the stories they're looking for

[Get Started](#)



## Outline

Easily give your network safer access to the open internet, setting up your own VPN or server

[Get Started](#)



## Pinpoint

Upload and analyze large numbers of documents with the power of Google Search, AI, and machine learning.

[Get Started](#)



## Project Shield

Defend against digital censorship

[Get Started](#)

[journaliststudio.google.com](https://journaliststudio.google.com)

# Kiripost & AI: what's next?

**Help fight  
misinformation  
and  
disinformation**

**Experiment with  
new formats to  
engage new and  
existing  
audiences**

**Identify ways to  
grow  
subscription and  
support diverse  
forms of revenue**



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