

THE IMPACT OF AI ANCHOR NEWS: THE COMPARISON OF AI VS. HUMAN ANCHOR PROGRAMS IN NEWS INDUSTRY

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Abstract

The news industry has introduced a new form of content in which its primary broadcaster is generated by AI. In this article, we aim to explore how this transformation is reshaping the way news is disseminated, especially when AI serves as the main source of news delivery. Investigating text, visual, and vocal analysis impacts on viewership, we observe the viewer response through news viewership metrics. This study examines the following two research questions: (1) How does the media curate news by distinguishing between AI and human anchors? (2) How do viewers react to the interplay between AI and human anchors in news media content? Is there synergy when similar topics or emotions are delivered, or do they have different effects? Thus, this study represents one of the pioneering empirical analyses showcasing the influence of an AI anchor on viewership. It sheds light on how this impact diverges across different modalities – text, visual, and vocal – utilizing real-world data.

Subject Areas: *Electronic Commerce and Internet Marketing, Entertainment Marketing, New Product Development and Launch*

Track: Digital Marketing & Social Media