

# A Study of Audience Moral and Ethical Attitudes Toward AIGC-Generated News Content

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**Abstract.** This study investigates audience moral and ethical attitudes toward news content generated by Artificial Intelligence Generated Content (AIGC), highlighting the transformative impact of AI technologies on journalism. Through comprehensive references, the research reveals significant disparities in acceptance levels among different demographic groups, particularly influenced by factors such as algorithmic literacy, trust in information sources, and individual psychological factors. The findings indicate that younger, tech-savvy audiences exhibit greater trust in AIGC-generated content, while older demographics express skepticism regarding its accuracy and fairness. Furthermore, the paper addresses the ethical challenges posed by AIGC, including issues of misinformation, privacy concerns, and copyright ownership. The necessity for robust ethical frameworks and regulatory measures is emphasized to ensure the responsible integration of AIGC in news production, thereby safeguarding journalistic integrity and public trust. This research aims to contribute to the ongoing discourse on ethical standards in digital journalism and the implications of AI on societal values.

**Keywords:** AIGC, moral and ethical attitudes, ethical frameworks, regulatory measures.

## 1. Introduction

### 1.1. Developing generative AI techniques

The correctness and authenticity of Artificial Intelligence (AI) Generated Content has been the subject of much criticism. The evolution of artificial intelligence through advancements in deep learning, big data, and cloud computing has shifted AI from traditional rule-based systems to data-driven and learning-driven models. This transformation has enabled AI to move beyond simple perception and understanding to the generation and creation of content [1]. Generative AI, as an innovative form, can autonomously produce diverse content, including news articles, dialogues, and multimedia. This capability raises significant questions regarding the moral and ethical attitudes of audiences toward AI-generated news content.

Natural Language Processing (NLP) technologies are critical in enabling AI to understand and generate human language, facilitating applications in text analysis, speech recognition, and machine translation [2]. Initially, NLP relied on manually coded grammatical rules, which were insufficient due to the complexity and contextual nature of language. The integration of deep learning has significantly enhanced NLP's effectiveness, with models like Transformers capturing complex linguistic features and improving content generation quality. This evolution allows AI to produce more human-like news content, impacting audience perceptions and ethical considerations.

Deep learning, supported by big data analytics, forms the backbone of modern AI systems. These technologies enable the processing and analysis of vast datasets, uncovering patterns and insights critical for generating contextually relevant news content. Social media platforms, for example, produce enormous amounts of data, which AI can analyze to generate personalized news feeds. This personalization, while enhancing user engagement, also raises ethical concerns about privacy and the potential for creating echo chambers that reinforce existing biases [3].

### 1.2. Changes in journalism

With the development of information technology and the Internet, the media and journalism have changed dramatically, from traditional news relying on paper media and electronic broadcasting to

digital news supported by online platforms. Traditional news adopts a specialized news production process of vertical integration of "picking-editing-distributing", while with the advent of the digital era, the Internet has become the main source of information, and digital news invokes the concept of active user participation. With the rise of the digital age, the Internet has become the main source of information for the public. Digital news has introduced the concept of active user participation, whereby users can consume news while providing instant feedback, participating in community discussions, and sharing news content through social media and online platforms. In addition, digital news has greatly enriched the reading experience of readers, and news content is no longer limited to text and images, but also video, podcasts and other forms. As technology continues to advance, journalism is moving toward a smarter and data-driven future. However, each step in this process requires a careful balance between technological advancement and social responsibility to ensure that journalism can continue to fulfill its core mission of information dissemination and public scrutiny.

## **2. Aigc Changing Times**

### **2.1. Changes in the way news content is produced in the AIGC era**

With the arrival of generative AI technologies, newsgathering and reporting methods have undergone a sea change. Artificial intelligence and automation can help journalists not only with rapid data analysis and generating textual content such as news stories but also multimedia formats such as video, audio and images, which can significantly reduce the time it takes to produce news content. At the same time, generative AI can also help journalists in the creative process. For example, automated data analysis and visualization tools allow journalists to quickly extract valuable information from large amounts of data and then generate in-depth reports. What's more, social media platforms have made newsgathering incredibly accessible, allowing journalists to monitor real-time events, track trends and communicate directly with sources and witnesses. AIGC can also automatically generate a variety of writing styles for journalists' reference and modification. With the popularization of AIGC technology, the threshold of news content production has been greatly reduced, and individual creators and small media organizations can also generate high-quality news content without the need for a large news editing team. This democratizing trend has helped to enrich the news ecosystem, but it has also exacerbated the challenges posed by information overload and content homogenization.

### **2.2. Changes in audience access to information**

#### **2.2.1 Diversification of content platforms**

The proliferation of digital platforms and social media has dramatically changed the landscape of news consumption, diminishing the role of traditional media, such as newspapers, television and radio, as the only channels for disseminating information. As consumers increasingly migrate to digital platforms, news organizations have responded by optimizing content for websites and mobile devices. Audiences can access personalized content by following accounts of interest, engaging in discussions and interacting in real time, and video platforms such as YouTube and Bep, and audio platforms such as Spotify and Apple Podcasts, offer not only entertainment but also educational, journalistic and professional information, meeting the audience's demand for multimedia content through a combination of visual and auditory sensations. The rise of video blogs, podcasts and online courses has also contributed to the diversification of knowledge dissemination. Some self-media platforms, such as WeChat, Medium, and Zhihu, empower individual creators and small media organizations to publish information, further enriching the plurality of information sources. This decentralized content production model allows audiences to access more information from different perspectives and viewpoints, but it also makes it more difficult to discern the quality and credibility of information. As technology advances, virtual reality (VR) and augmented reality (AR) are increasingly integrated into news and information dissemination. These technologies enable audiences to engage with content in a more immersive and interactive way, providing a richer and more intuitive experience.

### **2.2.2 Personalized Recommendation System**

Social media platforms such as Facebook, Instagram, Twitter and LinkedIn have large user bases spanning different age groups, interests and regions. These platforms can provide businesses with targeted advertising capabilities through artificial intelligence, enabling them to select specific demographics, interests or genres, expanding the targeting options of traditional marketing channels and maximizing the reach of their campaigns.

## **2.3. Reconfiguration of the media ecology**

### **2.3.1 Integration of traditional and new media**

Combining traditional and digital marketing channels can optimize a company's reach and visibility. Traditional media (e.g., print, TV and radio) have the advantage of broad audience reach and can be targeted to different demographics. In contrast, digital marketing channels facilitate precise audience segmentation based on demographic data, interests and online behavior. With the convergence of the two, many media outlets have begun to adopt an "omni-channel" strategy, which involves distributing content across multiple platforms simultaneously to expand reach and impact. For example, in addition to traditional platforms, newspapers and television news may publish simplified versions or interactive content on social media to appeal to younger users. Conversely, new media platforms may also partner with traditional media to increase the exposure of their content through traditional channels. New media are adept at using data analytics to make precise content recommendations and placements based on user behavior, preferences and feedback. Traditional media have also begun to pay attention to the role of data in the integration process, optimizing content production and distribution strategies with the help of big data analysis and artificial intelligence technology.

### **2.3.2 Challenges to media credibility**

In the era of artificial intelligence, the threshold for information dissemination has been greatly lowered, and anyone can publish and disseminate information. However, the lack of effective vetting mechanisms and fact-checking can lead to the rapid spread of false information and may have a significant impact on public opinion. This phenomenon can erode audience trust in media reporting. Some people consider journalists to be "the enemy." a 1974 Gallup poll showed that 74 percent of Americans had "very good or fair" trust in the mass media. a Gallup poll conducted in October 2022 found that only 34 percent of Americans expressed "very good" or "fair" trust in the mass media, in addition to the 38 percent who said they had no trust in the media at all. The public's trust in the mass media is also undermined by the lack of effective vetting mechanisms and fact-checking.

There are a number of factors that have contributed to the decline in trust in the news media.

First, when cable news became popular, the lines between news, entertainment, and commentary began to blur. Second, as competition in the media industry intensified, many media organizations began to rely on advertising revenue and traffic to cash in, leading to more commercialized content production. In order to attract attention, some media outlets tend to produce headline-party articles with sensational effects or cater to the preferences of specific groups, while ignoring the authenticity and objectivity of the news. This commercialized content production model easily triggers the audience to question the impartiality and independence of the media, which in turn affects the audience's trust in the media. Third, there are also many people and websites on various digital platforms that define themselves as news sources. However, what needs to be made clear is what kind of qualifications a journalist or news organization has and what kind of professional ethics they follow when reporting.

### **3. Ethics In The Age Of Aigc**

#### **3.1. The need for an ethical system**

Culture is the soul of a country and a nation and the spiritual home of the people. In today's increasingly fierce international competition, the competitive position of comprehensive national power highlighted by cultural soft power is becoming increasingly important, and it has become an important consensus among countries around the world to gain the initiative in international competition by occupying the commanding heights of cultural development. Morality is a social ideology rooted in historical, cultural and religious backgrounds, focusing on whether individual behaviors are in line with socially accepted values and norms, and emphasizing the individual's responsibilities and obligations to society. Ethics, on the other hand, is a philosophical inquiry into the code of conduct, aiming at the pursuit of social harmony, fairness and justice, and the maximization of human well-being. Morality and ethics are the core elements of human society, playing an irreplaceable role in maintaining social order, guiding behavioral norms and promoting the progress of spiritual civilization [4].

The core of AI, however, is based on data-driven algorithms, and while these algorithms are capable of performing a variety of tasks through pattern recognition and learning, including but not limited to language comprehension, image recognition, predictive analytics, and decision support, AI lacks the human emotions and subjective experience to develop a true understanding of what it is processing, especially in areas involving complex human interactions and emotional judgments [5].

It is necessary to establish and maintain an ethical system in the AIGC era. First, the social impact brought by technology, the wide application of AIGC technology is profoundly changing the way of information production and dissemination, including news, entertainment, education and many other fields. This change brings new ethical challenges, such as privacy leakage, dissemination of false information, and algorithmic discrimination. Therefore, an ethical system is needed to regulate the development and application of AI and computer networks to ensure the coordinated development of technological progress and social values. Secondly, the complexity of human-computer interaction, with the progress of AIGC technology, the interaction between humans and AI becomes more frequent and complex. In this context, the moral system can provide behavioral norms and ethical guidelines to help human beings make decisions that are consistent with social values when interacting with machines, and avoid infringement of human dignity and rights. Thirdly, the issue of information authenticity and trust, AIGC technology can generate highly realistic content, which also brings about a crisis of information authenticity. Problems such as fake news and in-depth falsification may seriously affect public trust in media and information. An ethical system can help maintain the health of the information ecosystem by establishing the principles of transparency, integrity and responsibility. Fourth, the protection of human values, AIGC technology is extremely powerful in information generation and dissemination, which may affect the value system of society. The existence of an ethical system can protect core human values and prevent technology from eroding fundamental principles such as cultural diversity, individual privacy and human dignity.

#### **3.2. Ways to establish an ethical system**

##### **3.2.1 Industry self-regulation**

###### **(i) For journalists**

Audience trust in journalism is very fragile, and for journalists' transparency is crucial; the best way to build trust with your audience is to explain why you are following the story and how you arrived at the story's conclusions. At the same time, journalists need to double-check facts and sources with objective, supportive data to ensure that the sources used are legitimate and unbiased. The "why" and "how" behind a story can be well presented using "process journalism" techniques. Telling the story and describing the investigative process that led to the story's conclusion helps to build audience trust.

###### **(ii) Researchers and developers**

First and foremost, it's best to start adopting generative AI with internal application development, focusing on process optimization and employee productivity gains. A more controlled environment can be obtained to test results while building skills and understanding of the technology involved. Models can be tested extensively and even customized on internal knowledge sources. This results in a more optimal customer experience when these models are ultimately used in external applications. Second, increase transparency by clearly presenting all generative AI applications and their outputs so that users can know they are interacting with AI rather than humans. For example, the AI could introduce itself as artificial intelligence, or it could tag and highlight AI-based search results. Users can then make their own judgments when interacting with content. They can also be more proactive in dealing with any inaccuracies or hidden biases that the underlying model may have (due to limitations in the training data). Third, implement protection mechanisms so that generative AI applications do not allow unintentional unauthorized access to sensitive data. Involve the security team from the beginning so that all aspects can be considered at launch. For example, mask data and remove personally identifiable information (PII) before training any model based on internal data.

### **3.2.2 Improvement of laws and regulations**

With the wide application of AIGC technology, more legal issues related to morality and ethics have emerged in the application. In order to ensure the ethics and legality of news content generated by AIGC, some laws and regulations applicable to this field have emerged accordingly. For example, the EU has proposed the Artificial Intelligence Bill, which aims to establish a comprehensive regulatory framework for AI. The bill imposes strict regulation on high-risk AI systems and makes specific provisions for AI-generated content (AIGC). Importantly the bill emphasizes the need to adhere to transparency and ethical standards when generating content. Meanwhile, in 2021, China's Internet Information Office (IIO) introduced the Code of Ethics for Next-Generation Artificial Intelligence (AI). The code aims to incorporate ethical principles throughout the life cycle of AI systems. It provides a complete framework of ethical guidelines for individuals, organizations and entities involved in AI-related activities, covering multiple aspects of strategic planning, technical standards, scientific research, product development, production and operation of products and services, procurement and consumption of AI. As such, it facilitates the promotion of fair, equitable, and safe applications of the technology and minimizes the likelihood of bias, discrimination, and privacy violations occurring. China has also published laws such as the Data Security Law and the Personal Information Protection Law, which set out requirements for the use of data and the protection of personal information and have indirectly influenced the development and application of AIGC.

By formulating relevant laws and regulations on the moral and ethical issues that may arise from AI, we can face the challenges brought by the technology more calmly, protect the interests of all parties, and ensure the fairness, justice, and safety of the technology, so as to build a healthier, more harmonious, and more transparent digital society.

### **3.2.3 Public monitoring and participation**

The establishment of an ethical journalism system cannot be separated from public supervision and participation. As the main audience of news content, the feedback, opinions and needs of the public have a direct impact on the ethical standards of journalism. By establishing an open and transparent mechanism, the public can be actively involved in evaluating and monitoring news content, thus effectively preventing the occurrence of bias, misleading information and unethical behavior. In addition, public participation can also make some news organizations pay more attention to social responsibility and ensure the truthfulness and fairness of the news and prioritize the public interest. In the age of technology and information explosion, public monitoring is not only a constraint on the news industry but also an important impetus to push the news industry towards higher ethical standards.

## 4. Audience Attitudes Towards Aigc-Generated News Content

### 4.1. Acceptance Level and Influencing Factors of Different Groups

Different audience groups have different levels of acceptance of news content produced by AIGC. Younger and tech-savvy audience groups are generally more receptive and consider AIGC a credible source of information. However, older or less tech-savvy audience groups are skeptical of AIGC-produced content and can be very concerned about its accuracy and fairness. [6] The acceptance of AIGC-generated news by different groups is mainly influenced by the following factors:

#### (i) Influence of algorithmic literacy

The audience's trust in the content during interaction with AIGC largely depends on the algorithmic literacy of different groups. Users with high algorithmic literacy may better understand and utilize AI-generated content, while users with low algorithmic literacy may over-trust or over-skepticize AI, which in turn affects their acceptance of AIGC news.

#### (ii) Credibility of information sources

The audience's acceptance of AIGC-generated news is also affected by the trustworthiness of the information source. Certain groups may be more inclined to trust traditional news organizations, and the degree of trust in the information source is directly related to the audience's willingness to accept AI-generated content.

#### (ii) Credibility of information sources

Audience acceptance of AIGC-generated news is also affected by the trustworthiness of the information source. The level of trust in the information source is directly related to the audience's willingness to accept content generated by AI. Certain groups may be more inclined to trust traditional news organizations and be skeptical of AI-generated content.

#### (iii) Background and experience of the audience

Users' backgrounds and experiences (including their past experiences with AI technology) also influence their acceptance of AIGC news. Groups that hold more positive experiences with AI technology may be more receptive to AIGC-generated news content.

#### (iv) Psychological factors

Psychological factors such as anxiety and fear can also affect the acceptance of AIGC-generated news by different groups. Groups holding fear or anxiety about AI technology may refuse to accept any AI-generated news to avoid possible risks.

### 4.2. Ethical Challenges of AIGC-Generated News Content

#### 4.2.1 Fake news and misinformation

Truth in journalism is the most fundamental principle of journalism and one of the most important journalistic ethics. AIGC technologies, especially generative AI like ChatGPT, have increased the risk of fake news production and dissemination in digital journalism, potentially destabilizing the credibility of the media and triggering a "post-truth" or even "no-truth" dilemma. The "no truth" dilemma.<sup>2023</sup> In the United States, experiments by an organization showed that ChatGPT was able to generate misinformation, such as writing a fake news article about ivermectin proving to be effective in treating COVID-19, which misled the public. A similar situation occurred in Hangzhou, China, where ChatGPT-generated fake news about "Hangzhou lifts traffic restrictions" spread rapidly, causing public confusion about the facts. The potential for AI-generated content to perpetuate bias, spread misinformation, and manipulate public opinion raises significant ethical issues. Ensuring transparency, accountability and responsible use of AI in content creation is therefore critical to maintaining trust and ethical standards in the age of technology.

OpenAI, the developer of ChatGPT, warns that its models "may occasionally generate misinformation" and "produce harmful instructions," and that current generative AI is not capable of verifying the authenticity of information. However, false content generated by generative AI can spread rapidly on social media platforms, thus amplifying false content, which in turn exacerbates the level of skepticism about the authenticity of the news.

#### **4.2.2 Privacy Issues**

AI systems rely on the accumulation of large amounts of data, which inevitably raises concerns about personal privacy and data security. To address these concerns, the likes of the European Union have implemented the General Data Protection Regulation. The GDPR aims to ensure security and transparency in the processing of personal data globally through strict privacy safeguards. As a result, businesses need to be very careful when collecting and processing data to collect, store and use it in an ethical and transparent manner, and sharing data without proper consent could lead to legal disputes.

Biometric data, such as facial and voice data, ventures into sensitive areas. Mishandling this information can lead to serious privacy breaches. Unlike other types of data, biometric information is intrinsically linked to an individual's unique physical and behavioral characteristics, making it irreplaceable and permanent. For example, while passwords can be changed if stolen, compromised biometric data puts individuals at constant risk of identity theft and unauthorized surveillance.

In terms of compliance, regulations such as the GDPR impose strict obligations on the collection, use and protection of biometric data. From a data governance perspective, the unique nature of biometric data requires a comprehensive strategy to protect its integrity and confidentiality. As a result, organizations must strengthen their privacy measures to ensure that biometric data is handled in full compliance with regulations and business needs.

#### **4.2.3 Copyright Ownership**

Today's AI-driven tools are capable of generating content including, but not limited to, news articles, marketing copy, design sketches, audio/video, code, etc. While AIGC technology has dramatically changed the way traditional content is produced and greatly improved productivity, it has also raised a number of legal and ethical issues. Concerns have focused on intellectual property (IP) rights, ownership and copyright. Traditional law needs to keep pace with this evolving technology to help creators, businesses, and policymakers address questions about how to deal with copyright, plagiarism, and licensing.

### **4.3. Moral and ethical concerns of the audience**

#### **4.3.1 Concerns about content authenticity**

Many audiences will be concerned about the authenticity and reliability of generated AI news. Especially in the absence of transparency, audiences will tend to doubt the credibility of such content and worry about the possibility of generating false or misleading information. At the same time, there are some audiences who are more willing to accept AIGC-generated content, especially when they know that it is rigorously vetted and fact-checked, and they believe that AI can improve the efficiency of news production and provide more immediate information.

#### **4.3.2 Concerns about privacy protection**

Some users are concerned about the analysis and use of AI in terms of big data and private information when generating news content. They are afraid of the range of ethical issues that AI can raise when processing personal data. The audience hopes that news organizations will strictly abide by the code of ethics when using AIGC and fully protect personal privacy and data security.

## **5. Practical Applied Research**

### **5.1. Application Scenario Analysis**

In China, the AIGC space is heating up as tech giants such as Baidu, Alibaba, Tencent, and Huawei have invested in the development of big AI models. Although the commercialization of generative AI is still in the exploratory stage, especially in the news media industry, the potential of AIGC is huge, especially in the field of content generation and automated reporting. Currently, new mainstream media and leading Internet platforms are the two main driving forces of China's smart

media ecosystem. The competitive dynamics between these players will determine the future landscape of this ecosystem. During the 2023 National People's Congress, the application of AIGC technology in major current affairs reporting demonstrated its scalability and practicality. This development not only highlights the potential of the technology but also lays the foundation for its further integration into the news media.

The following are specific application scenarios for AIGC-generated news content: (1) Print and online news: AIGC is widely used to generate articles, summaries, and reports. For example, AI tools such as ChatGPT can quickly generate news articles and update them in real-time based on data input. (2) Broadcast media: AI-driven tools are used to generate scripts for news anchors and even generate voice-overs. Widely used in 24-hour news channels to generate a constant stream of news stories. (3) Social Media: AIGC is widely used to manage social media accounts, it can generate posts, and comments, and even engage in conversations, very common on platforms such as Twitter and Facebook, where they can interact with users, share information, and even manage tasks such as customer service. (4) Visual Media: In addition to text, AI can be used to create visual content such as infographics, data visualizations, and video summaries. For example, some news organizations use AI to create video content to summarize the day's major news stories. (5) Generation of virtual digital people: In the past two years, virtual digital people anchors have been frequently out of the loop, and AI-generated virtual digital people have been widely used in the fields of broadcasting, television and online video, with media at all levels launching their own virtual digital people anchors. In addition to news broadcasting, virtual digital human anchors can also be applied to a wider range of scenarios such as party hosting, reporter reporting and weather forecasting.

## 5.2. Moral and ethical considerations in practical applications

The integration of AI technologies into various sectors has led to significant advancements, yet it also raises important moral and ethical considerations. In the news industry, AIGC technology facilitates automatic content generation and personalized recommendations. For instance, the Associated Press has enhanced its news coverage by partnering with OpenAI, utilizing AI to increase the speed and accuracy of reporting, especially with large datasets. This application highlights the ethical responsibility of ensuring accuracy and objectivity in AI-generated news, as audiences may not always discern between human and machine-generated content.

In the realm of personalized user experiences, platforms like Netflix and YouTube employ AI to analyze user data and provide tailored content recommendations. This personalization enhances user engagement but also raises ethical questions regarding privacy and data usage. The algorithms rely on extensive data analysis, prompting concerns about user consent and the potential for creating echo chambers. The ethical imperative is to balance personalization with transparency, ensuring users understand how their data is used and fostering trust in the system.

Moreover, the use of AI in creative fields has sparked debates about copyright and authorship. A notable example is the AI-generated artwork "Edmond de Belamy," auctioned by Christie's in 2018. Created using a Generative Adversarial Network (GAN) by the artist collective Obvious, this artwork ignited controversy over copyright ownership. The ethical dilemma centers on whether AI-generated works can be attributed to human creators and how the AI's role impacts copyright claims. This case underscores the need for clear guidelines on authorship and intellectual property in AI-driven creative processes.

In conclusion, while AI technologies offer transformative potential across various applications, they necessitate careful consideration of moral and ethical implications. Addressing these issues is crucial to ensure responsible use and to maintain public trust in AI systems.

## 6. Conclusion

This study explored audiences' moral and ethical attitudes toward AIGC-generated news content. It was found that although AIGC has shown great potential in improving news production efficiency

and expanding the scope of information dissemination, it also raises many ethical and moral concerns, especially in terms of privacy protection, dissemination of false information, and news authenticity. The audience generally expects news organizations to follow stricter ethical norms when applying AIGC technology to ensure the authenticity and transparency of information and fully protect personal privacy.

At the same time, the study shows that with the increasing application of AIGC technology in the field of journalism, it is particularly important to formulate and improve relevant laws and regulations to regulate its use. By establishing an ethical system and an industry self-regulatory mechanism, the development direction of AIGC technology can be better guided, its erosion of social values can be prevented, and the coordination between technological progress and social development can be promoted. In the future, with the further development and popularization of this technology, the application of AIGC in news content generation will certainly be more in-depth, and the discussion around its ethical and moral issues will also be deepened.

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