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**Jahrbuch  
Qualität der Medien**

**23**



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Forschungszentrum  
Öffentlichkeit und Gesellschaft

 Kurt Imhof  
Stiftung  
für Medienqualität

# Yearbook Quality of the Media 2023

Swiss population critical of artificial intelligence in news production

Zurich, 30 October 2023

Contact: [kontakt@foeg.uzh.ch](mailto:kontakt@foeg.uzh.ch)

Social: @foegUZH #QdM23

Live stream: <https://www.youtube.com/watch?v=W0qfy4F8gNY>



## Greeting

Yves Kugelmann

Board of Trustees of the Kurt Imhof Foundation for Media Quality



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# Yearbook Quality of the Media 2023

## Presentation of the findings on AI in journalism

Dr. Daniel Vogler

Head of Research and Deputy Director of the fög

# General information

- Presentation in English at:

[www.foeg.uzh.ch](http://www.foeg.uzh.ch) > Yearbook Quality of the Media > Other documents

- Submit questions from the live stream via:

[www.slido.com](http://www.slido.com), code: #8756735

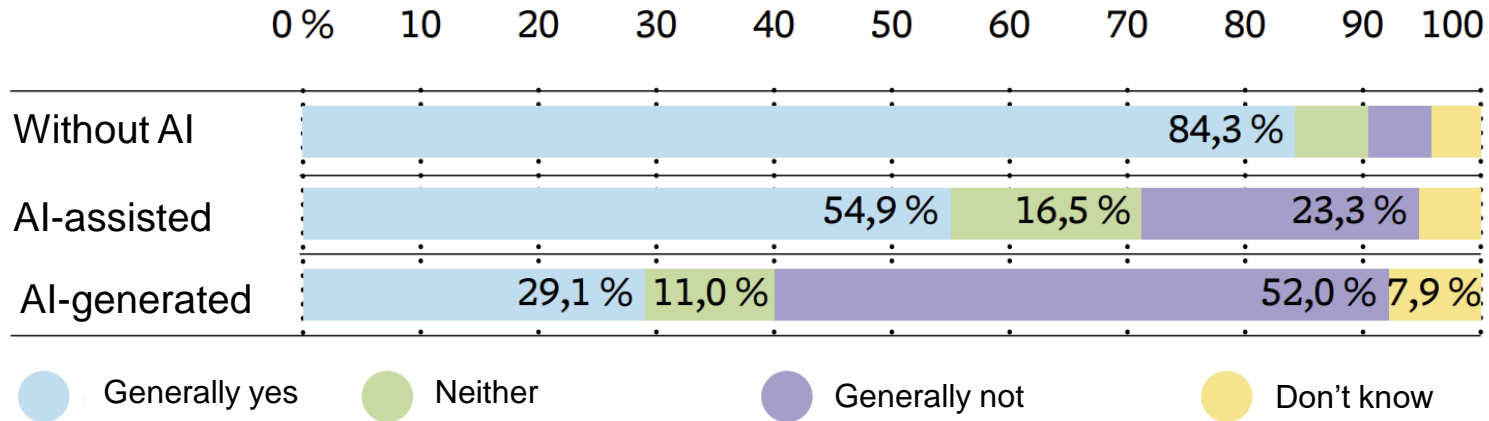
# Swiss population (still) critical of AI in journalism



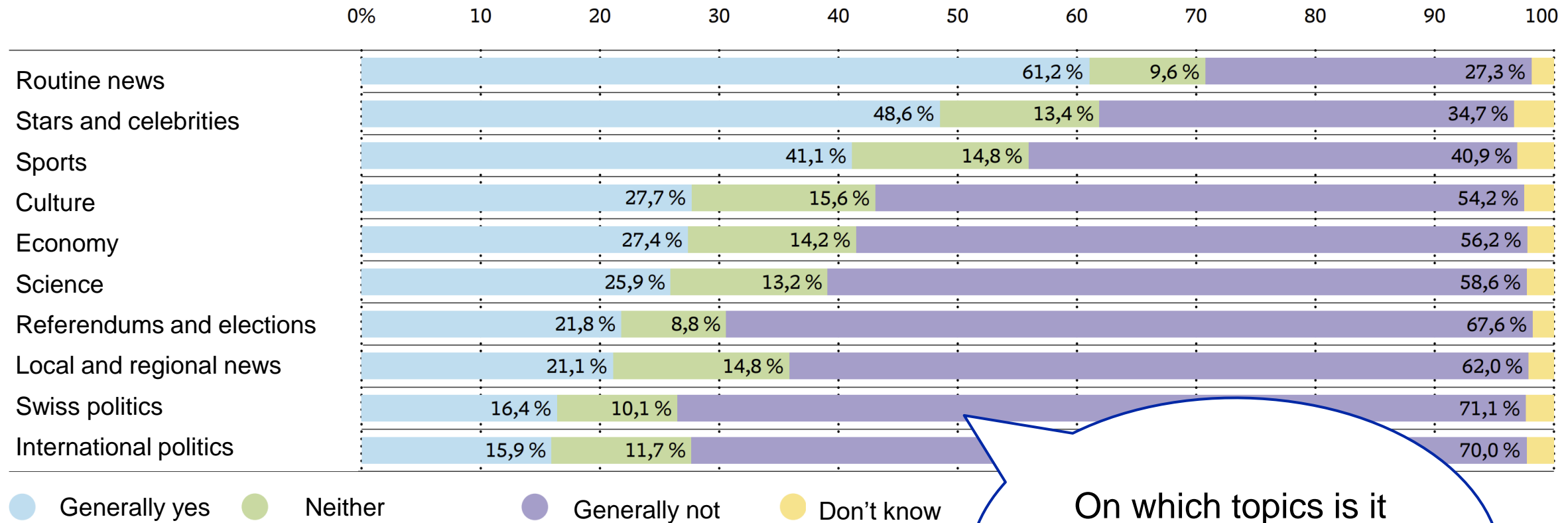
Source: fög – representative online survey in Switzerland in June 2023. Data set: 1,254 participants from German- and French-speaking Switzerland. Image: iStock\_Igor\_Kutyayev

# Low acceptance of AI-generated news

Would you read news articles that were written...?



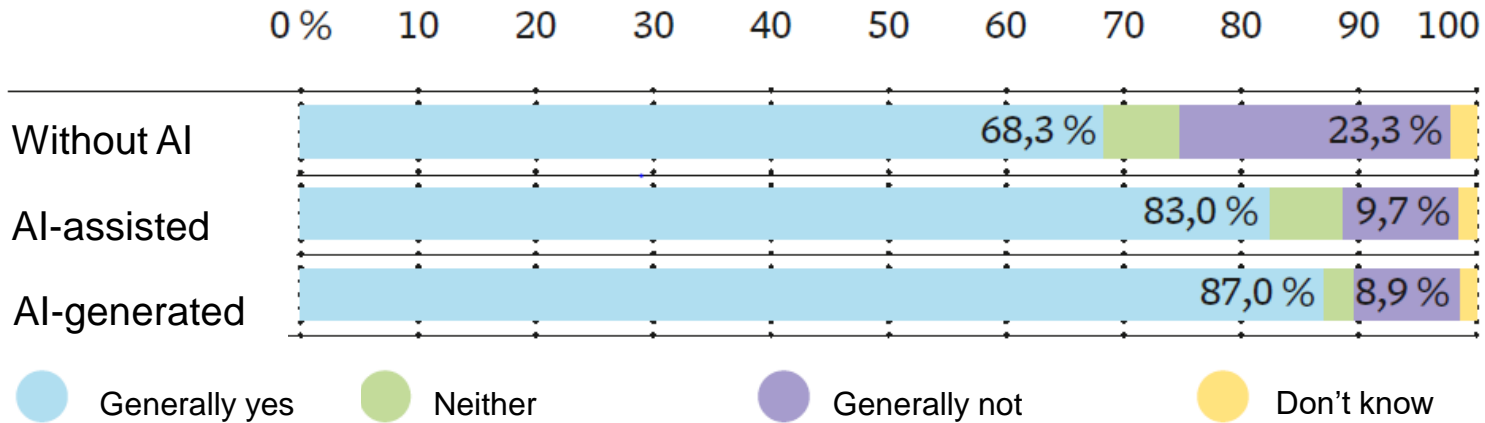
# Acceptance is lowest on political issues



On which topics is it justifiable for news articles to be written entirely by AI?



# High expectation of transparency



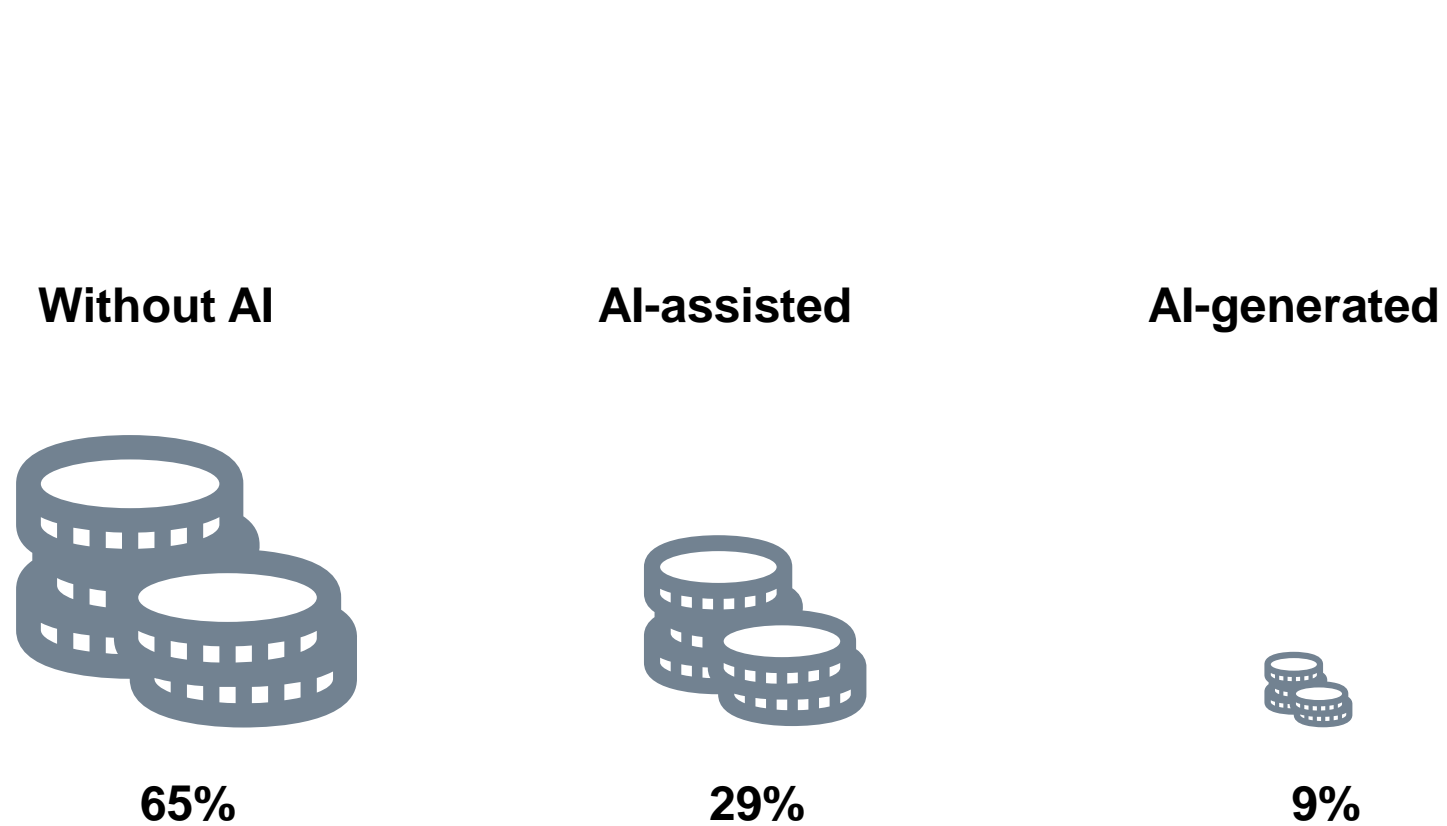
Should the media declare when news articles were written...?

# Over 60% of respondents fear a negative impact on quality



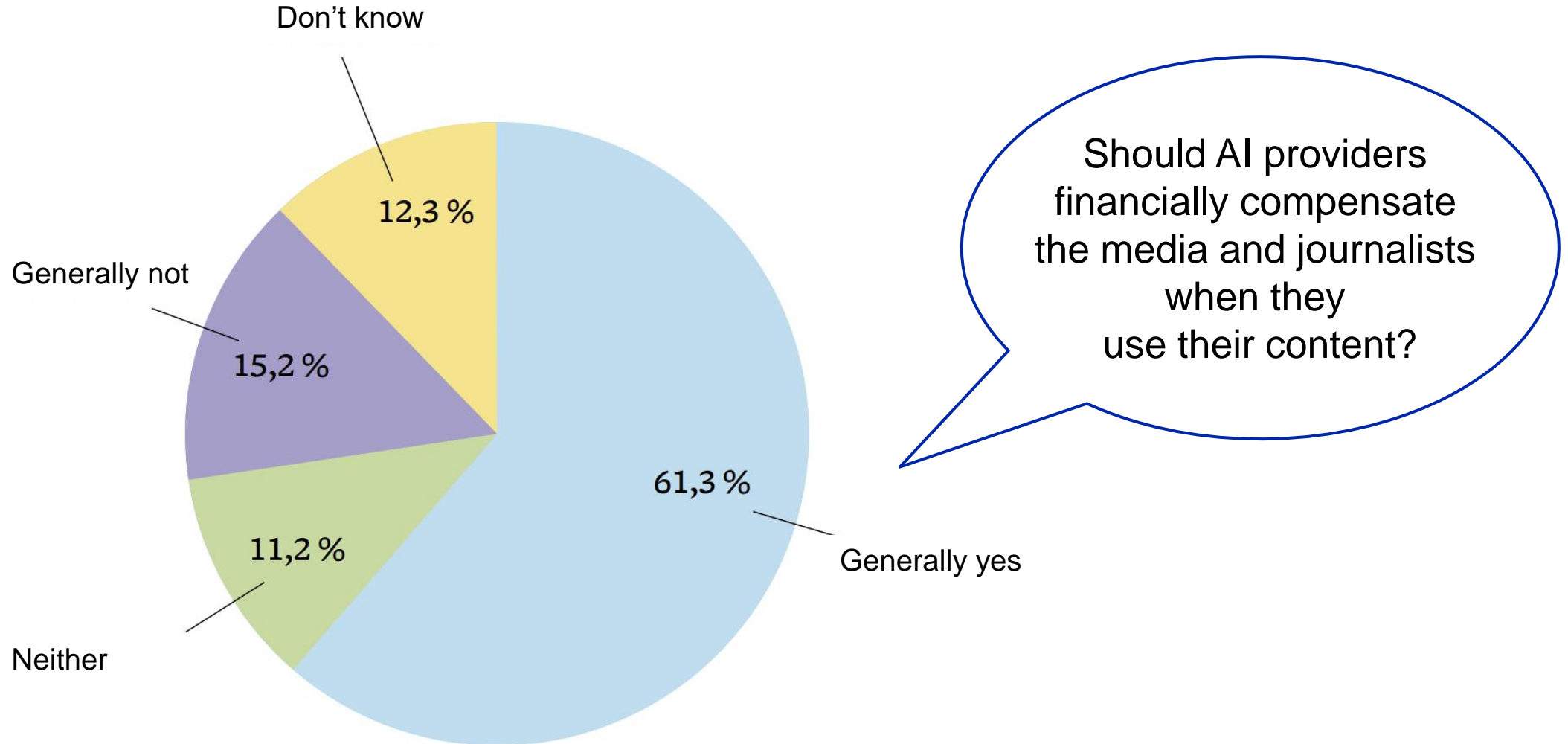
- ☹️ Disinformation
- ☹️ Media diversity
- 😊 Less emotional
- 😊 Tailored to needs

# Low willingness to pay for AI-generated news



Would you pay for news articles that were written...?

# Broad acceptance for compensation of the media by AI providers





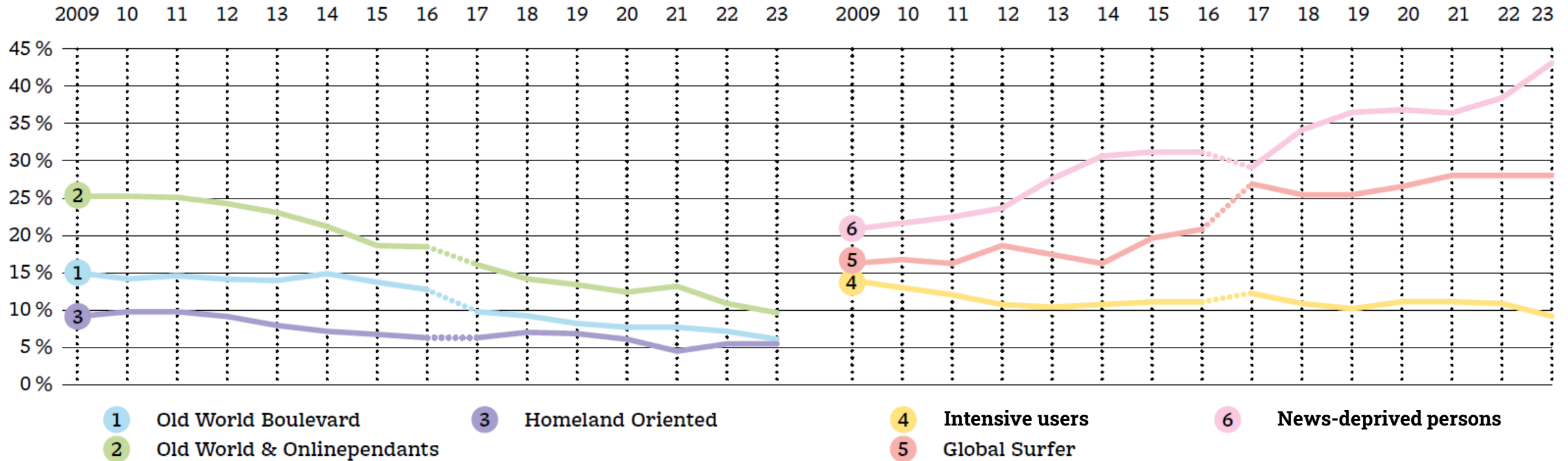
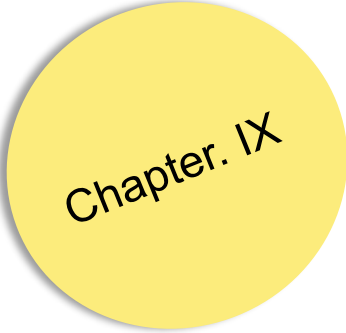
# Yearbook Quality of the Media 2023

## Presentation of other main findings

Dr. Linards Udris

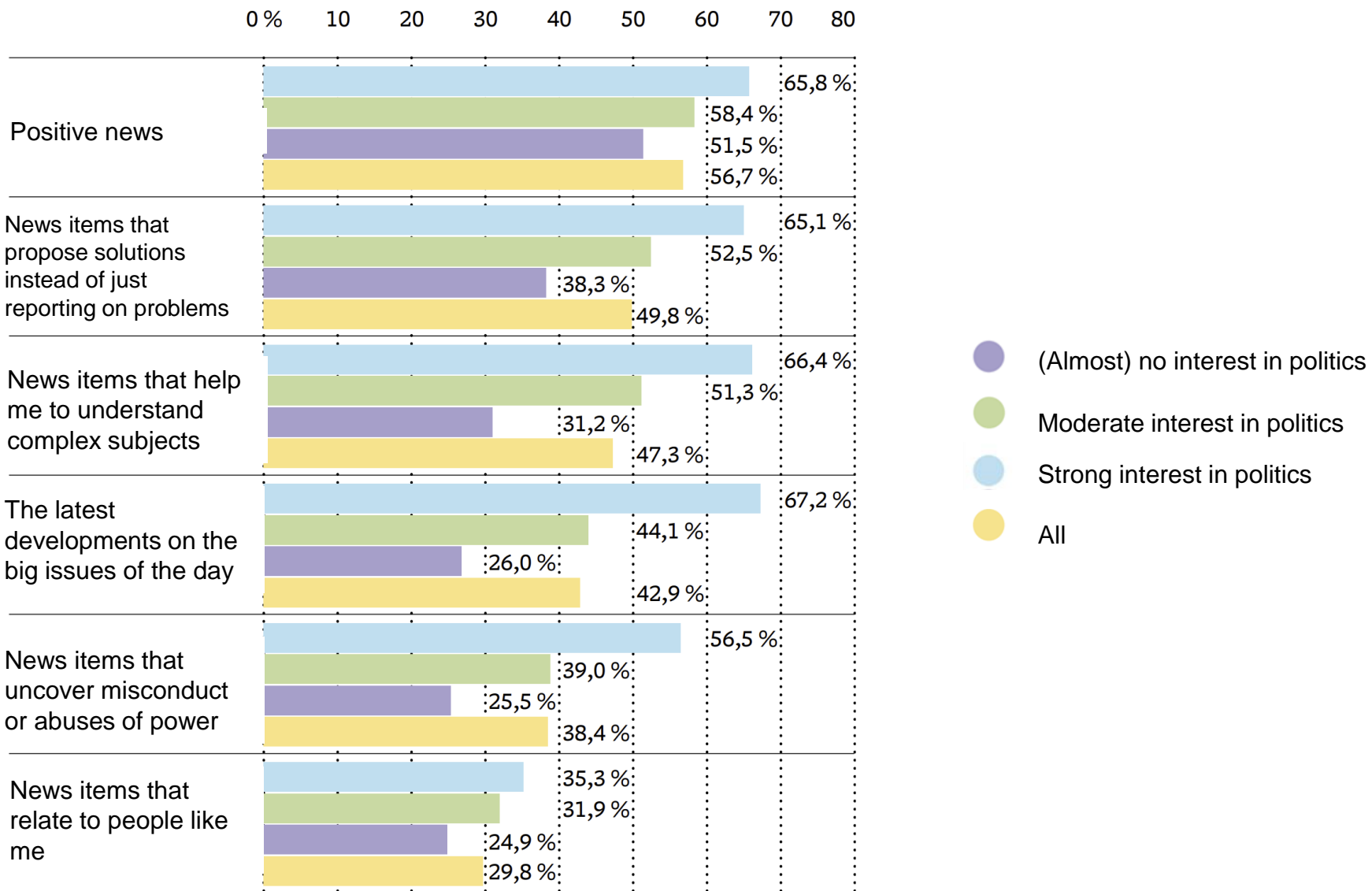
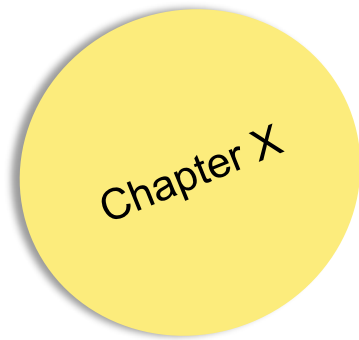
Deputy Head of Research of fög

# Proportion of “news-deprived” persons continues to increase



Source: fög & GfK Switzerland – representative online survey in Switzerland at the beginning of each year. Data set: approximately 3,400 participants from German-, French- and Italian-speaking Switzerland

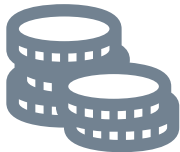
# Interest in positive and constructive journalism



Source: Reuters Institute Digital News Report 2023 – representative online survey at the beginning of 2023. Data set: approximately 2,000 persons

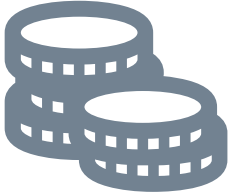
# Willingness to pay stagnates at a relatively low level

10,1 %



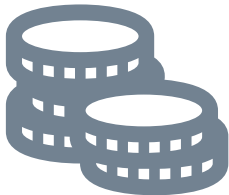
2016

17,8 %



2022

17,2 %



2023

In the past year, have you paid for online news?

Source: Reuters Institute Digital News Report 2023 – representative online survey at the beginning of each year. Data set: approximately 2,000 persons each year

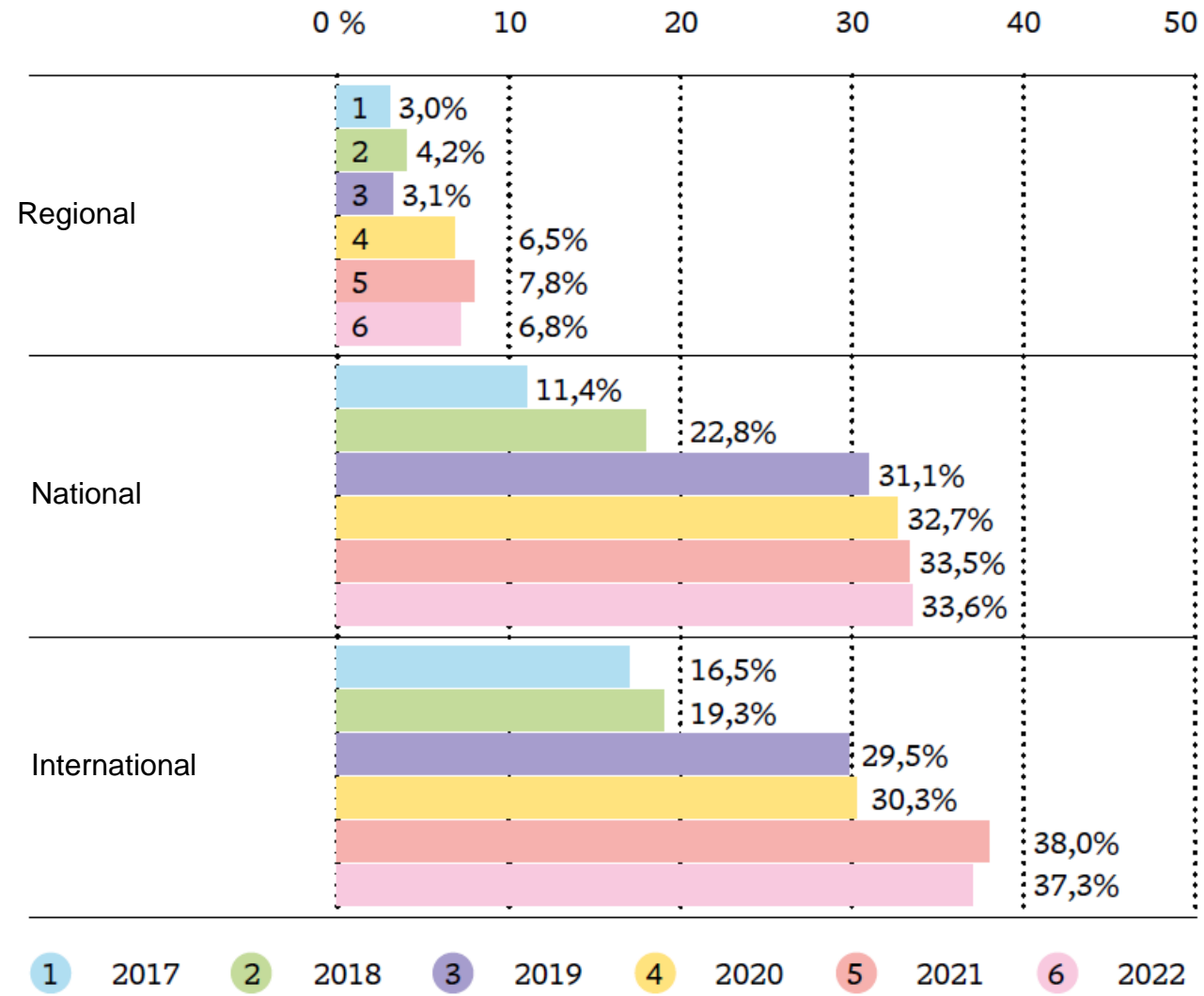
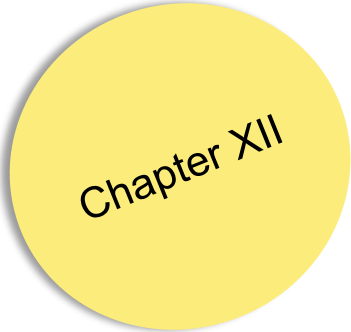


# Biggest incentive for those unwilling to pay is lower prices



- 24% lower prices
- 19% more interesting/  
more relevant content
- 19% less advertising
- ...

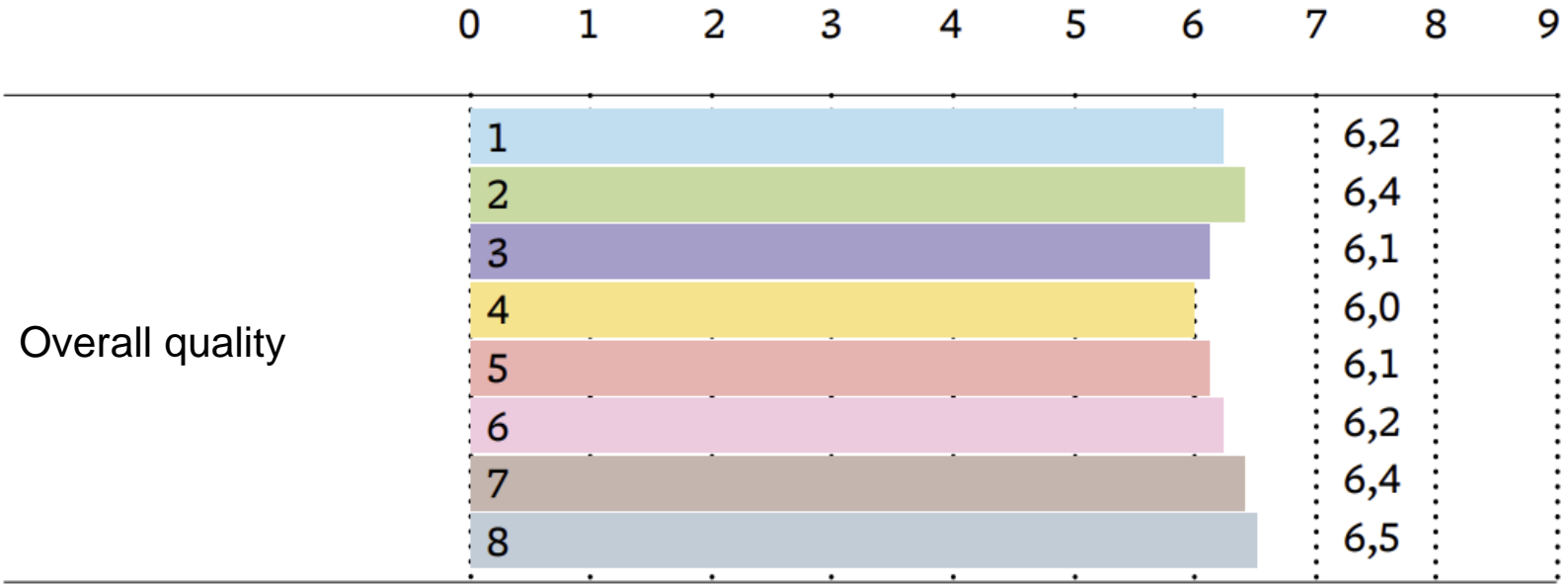
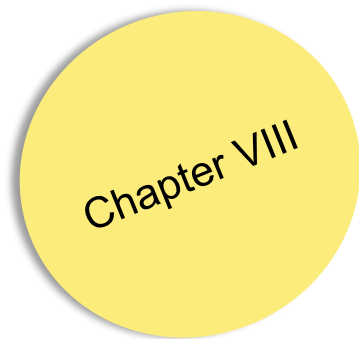
# High concentration of media content



**Proportion of shared articles**

**Source:** fög – automated text comparisons on the basis of the manually coded quality analysis data set. Data set: 11 German-speaking Swiss newspapers, random samples of the total offering from 2015 to 2022 (n = 158,059 articles)

# Media quality on the rise, yet deficits in diversity remain

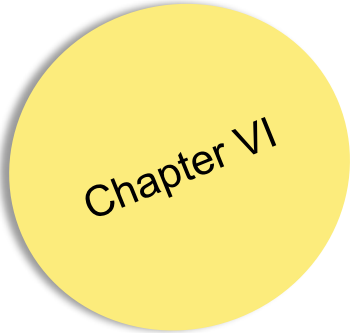


- Relevance
- Contextualization
- Professionalism
- Diversity

1 2015    3 2017    5 2019    7 2021  
2 2016    4 2018    6 2020    8 2022

Source: fög – manual content analysis. Data set: 54 Swiss news media outlets, random samples of the total offering from 2015 to 2022 (n = 158,059 articles)

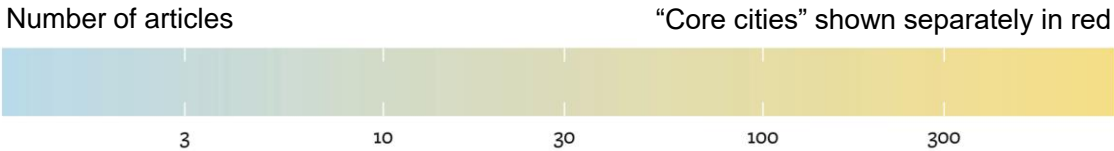
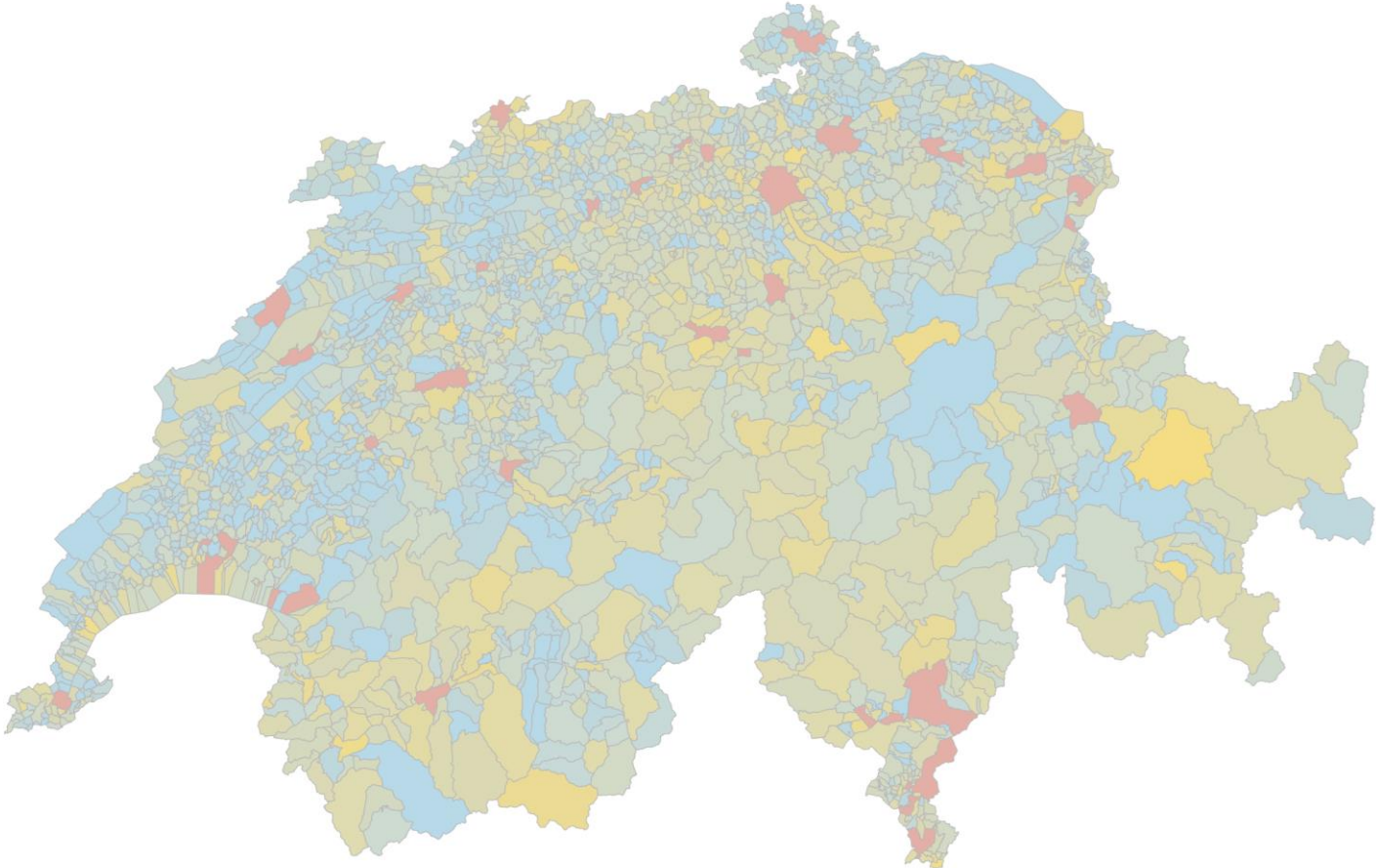
# Limited diversity of players in corporate reporting



Source: fög & CommsLAB – manual content analysis of 148 Swiss companies, January 2021 – April 2023, 22 media outlets (n = 31,177 articles). Source of sales figures: Handelszeitung

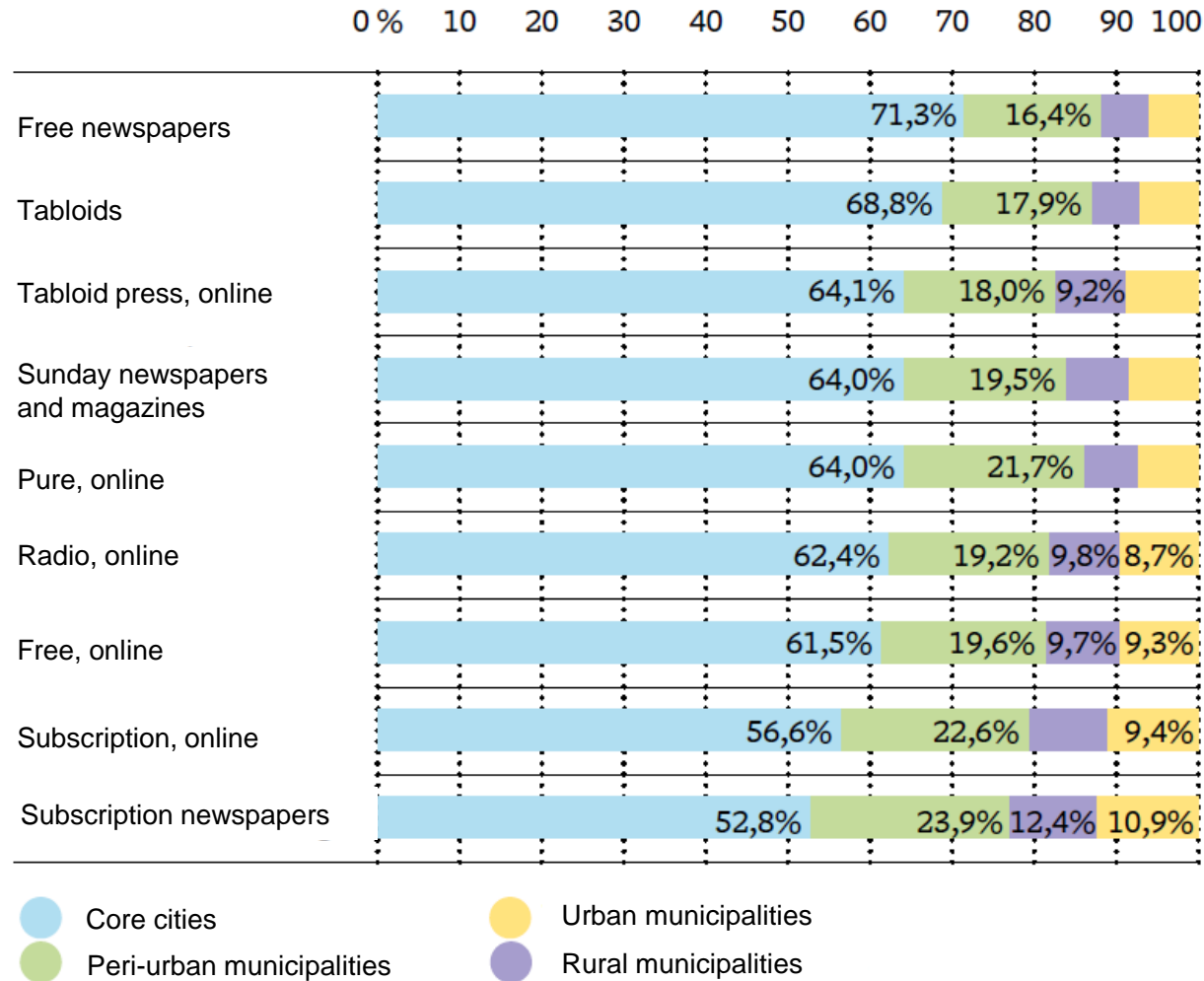
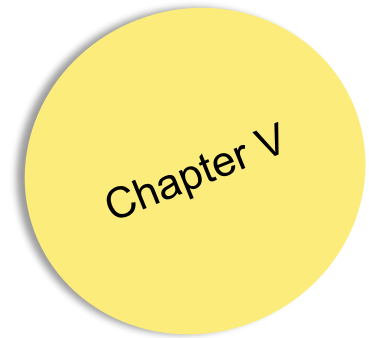
# Limited diversity in reporting on municipalities

Chapter V

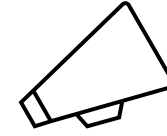
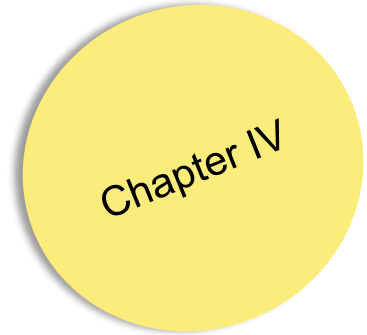


Source: fög – automated content analysis of the manually coded quality analysis data set. Data set: 41 Swiss online and print media outlets, 2015–2022 (n = 133,141 articles)

# Limited diversity in reporting on municipalities



# More resonance, but less support for (right-wing) challengers



Popular initiatives (left-wing)

315

-5

Popular initiatives (right-wing)

555

-26

Public authority bills (left-wing opposition)

257

+4

Public authority bills (right-wing opposition)

318

+23

# Instagram and TikTok: more contextualized than on news site



NZZ	38%	–	33%
20 Minuten	19%	25%	7%
Blick	12%	32%	11%
SRF News	31%	63%	22%
Tages-Anzeiger	52%	25%	34%
Watson	32%	44%	10%

## Proportion of contributions that are contextualised

Source: University of Fribourg & fög – manual content analysis. Data set: 6 news media outlets in German-speaking Switzerland (n = 1,946 Instagram stories, n = 438 TikTok videos, n = 2,649 articles on websites)



# Conclusion

- Media quality at an all-time high since 2015 – contextualisation also on social media
  - Deficits in diversity, also in corporate reporting and reporting on municipalities
  - Structural problems: funding of journalism, use of news
  - Swiss population at the moment (still) critical and not very willing to use AI-produced articles and pay for them
- 
- “The future of journalism will increasingly lie in delivering a reliable alternative to the flood of false news and opinion that will become ubiquitous” (Nic Newman, Reuters Institute)
  - “Explanatory” transparency on the use of AI and industry-wide standards
  - Expansion of positive or constructive journalism to counteract news deprivation
  - Ancillary copyright includes sensible proposals – but does not solve funding problems on its own

# Many thanks to our funding partners!

GOTTLIEB UND HANS VOGT  
STIFTUNG



Paul Schiller Stiftung


**SWISSLOS**  
Kanton Aargau

**Gottfried und Ursula  
Schäppi-Jecklin  
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Bundesamt für Kommunikation BAKOM

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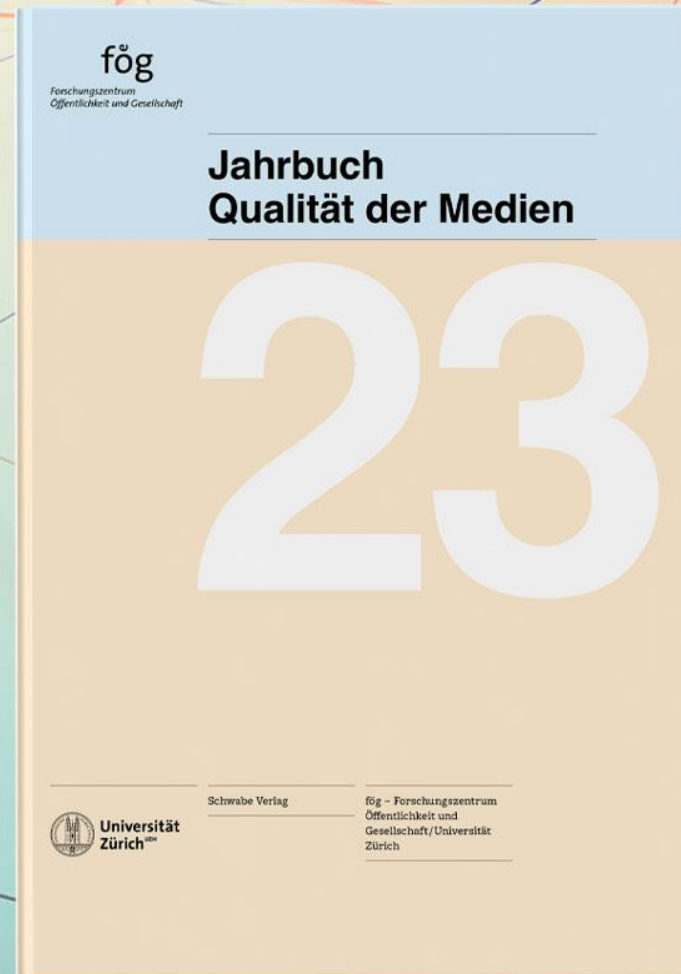


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Questions from the live stream via [slido.com](https://www.slido.com), code: #8756735



# Panel discussion



Dr. Angela Müller  
Head of  
AlgorithmWatch CH



Andrea Masüger  
President  
VSM



Marc Holitscher  
National  
Technology Officer  
of Microsoft  
Switzerland



Katia Murmann  
Board Member of  
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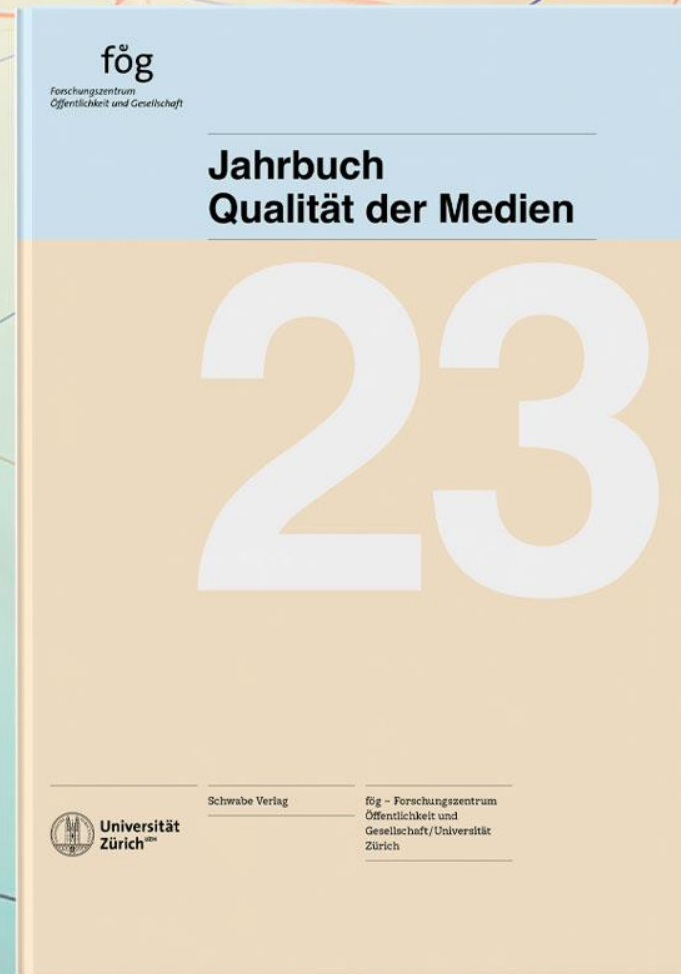


Prof. Mark  
Eisenegger  
Director of fög



Rafael von Matt  
SRF  
(Host)

Questions from the live stream via [slido.com](https://www.slido.com), code: #8756735



**Besten Dank  
für Ihr Interesse**

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