Nov 11 meeting

Comparative Analysis among newsroom AI policies in EU, US and China

	European Union	United States	China
Journalism-specific national AI law/policy?	Partly. The AI Act is general, but it contains provisions directly relevant to news/public-interest publishing	No comprehensive federal journalism-specific AI policy. Regulation is fragmented; much newsroom governance is organizational/professional	Yes, more directly integrated. General AI rules interact explicitly with existing regulation of internet news and "public opinion" information services
Main governance style	Rights/risk/transparency regulation	Decentralized, sectoral + self-regulation	State/content/platform governance + security + labeling
AI-generated news disclosure	Yes in important circumstances	No general federal rule requiring newsrooms to label AI-generated journalism	Strong labeling regime for AI-generated/synthetic online content
Human editorial control	Explicitly important	Usually determined by newsroom ethics/policy	Content/provider responsibility and review strongly emphasized
Government role	Strong supranational regulator	Comparatively limited regarding journalism itself	Strong administrative oversight
Governance philosophy	Transparency + editorial responsibility	Professional autonomy + institutional ethics	Content control + traceability + platform responsibility

EU - clear and direct government AI rules touching journalism; regulated transparency with protected human editorial responsibility

The EU AI Act is not a "journalism AI law," but Article 50 creates a rule that is unusually relevant to journalism. Beginning August 2, 2026, deployers of AI that generate or

manipulate text published for the purpose of informing the public on matters of public interest generally must disclose that it is artificially generated or manipulated.

There is a very important journalism exception, though: the disclosure obligation for such text does not apply in the same way when the AI-generated material has undergone human review or editorial control and a person or legal entity assumes editorial responsibility for the publication. That language indicates the EU policy embeds editorial responsibility, a traditional journalistic concept, into AI governance.

The EU also requires providers of generative AI to make synthetic outputs machine-detectable and requires disclosure of deepfakes. The European Commission issued detailed Article 50 guidelines and a Code of Practice in 2026 to operationalize these requirements.

The United States - no centralized media regulation; locates AI-journalism governance at the level of professional norms and organizational autonomy

At the federal level, no direct rules telling American news organizations when journalists may use ChatGPT, whether an AI-assisted article must carry a label, how much human editing is required, etc.

Instead, U.S. government AI governance is fragmented across areas such as copyright, consumer protection, political communication, digital replicas, and voluntary risk management. For example, NIST's Generative AI Profile remains a voluntary, cross-sectoral risk-management framework, rather than journalism regulation.

The U.S. Copyright Office has also developed extensive federal policy on AI-generated works, human authorship, AI training, and digital replicas. Its 2025 copyrightability report concludes that AI-assisted works can receive copyright protection where there is sufficient human authorship, while purely AI-generated expressive material cannot simply gain protection because a person prompted the system. That certainly affects journalism, but it isn't a newsroom ethics code.

The FCC proposed disclosure requirements concerning AI-generated content in political advertisements broadcast by regulated stations. But again, that is political advertising regulation, not a general AI journalism policy.

What could be defined as “AI policy in journalism” actually comes from news organizations themselves—AP, Reuters, BBC's U.S.-facing operations, Gannett, The New York Times, etc. The Society of Professional Journalists is revising its Code of Ethics for the first time since 2014, with AI among the changes driving the update. SPJ formally proposed revisions on August 10, 2026, and the draft is now moving through public/member review ahead of an expected vote in October 2026.

China - administrative information-governance model

In China, AI journalism operates within an already regulated information-production system in which the state governs providers, algorithms, content provenance, licensing, security and dissemination.

The Interim Measures for the Management of Generative Artificial Intelligence Services took effect in 2023. The rules expressly state that the state has separate rules governing the use of generative AI in news publishing, film/television production and other fields. They also subject generative AI services possessing “public opinion attributes or social mobilization capabilities” to security-assessment and algorithm-filing requirements.

China's Provisions on the Administration of Deep Synthesis Internet Information Services are even more directly relevant to journalism. This expressly prohibits providers and users from using deep-synthesis technologies to produce or disseminate false news information and states that republishing news created with deep-synthesis technology must comply with rules concerning authorized Internet news sources.

This sits on top of China's existing Internet News Information Service licensing structure: organizations providing internet news gathering/publication, republication or dissemination-platform services need official authorization.

In the newer Measures for Labeling Artificial Intelligence-Generated and Synthesized Content, effective September 1, 2025, China requires combinations of visible labels and embedded/machine-readable labels for covered AI-generated text, images, audio, video and virtual scenes, and imposes duties on dissemination platforms to recognize and signal AI-generated material.

China's model is not simply “disclose AI” but combines content legitimacy, traceability, provider responsibility, platform responsibility, licensing and algorithm/security governance.

The Implied-AI Bias

After repeatedly discovering that apparently authentic content was AI-generated, do people become more likely to suspect that genuine journalism is also artificial? This phenomenon is conceptualized as AI-induced authenticity skepticism, or the **"implied-AI bias.**" If such bias exists, AI deception creates two distinct threats to the information system: people may believe synthetic information is real, but they may also begin to disbelieve information that is authentic. Most current newsroom AI policies tend to address the first threat – such as requesting AI disclosure and/or human accountability; this project aims to provide evidence-based suggestions for policies targeting the latter.

Experiment 1

Is Anything Real Anymore? AI Deception and Authenticity Skepticism toward Journalism

AI deception → perceived AI prevalence / reduced epistemic self-efficacy → generalized authenticity skepticism → false disbelief of real journalism.

Experiment 2

When Transparency Backfires: AI Labels, Authenticity Discernment, and Trust in Journalism

Tests different disclosure/provenance policies and asks which ones reduce AI deception without creating false disbelief in authentic journalism.

https://ai-act-service-desk.ec.europa.eu/en/ai-act/article-50

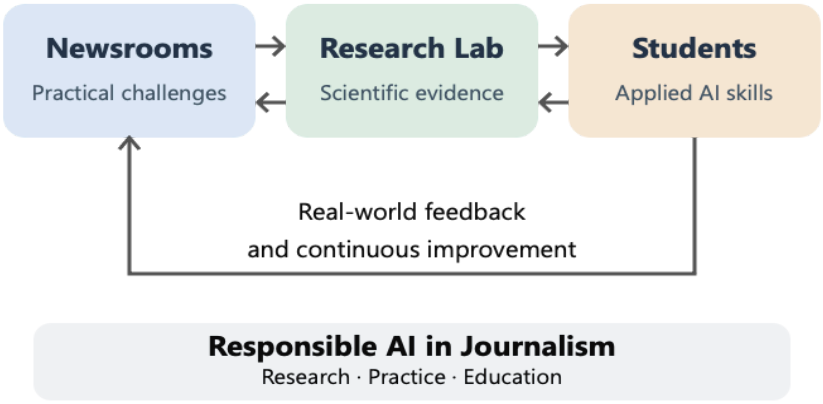
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Responsible AI in Journalism Lab

Responsible AI in Journalism Lab focusing on the ethical and effective AI use in journalism. The envisioned lab will operate through a research–practice–education model. Local newsrooms will serve as potential research partners, contributing professional insights and identifying practical challenges related to AI adoption. The lab will, in turn, generate scientific evidence to inform the development, evaluation, and refinement of newsroom AI policies. Findings from these collaborations will be incorporated into our journalism curricula, creating a continuous exchange among academic research, professional practice, and student training. This model will support sustained industry partnerships, interdisciplinary research, experiential learning, and future external funding opportunities.



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