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Keio University

## **Keio University’s X Dignity Center Releases “Proposal on the Role of News Organizations in the AI Era” —Shaping a Democratic Society that Preserves Human Dignity—**

Keio University X Dignity Center is officially releasing a “Proposal on the Role of News Organizations in the AI Era” as part of its goal to create a healthy and open-minded infosphere.

In recent years, the expansion of AI- and algorithm-based content and the widespread use of generative AI has transformed the way people receive information, from the proliferation of “plausible” content to videos that amplify disinformation, misinformation, and libel that provoke reactions and garner attention. This transformation is thought to be fundamentally affecting elections and individuals’ right to know, both of which are core premises of democracy, as well as impacting the concept of human dignity itself.

The X Dignity Center has taken this moment to reexamine the mechanisms and structures behind how information gets disseminated, based on digitalization and the use of AI, and to reconsider the significance of news organizations. On January 27, the government officially announced a general election. Ahead of the election, we released this proposal, recognizing the importance of the press.

### **1. Proposal Background**

Artificial intelligence (AI) is increasingly permeating our daily lives, bringing a wide range of benefits. However, when considering the information space or the sphere of discourse, the evolution, development, and proliferation of AI cannot be welcomed unreservedly. AI and algorithms are designed to capture attention and maximize engagement, making it easier for provocative misinformation, disinformation, and defamatory content to spread and gain traction. Likewise, the widespread access to generative AI has given anyone the ability to easily create and distribute information and videos that appear “plausible” on the surface, further entrenching changes in the information space.

This situation may jeopardize the types of fact-based and rational communication that form the very foundation of democracy. To avert this crisis, the role of news organizations in providing information based on grounded reporting and verified facts in accordance with professional and ethical standards has become paramount.

This proposal looks to shape a democratic society that upholds human dignity and, to ensure that news organizations continue to serve as guardians of democracy, offers recommendations on their role in the age of AI.

## **2. Proposal Summary**

Based on the context provided above, the proposal lists the following recommendations.

1. Confirming the Functions and Roles of News Organizations
2. Maintaining Appropriate Distance from the “Attention Economy” and Ensuring Governance Structures
3. Further Ensuring Transparency and Accountability
4. Journalism Ethics and Operational Guidelines in the AI Era
5. Reexamining the Scope of Media Oversight in the AI Era
6. Enhanced Functionality During Specific Periods Requiring Particular Public Interest, Such as Elections and Natural Disasters
7. Proactive Engagement in Awareness Activities

### **■ About the Keio University X Dignity Center**

Keio University established the X Dignity Center in 2024 as a platform for new cross-disciplinary research aimed at redefining “dignity” for the 21st century. Founded by co-directors Professor Junichi Ushiba (Faculty of Science and Technology), Professor Takeharu Okubo (Faculty of Law), Professor Satoko Tokunaga (Faculty of Letters), and Professor Tatsuhiko Yamamoto (Keio University Law School), the center explores ethical values related to “dignity” in the 21st century through multilayered collaboration between academic disciplines, as well as serving as the intersection between industry and broader society, sharing its findings with the world.



\*Please direct any requests or inquiries to the contacts listed below in advance of any press coverage.

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