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# Artificial Intelligence and the News Industry: A Study of the Relationship between the Perception of Editorial Automation and the Level of Skepticism toward Content among Audiences of Electronic News Websites (\*)

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## Abstract

The study examined the relationship between artificial intelligence and the news industry by investigating the association between the audience's perception of editorial automation and their level of skepticism toward content among users of electronic news websites. This descriptive study employed a survey methodology, using a sample survey to collect the study's data and information.

The study was applied to a random sample of 1,000 respondents, distributed electronically to measure their use of electronic news websites. A questionnaire was used as the primary data collection instrument to gather information on the Egyptian audience's use of electronic news websites.

The study included six hypotheses. The first hypothesized a positive correlational relationship between the level of audience awareness of the use of editorial automation and their level of skepticism toward electronic news websites; this hypothesis was confirmed. The second hypothesis proposed a positive correlational relationship between the audience's level of technical knowledge of artificial intelligence and their level of skepticism toward electronic news websites; this hypothesis was also confirmed. The third hypothesis, which assumed an inverse correlational relationship between the level of audience trust in news websites and their level of skepticism toward news content, was likewise supported.

The fourth hypothesis was partially supported, as there were statistically significant differences in the mean levels of audience skepticism toward news content according to demographic variables (gender and educational level). The fifth hypothesis was also partially supported, revealing a positive correlational relationship between the rate of audience exposure to electronic news websites and their level of perception of editorial automation on these websites in the dimensions of (attention and thinking). Finally, the sixth hypothesis proposed that there are statistically significant differences in the mean levels of audience skepticism toward news content according to the type of preferred news website (local, Arab, or international); this hypothesis was confirmed in favor of audiences who prefer international news websites.

**Keywords:** Artificial Intelligence - Editorial Automation - Electronic News Websites.

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