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Journalist Competence in the Era of Artificial Intelligence Disruption

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Abstract - The rapid development of artificial intelligence (AI) has triggered a significant transformation in journalistic practice. This study aims to identify new competencies needed by journalists in facing AI disruption, analyze changes in the role of journalists due to the use of AI in the newsroom, and examine the forms of ethical and critical competencies needed in AI-based journalistic practices. This study uses the Systematic Literature Review (SLR) method on seven Scopus-indexed journal articles published between 2020 and 2025. The results of the analysis show that today's journalists are required to have technical competence in algorithms, critical skills in identifying bias and the social impact of AI, and ethical capacity that includes the principles of transparency, accountability, and justice. The role of journalists is no longer just as news producers, but as technology supervisors and guardians of public ethics in the era of content automation. This study emphasizes the importance of establishing an adaptive and ethical competency framework to ensure that AI is used as a tool that strengthens journalistic integrity, not replaces it.

Keywords: Artificial Intelligence; Journalist Competence; Journalistic Ethics; Technological Disruption; Era of AI

Introduction

Artificial intelligence technology is currently developing very rapidly. Artificial intelligence has been widely used in various fields including education, health, finance, and media, specifically in this case in the field of journalism. In the media industry, especially journalists, the increasingly widespread use of AI has tied journalists to generative systems, for example, content is created automatically, personalization of news feed compilation, and in the process of analyzing large amounts of data that is done in real time (Pavlik, 2023).

The emergence of AI in newsrooms requires journalists to develop new competencies, including a better understanding of how AI works and how to properly integrate it into their journalistic practices. However, according to the Independent Journalists Alliance (AJI) in its report on the assessment of the use of AI in the media in Indonesia: Challenges, opportunities, and the development of ethical standards, it is said that more than 60% of respondents to Polis, a journalist research center at the London School of Economics conducted a global survey on newsroom engagement with AI, expressed concerns about the ethical implications of AI integration on editorial quality and other aspects of journalism. For journalists, the main question is how to integrate AI technology into journalism while still upholding journalistic values such as accuracy, fairness, accountability, and transparency (Marsiela, 2024).

Journalists in the AI era must have new understanding and competence in using AI (Johansah et al., 2024). AI in journalism is a journey of innovation, challenges and ever-evolving capabilities (Amponsah & Atianashie, 2024). Journalists are required to adapt to AI by continuously improving their abilities and competence as credible journalists. Research on journalist competence in Indonesia highlights the importance of professional standards and ethical awareness. Now with the implementation of AI guidelines for journalists by the press council, journalists are also expected to be able to adapt to production systems involving AI.

Competence is broader than other seemingly similar terms such as ability or skill, it refers to skills, attitudes, personality traits, character, and knowledge acquired through a learning process when an individual interacts with his/her environment. Journalistic competence is a multifaceted concept that includes cognitive, functional, personal and ethical dimensions (Guo & Volz, 2021). Competent journalists must produce quality work and support the professionalism of the press, with competence being assessed through awareness, knowledge, and skills (Putra, 2024).

Journalist skills are situational, meaning that these skills can vary depending on time, social, political, economic context, and other factors (Estella, 2020). Therefore, this study is expected to be able to evaluate and analyze the capacity of journalists in Indonesia, by considering the current situation and possible developments that will occur in the future.

Given that AI-generated work has the potential to spread misinformation if not properly monitored, this is a pressing issue in an era where disinformation can have serious consequences (Amponsah & Atianashie, 2024). The emergence of new journalistic work has pushed professionals to quickly incorporate new digital skills and competencies in this ever-changing media landscape.

AI-based technological disruption has placed journalists at a crossroads: adapt and improve their skills or be eroded by the times. With the enactment of ethical guidelines by the Press Council regarding the use of AI in journalism, it is important to immediately identify the forms of competency that journalists must master in order to survive and thrive. In the AI era, journalists are no longer just content producers, but also algorithmic system supervisors, data translators, and guardians of information ethics.

Several previous studies have indeed examined the challenges faced by journalism due to the presence of AI, especially in terms of newsroom automation, data journalism, and computational narratives. However, studies that present a comprehensive synthesis of journalists' competencies in facing AI disruption are still limited, especially in the context of Indonesia and the Southeast Asian region. The available literature is still fragmented and more technical or speculative in theory without being supported by a systematic approach.

This study aims to fill this gap by: (1) developing a comprehensive framework for journalist competence in the AI era; (2) integrating ethical and critical literacy into technological competence mapping; and (3) presenting contextual findings in the journalistic landscape. This article seeks to review and synthesize relevant scientific literature on the transformation of journalist competence in the face of AI technological disruption. The objectives of this study are: (1) identifying new forms of competence needed by journalists to adapt to AI-based changes; (2) analyzing changes in the roles and functions of journalists in the era of algorithmic news production; and (3) evaluating the ethical and critical competence needed for journalism to remain responsible and centered on human values.

Theoretical Framework

Application of AI in Journalism

Journalists play a vital role in the media workforce ecosystem and their contributions are too significant to be ignored in shaping the future direction of media and journalistic practice (Yu & Huang, 2021). As technology advances, newsrooms now integrate automation systems, algorithms, and human collaboration in work processes that include data retrieval, content creation, and news distribution. (Broussard et al., 2019). Through a qualitative text analysis approach, Chan-Olmsted (2019) we examine the role of AI in the media industry value chain and identify eight key areas of its application, namely: content creation, content management, message optimization, work process automation, recommendation systems and content discovery for audiences, increasing audience engagement, enriching audience experience, and utilizing data to understand audiences more deeply.

Although the application of artificial intelligence in the news media industry is still in the exploratory stage, this technology has had a significant impact on the entire spectrum of media

production and communication. This is reinforced by the statement Yao (2021) explaining that the use of AI in the news industry can be seen through its five main stages, namely: topic planning, information gathering, content production, editing, and news distribution. The presence of AI has enriched the methods and approaches in the production and distribution of news content, thus driving the transformation of the media format as a whole, although it also raises a number of new challenges in the development of the media industry.

The implementation of AI in journalism has also sparked widespread debate about its impact on social dynamics. Public discussion is filled with concerns about automation and the potential loss of jobs in the media sector (Sundar, 2020). However, from the perspective of social constructivism theory, Linden (2017) it is argued that technology does not stand alone, but is shaped by human actions, interactions, and experiences. Thus, journalists still have the resilience and ability to adapt to change and play an active role in mitigating the impacts caused by new technology (AI).

Journalist Competence

Competence is the main foundation in developing quality and professionalism in the field of journalism. According to Khubetsova et al (2015), journalist competence does not only include media knowledge and technical skills, but also includes critical and ethical aspects that underlie responsible journalistic practices. This shows that competence is not just technical ability, but also includes an understanding of ethical principles and etiquette in writing and reporting news.

Journalist competence is the ability and knowledge that must be possessed by journalists to carry out their duties professionally and responsibly. This competence consists of three main aspects, namely awareness, knowledge, and skills that include an understanding of journalistic values and the ability to apply them in daily activities (Putra, 2024). This competence is important so that journalists can produce quality journalistic works, maintain media credibility, and support the creation of press professionalism.

This is reinforced by Estella (2021). The concept of journalist competence is said to be a domain that includes a combination of various elements, namely skills, knowledge, attitudes, and personality traits. Journalist competence is not only technical ability, but also includes contextual dispositions that can be obtained through learning and experience.

Estella (2020, 2021) emphasizes that journalistic competence is a broader and more inclusive concept than just ability or expertise, because it includes aspects related to knowledge, attitudes, and personality that are able to support the achievement of work in a particular context.

Material and Methodology

The researcher used a descriptive qualitative approach with a systematic literature review. A Systematic Literature Review (SLR) is a research methodology used to collect, identify, and critically analyze available research studies through a systematic procedure. With the SLR method, readers can get the latest information through the current literature on a subject. Through this approach, researchers can gain a deeper understanding of the state of knowledge in a particular field and make recommendations for further research and practice. The three main processes in a systematic literature review (SLR), namely (1) planning (2) systematic screening of the literature, and (3) analysis (Carrera-Rivera et al., 2022).

In the planning stage, there are research questions (RQ) that are made based on the needs of the research topic. The following are the research questions (RQ) in this study:

RQ1: What new competencies do journalists need to face the disruption of Artificial Intelligence (AI) technology?

RQ2: How do the roles and functions of journalists change due to the adoption of AI technology in the newsroom and news production?

RQ3: What forms of ethical and critical competencies do journalists need in dealing with the integration of AI in journalistic practice?

Search Process

The next stage in SRL researchers conduct systematic literature searches using relevant databases and other sources of information. The search is conducted using appropriate key terms to find studies relevant to the topic being studied (Carrera-Rivera et al., 2022). In *the search process,*

researchers select keywords and filter criteria. Searching for international journals indexed by Scopus using the elsevier.com website with the help of the Publish or Perish (PoP) application or software to make it easier for researchers to find the journals needed according to the topic to be studied. Then researchers search for journals by entering the keywords *"artificial intelligence, journalism" "competence"*.

To determine whether a journal is suitable or not for use in this research, the researcher has inclusion criteria and limitations, namely as follows: (1) The articles used were selected for a five years period, namely 2020-2025; (2) Articles are in English; (3) Articles are obtained from the source https://www.elsevier.com/products/scopus which are Scopus journals; (4) The articles used are only about journalist competence in the era of artificial intelligence.

Screening and Selection

After the literature search, the researcher obtained 131 Scopus indexed articles that appeared with the keywords that the researcher had used. Then from the 131 articles, the researcher focused on Artificial Intelligence and journalism competence so that 91 articles were obtained from the database. Then the researcher reviewed journals that did not fit the criteria or were outside the context of the discussion so that there were six literatures that fit the criteria for selecting academic literature.

This is done by reviewing the title and abstract first, followed by reading the full text if necessary. In SLR research, the data found will be evaluated based on the quality assessment criteria questions that the researcher created (Triandini et al., 2019). In this study, the criteria questions used as a reference for assessing the articles to be selected are as follows:

QA1: Are the articles used selected within a 5-year period, namely 2020-2025?

QA2: Is the article in English?

QA3: Is the article obtained from the source https://www.elsevier.com/products/scopus which is a Scopus journal?

QA4: Is the article used only about journalist competence in the era of artificial intelligence?

Table 1. List of reviewed journals

No	Title	Author (Year)
1	Integrating artificial intelligence and big data in Spanish journalism education: A curricular analysis. *Journalism and Media*, 5(4), 1607–1623.	Tejedor, S., Cervi, L., Romero-Rodríguez, L.M., & Vick, S. (2024).
2	Exo Journalism: A Conceptual Approach to a Hybrid Formula between Journalism and Artificial Intelligence	Santiago Tejedor, and Pere Vila (2021)
3	Impact of Artificial Intelligence on Journalism: transformations in the company, products, contents and professional profile	José Miguel Túñez-López, César Fieiras Ceide, (2020)
4	The Role of Artificial Intelligence in Contemporary Journalism Practice in Two African Countries	Theodora Dame Adjin-Tettey, Tigere Muringa, Samuel Danso, and Siphumelele Zondi
5	Between efficiency and misinformation: the integration of artificial intelligence in Mexican journalism	Domínguez-Partida, G. y Garcia-Félix, E.M. (2025)
6	Artificial Intelligence and Journalism: exploring journalists' perspectives	Echo Martinez-Navarro (2025)

Source: Researcher (2025)

Data Retrieval

In this stage, the researcher takes important information from the selected studies. The data taken can include the methods, results, and conclusions of each study. It is important to record the information carefully for further analysis. The next stage is analysis and synthesis, at this stage the researcher analyzes the data that has been taken from various studies. This stage can involve quantitative or qualitative analysis techniques to integrate the findings. Synthesis is carried out to identify patterns, trends, and gaps in the existing literature, as well as to provide answers to the research questions posed.

The final stage is reporting, where the researcher prepares a literature review report that

includes the methods, results, and conclusions of the data analysis and synthesis. This report should reflect the procedures followed and transparency in decision making, and can provide recommendations for further research or practice in the field being studied.

Results and Discussion

The development of digital technology, especially artificial intelligence (AI), has brought about major changes in the world of journalism. This transformation has not only changed the way news is produced and consumed, but also challenges journalists to adapt to these changes actively and strategically. In this context, journalists are required to develop new competencies in order to maintain their critical role in society.

In the midst of an increasingly digitalized media ecosystem, AI has been widely used to accelerate the news production process, automatically compose narratives, and manage the distribution of information through algorithmic systems. Consequently, AI has a direct impact on the journalistic work process and the redefinition of the function of journalists in the modern editorial structure.

In response to this disruption, journalists are now required to master various technical competencies that are directly related to AI and big data. These competencies include the ability to analyze data, visualize data, and use automation tools in the process of reporting and writing news. In addition, journalists must understand how algorithms work and operate analytical platforms used in processing and distributing information. These abilities must also be accompanied by skills in verifying and managing content generated automatically by AI systems, so that their use remains within an ethical and professional framework (Tejedor et al., 2024).

In line with this, Tejedor & Vila (2021) emphasizing the importance of a deep understanding of AI tools, including automation systems, algorithms, and machine learning processes used in the news production process. In practice, journalists are not only passive users of technology, but must actively manage and verify data generated by AI critically and accurately. This competency also includes the use of AI technology to support various journalistic tasks such as automatic writing, news trend analysis, and personalization of content based on audience preferences. In this context, mastery of data analysis skills and the ability to adapt to technological innovations are central aspects in the formation of new journalist competencies (Tejedor & Vila, 2021).

Similar things were also expressed by Tunez-Lopez et al (2021) those who highlighted the importance of developing digital and technological competencies as a whole. Technological literacy is the main basis for journalists to understand the working structure of AI and algorithms, including the management of big data which is now the main raw material in digital journalism practices. In addition, understanding the automation process and its implications in news production and distribution is a key skill that today's journalists must have. Only then can they navigate the ever-changing digital media landscape and ensure that the news produced remains accurate, contextual, and relevant to the needs of the public.

Furthermore, this technological competence must be complemented by higher digital literacy. Journalists are required not only to operate AI-based tools such as transcription platforms, automated research, and fact-checking, but also to understand the limitations and potential risks inherent in the technology. For example, the spread of false information, copyright infringement, and potential bias in algorithms are challenges that must be anticipated with thoroughness and ethical responsibility. In this case, adaptive skills and critical attitudes are important so that journalists are not only able to integrate AI into their work processes, but also maintain the basic principles of journalism (Adjin-Tettey et al., 2024).

This competence is further strengthened by the view Domínguez-Partida & García-Félix (2025) that journalists must have the technical ability to assess the accuracy and authenticity of content generated by AI systems. They need to recognize the potential risks of disinformation arising from automated content and have the capacity to intervene in the news production process to remain ethical and responsible. This shows that journalists' competence is no longer limited to gathering information, but extends to monitoring the technological systems that shape the reality of news.

Finally, Martínez-Navarro (2025)it emphasizes that journalists need to have the ability to interpret the results produced by AI, as well as be able to verify and review the data obtained. This is important to ensure the integrity and accuracy of the information conveyed to the public. In the era of

big data, critical analysis skills and the use of technology for innovation in narratives are very important for journalists to remain relevant and able to compete in the media industry that continues to develop digitally.

Changes in the Role and Function of Journalists

The role of journalists has undergone a significant transformation along with the adoption of Artificial Intelligence (AI) technology in the news production process. Previously only playing a role in collecting and compiling news, journalists have now shifted to become supervisors and verifiers of content produced by AI.

Their responsibilities include managing the automation process, ethical assessment of AI-based content, and integrating this technology into news search, analysis, and distribution. In this context, journalists are required to be able to adapt to the speed and volume of news produced automatically, maintain quality, and ensure the accuracy and balance of news content (Tejedor et al., 2024).

This transformation also shows the shift in the function of journalists from being the main actors in news production to managers of automation processes that focus on content verification and interpretation. AI accelerates the process of collecting and presenting information, thus providing space for journalists to emphasize aspects of in-depth analysis, framing, and evaluation of news quality. Thus, their role is now more strategic and critical, compared to previously operational and routine (Tejedor & Vila, 2021).

Furthermore, this development places journalists in a more analytical and creative role. Routine tasks such as data collection and simple news compilation are starting to be shifted to AI technology. Instead, journalists focus on interpretive and evaluative activities, including in terms of information presentation innovation. AI also enables content personalization and audience micro-segmentation, which encourages journalists to build more individual and dynamic relationships with news consumers, while integrating this technology into their work processes (Lopez et al., 2021).

In practice, the use of AI in journalism is still informal and depends on individual initiatives. However, journalists still have control in decision-making, with the main function as managers and supervisors of the output produced by AI. This technology is positioned as a tool to increase the efficiency, speed, and accuracy of news production, including for tasks such as fact-checking and automatic editing. However, human control remains crucial to maintaining journalistic integrity and ethics (Adjin-Tettey et al., 2024).

This role transformation also shifts the position of journalists from content creators to quality controllers and ethical assessors of automated content. They are tasked with overseeing the automation process to ensure the accuracy of information and maintain ethical standards of reporting. Although AI helps in the rapid distribution and automation of news production, the aspects of in-depth analysis and opinion delivery are still the exclusive domain of journalists as human agents (Partida & Félix, 2025).

Ultimately, this shift shows that journalists are now required to be managers and critics of technology, not just executors of routine tasks. AI is used to automate activities such as simple news writing, fact-checking, and big data management, so that journalists can focus on activities that require human expertise, such as interpreting context, constructing narratives, and in-depth evaluation of social issues. On the other hand, they must also supervise that the entire automation process continues to follow applicable journalistic ethics and quality standards (Martínez-Navarro, 2025).

Forms of Ethical and Critical Competence

In the digital era that is increasingly dominated by sophisticated artificial intelligence (AI), journalists are required to have reflective and critical competencies regarding the use of this technology. Journalists must be able to recognize and respond to algorithmic bias and understand the social implications of its use. In addition, an understanding of ethical issues such as transparency, accountability, and fairness is very important. These competencies are not only needed to maintain journalistic integrity, but also to strengthen public trust and ensure that technology is used to support ethical principles and balance in reporting (Tejedor et al., 2024).

Journalists are also expected to have strong ethical capacities in ensuring transparency in the use of AI, including clarity on who is responsible for automatically generated news content and how

user data is processed. They must be able to identify and address algorithmic bias, and uphold the principles of fairness, accuracy and balance in automated content. These critical competencies also include the ability to assess the social and ethical impacts of automation processes, so that basic journalistic principles such as honesty and balance are not compromised. In this context, the development of a specific ethical framework for the use of AI in journalism is becoming increasingly urgent (Tejedor & Vila, 2021).

Furthermore, journalists need to strengthen their competence in terms of algorithm accountability and news honesty, especially to face contemporary challenges such as the spread of fake news and automated information manipulation. They must be able to critically evaluate content generated by AI, maintain transparency, and maintain journalistic integrity in its use. Awareness of the ethical implications of automation and content personalization is also very important for journalists to remain accountable to the public and maintain audience trust (Tunez Lopez et al., 2021).

In line with this, it is important for journalists to develop the ability to identify and manage risks associated with misinformation, algorithmic bias, and copyright infringement. The ability to authenticate and verify information generated by AI should be an integral part of journalistic practice. Transparency in the use of technology to the public also needs to be enforced. In addition, efforts to educate oneself and colleagues about the potential dangers and ethics of using AI are important aspects in maintaining the principles of fairness, objectivity, and public trust (Adjin-Tettey et al., 2024).

In addition, journalists must have a deep reflective capacity in upholding the principles of honesty, accuracy, and responsibility for the information published. They must be critical of AI content, recognize the potential for manipulation, and design responsible operational standards for the use of this technology. This competency also includes the ability to understand the social and ethical impacts of the use of AI in the newsroom, including the threats of disinformation and content manipulation (Domínguez-Partida & García-Félix, 2025).

Finally, journalists are expected to be able to manage the various risks that arise from the use of AI, such as algorithmic bias, data privacy, and information manipulation. They must be critical in assessing the predictivity and reliability of AI data, and be able to identify potential misuse. Professional ethics demand transparency in the use of this technology, as well as the importance of clear labeling and human verification of data. AI technology should be seen as a tool that enhances the practice of journalism, not a replacement for the moral and trust aspects that are the foundation of this profession (Martínez-Navarro, 2025).

Conclusion

Based on the results of this systematic study, it shows that the disruption of Artificial Intelligence (AI) technology has encouraged the birth of new competencies that journalists must have. These competencies include reflective capacity against algorithmic bias, skills in automatic information authentication, and the ability to manage the risks of disinformation, copyright infringement, and content manipulation.

In addition to technical aspects, journalists also need to develop data literacy and a deep understanding of the algorithmic systems that underlie AI. The use of AI has changed the role and function of journalists from mere news producers to curators, evaluators, and ethical guardians in the process of information automation. AI accelerates news production and content personalization, but journalists still play a key role in ensuring editorial accuracy, balance, and accountability.

The function of monitoring the results of machine work is an important aspect in maintaining journalistic principles. In addition, ethical and critical competencies are the main foundations in the integration of AI into journalistic practice. Journalists are required to have ethical sensitivity to issues of transparency, accountability, fairness, and the social impact of this technology. This includes the ability to assess and respond to bias, set operational ethical standards, and educate colleagues and the public about the limits and potential of AI use. Without these competencies, technology risks undermining the integrity of the profession and public trust.

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