The Role of Artificial Intelligence in Media Communications

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1. Round 1

1.1 Reviewer 1

Reviewer:

While this statement provides a strong overview of how AI has influenced media speed and personalization, it would be beneficial to include a more concrete example or case study (e.g., a specific streaming service or news platform) to illustrate exactly how AI-driven personalization strategies are being implemented. This will help ground the discussion in practical, real-world applications.

Elaborate on the underlying technical mechanisms (e.g., collaborative filtering, content-based filtering) that power these recommendation algorithms. Adding a brief explanation would clarify how these systems operate and provide valuable context on their algorithmic foundations.

Provide a more detailed search flow—e.g., specify the exact Boolean strings or at least a representative example of a search string. Additionally, clarifying the total number of articles screened and the subsequent inclusion/exclusion process (e.g., PRISMA flow diagram) would enhance transparency.

Provide more historical context or a timeline if possible. You might give approximate dates or highlight key milestones (e.g., the launch of Netflix's early recommendation system in the mid-2000s) to better illustrate the chronological progression of AI in media.

Discuss how these targeted advertising algorithms might inadvertently reinforce echo chambers or polarized content consumption. A brief mention of the social implications of hyper-targeted advertising would enrich the critique.

Consider illustrating how adaptive VR is used beyond entertainment—e.g., in training simulations for medical or military applications. Adding a broader perspective can show AI's cross-sector impact in immersive media.

Strengthen this point by referencing a known study or incident where AI bias notably impacted media or ad campaigns (e.g., well-documented cases of biased ad targeting). Such an example can underscore the real-world consequences of training data biases.

You could briefly outline what these "new skills" might be—e.g., data analytics proficiency, AI tool management, or cross-platform digital literacy. This provides readers with a clearer sense of the shifting skill sets needed in the AI-driven media landscape.

Incorporate any existing initiatives (e.g., open-source AI tools, industry partnerships) aimed at bridging these gaps. Illustrating current collaborative efforts can highlight pathways to more equitable AI adoption in media.

Author revised the manuscript and uploaded the updated document.

1.2   Reviewer 2

Reviewer:

Strengthen this section by including one or two concrete instances of AI-driven media controversies (for instance, data privacy scandals or algorithmic bias). Citing real-world controversies will underscore the urgency of these issues and substantiate their significance.

Clarify how you ensured quality and credibility in selecting the "illustrative case studies." Was there a specific framework or set of criteria for inclusion of these case studies? Expanding on this selection process would reinforce the rigor of your methodology.

Explain whether you are including forward-looking, "in press," or accepted articles still awaiting publication. If "2025" is a projection, clarify that you are discussing predicted or forthcoming trends rather than actual data from 2025, to avoid confusion.

Consider describing the specific qualitative analysis method used (e.g., thematic analysis, grounded theory, content analysis). For example, if you used a structured coding guide, mention how codes were defined, applied, and validated to improve methodological transparency.

Include a brief comparison of how these AI-driven editing tools differ from traditional editing workflows in terms of cost, labor, and time. This quantitative or qualitative comparison can highlight the scale of the revolution.

Consider adding a short discussion on data privacy legislation (e.g., GDPR in the EU, CCPA in California) and how these regulations shape or constrain the use of big data in AI-driven media strategies.

It may be helpful to differentiate the levels of complexity in AI-generated content. For instance, short factual summaries (like stock market briefs) vs. more creative or long-form journalism. This distinction clarifies the boundaries of AI's current capabilities and limitations.

Expand on the limitations of these fact-checking tools—such as the risk of over-reliance on algorithmic checks, potential biases in source data, or difficulties in verifying nuanced or context-dependent information. This will provide a balanced view of both capabilities and pitfalls.

Consider a short discussion on the risks of "deepfakes" and synthetic media. While generative AI can be beneficial, it also poses challenges for authenticity and trust in media. Addressing this concern would make the future outlook more holistic.

Propose potential models or guidelines for responsible AI governance in media. Citing existing proposals—like algorithmic transparency legislation or standard-setting bodies—could underscore plausible regulatory routes and best practices.

Author revised the manuscript and uploaded the updated document.

2. Revised

Editor's decision after revisions: Accepted.

Editor in Chief's decision: Accepted.