

Impact of Artificial Intelligence (AI) on Professional Journalism in Pakistan

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ABSTRACT

Aim of the Study: Artificial Intelligence (AI) is transforming the media industry in Pakistan through more improved storytelling, audience interaction, and the battle against disinformation spread. The capacity of AI to fact-check helps to build public trust, but various challenges prevent its smooth integration. The study examined AI's role in helping Pakistani journalists verify real vs. fake news.

Methodology: A qualitative study is conducted in the form of semi-structured interviews with highly experienced journalists and members of media channels including (Sun0, Samaa, Hum News, APP and Dawn). Nine Journalists or editors with at least ten years of experience in using AI for news production, verification, or distribution were selected as participants from Rawalpindi / Islamabad with direct experience in using AI tools for journalism.

Findings: Study found that though AI brings efficiency and potential cost effectiveness, but there is a lack of adequate training and awareness raises severe ethical issues in the field of journalism. Journalists need proper training programs and explicit policies to direct ethical AI use within newsrooms.

Conclusion: The research concluded that in the absence of sound digital literacy and regulatory mechanisms, the media can misuse AI technologies that result in disinformation or public mistrust. Strategic planning for the roll out of training modules, ethics guidelines, and laws, therefore, becomes important. These measures are crucial to make sure that AI plays a positive role in journalism, bring accuracy in news reporting, and promotes a credible and reliable media culture in Pakistan's changing digital age.

Keywords: Artificial Intelligence, Fact Checking, Fake News, News Authenticity, Journalism.

1. INTRODUCTION

The media scenario in Pakistan is presently in a transitional situation from the traditional satellite television news to digitally interactive news (Tariq, 2024; Safran, 2024). Naturally, the whole spectrum of journalism has moved fast into this transition due to AI application from pre-production to post-production (Iqbal, 2024).

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Newsroom practices are evolving to govern content creation more in relation to audience specification concerning such areas as automation in subtitling (Sadia, 2020) and change digital investigations into facts. Against that setting, AI faces challenges such as weak digital infrastructure, ethical concerns, and algorithmic biases with the rural and urban divide being a stimulus (Safran, 2024). Regardless, there is still immense potential for AI to play a constructive role where news authenticity and audience engagement meet the creativity of its storytelling on ethical use; thus, ensuring the credibility of journalism and its public trustworthiness (Aamir, 2024).

AI will work toward enhancing the information landscape concerning accuracy, involvement, and exclusivity, while consciously addressing the ethical issues associated with journalists' infrastructural needs. AI will also work toward maintaining citizens' credibility in Pakistan, and the respect for journalists' integrity will also be upheld and cherished (Iqbal, 2024).

One of the few mentioned impulses of the turn-around for media and anything else, from the hundreds of terrestrial channels to full digitization with the emergence of news systems (Safran, 2024). Now a day, AI technologies are entering journalism, totally being a pain in the back for anyone working in the field from news production and dissemination to the last hurrahs for the news. More or less, whatever has been mentioned is fast-tracked in AI as being relevant for the renewing media scenario in Pakistan. Ironically, social media helps this fast overlap while witnessing blockage to information access, unethical practices in journalism, and reduction of free speech (Ali, 2024).

AI is busy in fast establishing roots in the newsrooms of Pakistan and is already infusing fresh life in the very production and dissemination of news. Dawn news, Hum news, APP, Sunno news and Saama have piloted the application of AI into their own workflow as effort of making it more efficient. Considered content feeds prepared by algorithms show which news are of utmost importance to a user (Safran, 2024). Transcription and translation applications now automate today's language barriers, revealing to the media world the average citizen of Pakistan. New AI powered journalistic insights expedite investigations through sifting through huge amounts of data quickly and easily (Tariq, 2024). These alterations indicate that AI will definitely make the paradigm shift in the domain of newsrooms and news distribution (Tariq, 2024).

The tertiary section of the media world in Pakistan has "become an even harder battle than any Herculean legend" due to various unprecedented events (Jamil, 2022). The inability of most news houses to sustainably nurture AI technology is then incited by shortage of resources and funds. Apart from this, the supply of media professionals who could help build and maintain complex AI systems is also critical (Jamil, 2022). The digital infrastructure has seen steady growth in the country but is highly marked by inequalities. These deprived systems create hurdles in rural areas, where internet service is hardly available, while urban centers enjoy the best of it. Nowhere is this disparity glaringly evident than in AI-based journalism (Saleh, 2020).

Applications of AI to journalism are easy, but there is an encyclopedia of ethical and algorithmic issues surrounding it. News production automation raises threats to its impartial delivery since erroneous narratives originate from wrong data inputs (Iqbal, 2024). Misinformation and deep fakes shake the foundations of journalism's honor in Pakistan. With AI, another challenge to journalism raises is job loss in a traditional area, now attacked by AI-linked initiatives (M.I Sultan, 2024). These challenges thus propel the case for paying more attention and arguing ethically with regards to responsible use of AI in journalism.

As far as AI journalism is concerned, concrete legislation is yet to be developed in Pakistan (Ali, 2025). There is a strong pressing need for laws and ethical regulations concerning AI-generated content and news verification with transparency and accountability being the abiding principles (Omar, 2024). The absence of laws will compel the use of AI for unregulated misinformation, invasion of privacy, and shutting many sources of access to content (Peter, 2024). Such scenarios shall develop themselves as shapers for chatbots interfering with the freedom and independence of the press. Regulators and

stakeholders should work together to formulate guidelines enforcing AI and ethical standards for journalism (Ali, 2025).

The use of AI promises to revolutionize news in significant transformations in accuracy, speed, and audience engagement over different demographical lines (Iqbal, 2024) and such promises will also herald a new dawn of journalism in Pakistan. AI-enabled tools are helping journalists in facilitate fact-finding and also investigative reporting as well as interactive reporting to create richer, more trustworthy content for news (Iqbal, 2024; Jafar, 2024). First, however, advertisers need to get through the misadventures regarding AI and then find balance between all the positives and negatives such as misinformation, job displacements, or inferior algorithms (S. Jamil, 2022). Even more, carrying out AI by media houses in Pakistan will also be profoundly influenced by the socio-political and economic aspects within which the country is mired. How society will perceive the role of AI vis-a-vis the background of the grand journalistic integrity is what future is all about (Iqbal, 2024).

Indeed, the introduction of AI will necessitate the ethical use of such a tool for keeping public trust in the media of Pakistan (Safran, 2024). Hence, media organizations themselves will conduct workshops and seminars about media literacy, teaching journalists and people about the role of AI in different news contexts. In such cases, policies encouraging participatory AI would create an ambience where citizens and media practitioners can be equally found building a common set of rules (Peter, 2024).

1.1 Problem Statement

The AI for news reporting should be an automat-able activity and, at its very best, personalize news. Journalism in Pakistan has given rise to doubts about falsehood, misinformation, and accountability. Digitally, Pakistan has more than 100 TV channels and an impressive array of platforms. To what extent can one call foreign influence due to this stronghold of online falsehood? AI gives rise to deep fakes-massive criticism against this technology exists mainly due to the incompetence and resource deficiency; however, restrictions do resist AI. In the press clubs, this discourse has remained largely about regulation and this has created a technology gap with regards to AI usages among-st their constituency, causing public distrust therein. The responsibility of convening the dialogue rests with the entire circle, where the integrity of the media should be the utmost concerned in seeing how best journalists, technologists, and policymakers can engage without alienating the press clubs-from an interface that allows for social dialogue to emerge to deal with many other issues-this one, in particular, of how indeed AI has posed a challenge to journalism in Pakistan with respect to news integrity, ethos, and journalists' role.

1.2 Study Objectives

- O₁**. To examine AI's role in helping Pakistani journalists verify real vs. fake news.
- O₂**. To assess AI's potential to curb fake news on different platforms in Pakistan.
- O₃**. To identify challenges journalists face using AI for news verification.
- O₄**. To determine if AI fact-checking boosts public trust in news.
- O₅**. To propose rules for responsible AI use in Pakistani media.
- O₆**. To analyze AI's impact on maintaining news authenticity in Pakistan.

1.3 Research Questions

- RQ₁**: - How is AI helping Pakistani journalists check if news is real or fake?
- RQ₂**: - Can AI stop fake news on different platforms in Pakistan?
- RQ₃**: - What problems do Pakistani journalists face when using AI for news?
- RQ₄**: -Do people trust news more when AI is used to check facts?
- RQ₅**: -What rules are needed to use AI responsibly in Pakistani media?
- RQ₆**: - Do AI maintain news authenticity in Pakistani Journalism?

2. LITERATURE REVIEW

Critical analysis of the role of AI in Journalism. Concepts and Definitions of AI. Artificial Intelligence (AI) is a broad term that lacks standardized definitions (Zafar,2023). In everyday language, AI denotes the task that machines and systems can carry out without human intervention. These include the ability to understand language and patterns, identifying patterns in data, learning from data and making decisions, and problem solving. In order to operate, AI systems must incorporate technologies such as big data analytics, cloud computing, and the Internet of Things. Even so, AI currently in use is confined to particular roles and lacks the broad, adaptable intelligence that humans possess (Saadia, 2020).

AI's Impact on Journalistic Practices. The application of AI in journalism is on the rise, resulting in changes to news gathering, production, and dissemination methods. Journalists can use AI tools to assist with tasks such as fact-checking, researching, and writing articles.. For instance, AI can perform repetitive tasks automatically, analyze vast datasets, and transcribe interviews in real-time. Newsrooms are being made more efficient by this technology, which is reducing human errors, simplifying data analysis, and maintaining consistent writing styles. By utilizing AI, news can be distributed more efficiently, effectively targeting content to specific audiences and platforms. The use of AI in journalism has a powerful impact on time management and accuracy. Fact-checking, real-time story updates, and plagiarism check of news articles are among the capabilities of AI tools. Why Journalists automate daily operations to enable them more time and energy for their investigative and creative work (Iqbal, 2024; Arafat, 2024).

AI and personalization news content is being personalized by AI, resulting in significant changes. Readers' interests are matched with algorithms that suggest articles based on their habits, preferences or engagement history. By tailoring news to their interests, readers can become more engaged with the content (Iqbal, 2024; Arafat, 2024). Nonetheless, it highlight the issue of making "filter bubbles," which limit individuals to view information that aligns with their current beliefs (Tariq, 2024).

Artificial intelligence algorithms are prone to bias, which can result in biased or inaccurate reporting. Due to the fact that AI relies on vast amounts of user data, privacy is a significant concern. In addition, the lack of definite international guidelines for the use of AI in journalism makes it difficult to resolve these ethical concerns. The use of AI can enhance the journalistic integrity, but it can also be used to spread false information, necessitating strict supervision. Integrating AI into journalism raises ethical concerns. These include data bias, privacy violations, and the absence of legislation and international regulations regarding AI use (Iqbal, 2024; Jafar, 2024). AI presents dualities, acting as a source of misinformation and as an opportunity for improving journalistic standards through technologies like LLMs and Constitutional AI. Balancing gains in efficiency from AI against ethical issues such as job displacement is necessary (Safran, 2024).

As Pakistani media embraces AI, responsible implementation is crucial to maintaining public trust. Media organizations must invest in media literacy programs to educate both journalists and the public about the role of AI in news production (S. Jamil, 2022). Additionally, participatory policies should be developed to involve citizens and media professionals in setting ethical guidelines for AI use. By fostering collaboration between stakeholders, Pakistan can ensure that AI enhances journalism without compromising its core values (M.I. Sultan, 2024).

Journalism professionals must possess technical proficiency to utilize AI effectively. The range of skills encompasses data analysis, programming expertise, and knowledge of AI algorithms (Hina 2025; Ali, 2025; Masoomi, 2024; Ikhtiar, 2024). The lack of these skills can hinder journalists from using AI tools or relying heavily on technical support, leading to sluggish work. Programs and resources are necessary to help journalists develop these skills in the face of digital whims (Fusco, 2024; Ikhtiar, 2024).

Artificial intelligence has two roles in the fight against fake news. It can identify and flag false information by examining patterns and sources, (Abid, 2023; Khuram, 2023) on the one hand. However,

AI can also be utilized to produce and disseminate false news, intensifying the issue. (Imran, 2024; Sida, 2024)

3. METHODOLOGY

The study mainly deals with a qualitative approach that would allow it to observe how AI impacts the professional journalism practices in Pakistan also through the practicalities of the news verification process and fighting fake news with ethical considerations included, and towards the profession itself. Qualitative research arises from the demand for deep, layered understandings of journalists' lived realities, the challenges that they are facing, and thoughts about adapting to the AI changes in the media landscape. Unique to this, qualitative approaches would dig deep with the complex issues surrounding AI integration in journalism rather than just a surface assessment.

3.1 Data Collection

Semi-structured interviews were conducted for getting detailed information from journalists and media professionals based in Pakistan that have experienced AI tools in their work. The semi-structured interviews are flexible to the interviewee, allowing him/her to bring to the table their experiences in their terms, while still addressing a small number of key areas consistently, such as news verification with AI, challenges to adoption, ethical issues raised, and effects on trust by the public.

Interviews were conducted in-person for subjects who were available at that location, while some were conducted virtually. The interviews were recorded under the appropriate consent for accurate transcription and analysis. This method has afforded the discussions around the transformations made to Pakistan's journalism by AI, challenges and ethical concerns with the use of the new technology.

3.2 Sample Size

Nine (9) Journalists or editors with at least ten years of experience in using AI for news production, verification, or distribution were selected as a participants from Rawalpindi / Islamabad with direct experience in using AI tools for journalism.

3.3 Sampling Technique

Purposive sampling technique was used because my purpose is to seek those journalists who work with AI tools in journalism field and know about its challenges and working.

3.4 Instrument

A questionnaire was designed for the interview which consisted 8 sections and 22 questions each section contained four to five questions.

3.5 The Inclusion Criteria

- Professionals working to capture diverse perspectives on AI adoption.
- Individuals who have faced ethical or technical challenges while integrating AI into their work.

There have been efforts made to incorporate participants from different media organizations (Saama, Dawn, Hum, Geo, Suno, APP) and varied regions in order to holistically capture the impact of AI in Rawalpindi/Islamabad.

3.6 Demographics

Table 1: Respondents Information

Respondent Sr #	Education		Organization	Experience	Age Group Limit
	Bachelors	Masters			
1	Yes	----	Saama	10 years	36-40
2	----	Yes	Hum	10 years	36-40
3	----	Yes	Hum	10 years	41-45
4	Yes	----	Suno	12 years	46-50
5	Yes	----	Dawn	15 years	46-50
6	Yes	----	APP	22 years	51-55
7	Yes	----	Samma	22 years	51-55
8	Yes	----	Samma	25 years	51-55
9	----	Yes	APP	26 years	56-60

3.7 Applicable Theory

Diffusion of Innovation theory is a conceptual platform that allows it to deal empirically with AI adoption and integration into journalism. Journalists' perceptions and concerns would be a central starting point in weighing AI's benefits and risks from the journalists' perspective. If perceived relative advantage leads to an argument for adoption, then increased efficiency, accuracy, and enhancement of storytelling skills will be seen as primary advantages. The rest of the argument concerns primarily ethical issues, unemployment, and loss of human control over storytelling opposing perspectives from those in favor of adoption. Compatibility also stands tall as a crucial perception related variable: AI must somehow align itself with journalistic values of fairness, accuracy, and transparency. When these values reinforce acceptance, their incompatibility becomes a further source of resistance.

4. DISCUSSION AND ANALYSIS

The data that was collected was thematically analyzed in order to discern whatever patterns or trends may emerge for investigation in the qualitative data. This is an area quite flexible in regard to possible reporting within its respective paradigm, and it especially brings within their fold increased insights into AI effects on professional journalism in Pakistan.

Comparative analysis in such items is for establishing acquaintance with the data, preliminary codings, and basic arrangement of codes into themes and refinement or clear definition of those emerging major themes. The principal ones vary from a role of AI in verification of news or its contrarian fighting fake news, barriers like non-availability of training and resources, ethical questions algorithmic biases, and the influence of AI on public trust.

Most notably, a significant gap is the lack of defined courses structured with training programs on the AI tools application in media to journalists, necessary with respect to improving skills and moral journalism. Thus, it turns a new trend for research and praxis to equip journalists in changing media transformations with AI triggers. Bridges should be built: in training, resources, and ethical guidelines for the responsible use of AI in journalism in Pakistan.

4.1 Synthesis/Findings of the Interviews

4.1.1 AI and Its Efficiency in Journalism

AI may be able to take away the many hours spent doing tedious tasks such as data analysis, transcription, and fact-checking, saving both precious time and resources and looking like a very tempting thing for newsrooms. Its promise for assisting those processes is the main driving force behind this adoption. But

on the negative side, an irresponsible over-reliance on efficiency-driven AI could one day end up pushing humans out of jobs or harming the quality of reporting.

There is, however, no formal training of any kind in Pakistan; even some journalists learning AI through YouTube or other means are, in any way, self-trained (Saadia, 2020; Masoomi, 2024). Therefore, lack of AI in the universities decreases the level of AI literacy. Journalists remain in the dark about how these tools actually operate in news-gathering (Gagnon, 2020). Hence, according to the literature there are high demands for AI training programs, but very little support has been offered by the organizations (Ali, 2025). Some media-tech partnerships and premium initiatives train AI-assisted fact-checking (Masoomi, 2024) whereas the industry continues to be constrained in terms of access to training (Ali, 2025).

Table 2: *Data from Interviews Regarding AI and Efficiency in Journalism*

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	For efficient use in the media, Pakistani journalists require official AI training and financial access to AI resources.
2	Dawn	15 years	Advanced AI training is lacking in Pakistani media, which mostly relies on audience analytics and trend automation.
3	Hum	10 years	Beyond audience tracking and automation, Pakistani journalism need extensive AI training.
4	Saama	10 years	While AI improves media content, fact-checking and accuracy depend on human journalists.
5	APP	22 years	International relations information retrieval is made easier by AI, which enables users to adjust without prior training.
6	Suno	12 years	While Pakistani media uses AI to analyze its audience, more sophisticated abilities require financing and formal training.
7	Hum	10 years	Beyond analytics, AI in journalism may provide journalists with cutting-edge resources through cooperation and financing.
8	Saama	25 years	AI is used for analytics in Pakistani journalism, but for more sophisticated applications, formal training programs are required.
9	APP	26 years	While audience tracking is the main focus of AI in Pakistani media, improved abilities require collaborative training.

4.1.2 AI and Ethical Considerations

The responsible use of AI in the field of journalism raises various ethical issues associated with the adoption of AI. Journalists and news organizations alike must ensure the implementation of AI programs in accordance with journalistic ethics such as accuracy, fairness, and transparency. Establishing ethical guidelines and transparent practices is child's play, especially in engendering trust toward AI-generated content. Without a system of responsible use, AI could destroy the very credibility of journalism, and much less descend to its acceptance.

However, prompt design in AI is very important and critical to the right output; a wrong or poorly designed prompt increases the risk of misinformation, thereby eroding the entire credibility of AI (Masoomi, 2024). An incorrect prompt might yield wrong content, sometimes biased, sometimes actually misrepresenting the input fed to the AI (Zahra, 2024; Masoomi, 2024). This is the very challenge AI faces: the spread of misinformation, sometimes in mere seconds, with no tangible tracks to follow (Federico, 2022). Such misinformation is often fueled by acute violence and hatred towards some institutions; hence it becomes quite hard for these classical detection systems to combat the grime generated by AIs (Iram, 2024). Truth and lie should meet on the highway paved by the amplification of social media algorithms where intelligent prompt design and verification come into play (Aamir, 2024). Literature says that AI-generated misinformation will probably deny the same credibility, if not checked; this becomes another variable under scrutiny (Saadia, 2024). With correct input to the system being regarded as one of the most important variables in the fight against misinformation (Peter, 2024).

Table 3: Data from Interviews Regarding AI and Ethical Considerations

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	The potential for AI to propagate false information emphasizes how urgently ethical journalism, fact-checking, and transparency are needed.
2	Dawn	15 years	Pakistan's AI-driven disinformation highlights the importance of openness, fact-checking, and moral journalism.
3	Hum	10 years	.Pakistan's AI-powered political messaging emphasizes the need of openness, fact-checking, and moral journalism.
4	Saama	10 years	Journalists must address AI biases as rising fake content highlights its limitations in filtering misinformation.
5	APP	22 years	Since AI finds it difficult to successfully counter false information, journalists must question AI prejudices to maintain accuracy.
6	Suno	12 years	Because AI biases have the potential to spread false information, ethical journalism, transparency, and fact-checking are essential
7	Hum	10 years	While AI improves content production, it also perpetuates prejudices, necessitating human monitoring to ensure accuracy and a range of viewpoints.
8	Saama	25 years	Although AI is excellent at creating information, it still has biases, hence human monitoring is necessary to guarantee factual accuracy.
9	APP	26 years	Human monitoring is crucial for authenticity and accuracy since AI may propagate false information and inherit prejudices.

4.1.3 Limitations and Challenges of AI

The challenges experts face shows precisely how journalists and newsrooms use it to adopt AI. Innovators and early adopters are normally the ones with the highest grade of technical expertise; therefore, they

would be that people adapting AI tools in fastest time while late majority and lagging groups would find it difficult due to perception of lack of sufficient knowledge or training on AI. User training and ease of using the tools stand in that they must be properly educated the former basically means that they are less disruptive during tryouts. The later conditions that it be adopted and adapted easily. More advanced technically newsrooms which have carried out training or some sort of collaboration with data scientists will thus stand a much higher chance of integrating AI into day-to-day operations.

As stated by (Iqbal, 2024; Jafar, 2024), AI aids in fact-checking through real-time cross-referencing, but in Pakistan, its usefulness is lessened by erroneous data and a lack of reliable information (Akhtar, 2020). The journalists have stated that the data they commonly rely on is unreliable, and AI is capable of hallucinating or making up information by itself (Saleh, 2023). Verification of AI-generated information by a human is still something that journalists need to do (Aamir, 2024). As far as fact-checking goes, the AI cannot work unless it is fed with well-designed prompts; most journalists in Pakistan have no training in using this kind of technology in their work (Saadia, 2024). Most of these aside, Literature focus that AI is expanding into graphic, editorial, and news journalism in Pakistan (Tariq, 2024) and requires caution and ethical deployment (Jawed,2024).

Table 4: *Data from Interviews Regarding Limitations And Challenges*

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	Pakistan's journalism lacks AI infrastructure and funding, relying on human expertise and strong verification networks.
2	Dawn	15 years	Although AI saves journalists time, accuracy and dependability must be ensured by personal monitoring and training.
3	Hum	10 years	Journalism is dependent on experts because to AI's lack of accessibility, organized data, and ethical clarity, even though it helps with content production.
4	Saama	10 years	Since AI cannot reliably verify authenticity, fact-checking must rely on human instruments and advancements in development.
5	APP	22 years	Because AI cannot accurately verify the age and origin of material, fact-checking still depends on human techniques.
6	Suno	12 years	Although AI helps with translation and content enhancement, media still depends on qualified experts for fact-checking and credibility.
7	Hum	10 years	Although AI helps Pakistani journalism, its adoption is constrained by issues with finance, access, and training, making human knowledge crucial.
8	Saama	25 years	Since using AI presents access, financial, and training problems, Pakistani journalism depends on human skills.
9	APP	26 years	Due to issues with finance, access, and training, AI adoption in Pakistani journalism is hampered, making human knowledge crucial

4.1.4 AI and Fake News

Fake News and AI thus discuss as the double-edged sword of AI in purging lie from lies. On one hand, the tools are nifty to detect and mark fake news in an effort to disseminate misinformation; their function is to become important when fighting this phenomenon. On the contrary, AI can also be used to develop deepfakes or even legitimately manipulated content in such a manner that overshadows any trust in media. Observability and complexity in using such tools would indicate the possibility of uptake of the two. If journalists and newsrooms see that there is an easy way to benefit from AI in this regard, uptake is all too willing; on the contrary, however, technology hurdles and misuse risks may slow that process down.

Artificial intelligence (AI) plays a significant role in enhancing productivity within journalism by automating routine tasks such as data analysis and content generation, thereby freeing up journalists for more in-depth reporting (Jafar, 2024). AI also offers various tools for detecting fake news through methods like cross-referencing information and analysis language for inconsistencies (Sadia, 2020). However, AI alone cannot definitively stop the spread of misinformation, as it may struggle with nuanced understanding and the ever-evolving tactics used to create false content (Akhtar, 2024). Therefore, Literature also says that human oversight remains essential in the journalistic process to critically evaluate AI-generated content and ensure accuracy and ethical reporting (Iqbal, 2024). There are also various fact-checking websites and initiatives that journalists and the public can use to verify information and combat fake news (Aamir, 2024). The effectiveness of AI in fact-checking is also dependent on the quality of data it is trained on and the prompts it receives.

Table 5: *Data from Interviews Regarding AI and Fake News*

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	While AI helps Pakistani journalists identify false content, human control is still necessary to guarantee truth and accuracy.
2	Dawn	15 years	Although AI can identify bogus news, it cannot stop it from spreading; human supervision and appropriate training are necessary for efficient verification.
3	Hum	10 years	While AI helps identify false content, human monitoring is still essential to maintaining journalistic integrity and accuracy.
4	Saama	10 years	Credibility checks are supported by AI, yet trust is unclear because there are no trustworthy methods for gauging its efficacy.
5	APP	22 years	Although AI makes it more difficult to combat false information, developments might result in improved detection tools, necessitating careful journalistic analysis.
6	Suno	12 years	AI helps Pakistani journalists identify false content, but because there are no established accuracy metrics, human control is still crucial.
7	Hum	10 years	Though human oversight, training, and critical analysis are still essential for accuracy and credibility, AI helps Pakistani journalists' spot false information.

8	Saama	25 years	While AI helps Pakistani journalists fight false information, accuracy and credibility still depend on editorial judgment, human oversight, and appropriate training.
9	APP	26 years	While AI aids Pakistani journalists in identifying false material, accuracy and credibility are ensured by human judgment, editorial control, and appropriate training.

4.1.5 AI and Its Working in Journalism Field

Concerns of an altogether different nature would mainly revolve around the realization that even in this moment of cutting-edge technology, none has quite yet properly understood the context or the nuance as the human mind does. Definitely, one of the big pools full of juicy fun is that those new newsrooms are just not willing to see the change. Trial ability is primarily about how easy or difficult it is to try a particular tool on a day-to-day basis. If journalists were able to try a limited number of AI tools, such conditions would perhaps increase their acceptance, even within the AI frameworks. Otherwise, if the negative factors outweigh the positives, it will just be postponed or rejected.

The adoption of artificial intelligence (AI) in Pakistani newsrooms is beginning to show benefits, particularly in streamlining workflows and enhancing efficiency (Rabia, 2023). AI-powered tools are being recognized for their capacity to automate routine tasks such as data collection and analysis, which can free up journalists to focus on more in-depth investigative reporting and storytelling (Ali, 2025). More over Literature proves that AI contributes to improve accuracy through real time fact checking or verification, helping to minimize errors and ensure more reliable news content (Aamir, 2024). Despite challenges such as a lack of resources and training, the integration of AI holds the promise of making the Pakistani media industry more efficient and potentially more competitive in the digital age (Abdullah, 2024).

Table 6: Data from Interviews Regarding AI and its Working in Journalism Field

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	Though human control is still crucial and media companies lack sufficient AI training programs, AI is revolutionizing journalism in Pakistan by automating jobs and fact-checking
2	Dawn	15 years	As demonstrated by the February 8 elections in Pakistan, AI improves news credibility by identifying false information, but human control is still essential for trustworthy media.
3	Hum	10 years	In Pakistan, AI is automating journalism, improving fact-checking but creating worries about job security, while media companies are lagging behind in AI adoption and training.
4	Saama	10 years	Although there has been much discussion about AI technologies in Pakistan, their efficacy is yet unknown, necessitating more developments for trustworthy authenticity verification.

5	APP	22 years	In Pakistan, there is a lot of talk about AI technologies, but their full potential has not yet been reached and further development is needed to provide trustworthy authenticity verification.
6	Suno	12 years	AI is widely discussed in Pakistan, but its true impact is still uncertain. Currently, relying entirely on AI is impractical, as it requires further advancements to improve accuracy and verification capabilities.
7	Hum	10 years	Artificial Intelligence is not new in Pakistan, but its impact is yet to be unveiled completely. At its current stage, there is no complete reliance on AI yet, as it still requires large improvements to improve reliability and verification mechanisms.
8	Saama	25 years	In Pakistani journalism, AI helps with deepfake verification and disinformation identification, but as media outlets are slow to implement and train AI, human oversight is still crucial.
9	APP	26 years	AI is transforming journalism in Pakistan by simplifying specific tasks and assisting in fact-checking, but human interference remains essential. While this makes the process more efficient, there are fears about job security. Media houses, on the other hand, have done very little about actualizing or training for this cause.

4.1.6 Journalists Perceptions and Concern

The AI concept in Journalism is basically how journalism speaks of AI, and in what way is AI conceptualized within the ecosystem of journalism-the misinterpretations surrounding AI-like the fear that human replacement by AI is a possibility-forms obstacles to acceptance. Therefore, communication should be directed towards clarifying some of the misconceptions, especially concerning AI capability and use as an aid to human journalists, not as a replacement. The major key in removing this resistance lies in the education or public awareness programs towards informing the public regarding these issues so that it facilitates acceptance.

In Pakistan, it is precious. AI automating operations, enhancing productivity, and also facilitating investigative reporting in journalism. In this process, a wide range of social influences apply, with peers or leading news organizations actively pushing the adoption process and along with organizational support in terms of cash and training. Therefore, what it takes to cross each of the barriers would legitimize the incumbents for the successful diffusion of AI among newsrooms.AI is not always visible anywhere along the life cycle in news production, data integration, content generation and trending analytics. LLMs like ChatGPT, lama, are tested against information search. The fact is that the role of press clubs is still unclear over AI. Collaboration is very rare in the media, and a few journalists consider local AI start-ups as irrelevant. However, literature says AI improves workflows, automates acts, augments precision, and helps usher in competitive media (Iqbal, 2024; Jafar, 2024; Abdullah, 2020).

Table 7: Data from Interviews Regarding Journalist Perceptions and Concern

Respondent	Organization	Experience	Interview Response
1	Saama	22 years	With automation, AI reporters, and improved content creation, AI is changing journalism in Pakistan.
2	Dawn	15 years	With technologies like Graphite, AI optimizes news output, detects fake news, and provides sources, all of which speed up journalism.
3	Hum	10 years	AI improves journalism by making data extraction, fact-checking, and on-screen visual management more efficient for news creation.
4	Saama	10 years	Real-time news collection in Pakistani media still depends heavily on human labor, and institutional adoption of AI is still minimal.
5	APP	22 years	With news organizations adopting AI sparingly and institutions adopting it slowly, AI's contribution to real-time news gathering in Pakistan is still rather small.
6	Suno	12 years	Media outlets are cautious to fully embrace AI, which mostly helps with story ideas and has little effect on real-time news gathering in Pakistan.
7	Hum	10 years	Since media outlets are adopting AI slowly, it has not yet had an influence on Pakistan's real-time news gathering, mostly as a tool for story development.
8	Saama	25 years	In Pakistan, AI has not yet completely transformed real-time news gathering; instead, it is mostly used as a tool for story creation, and media outlets are adopting it slowly.
9	APP	26 years	AI has not yet had an influence on Pakistani real-time news gathering; media outlets are reluctant to completely use it, thus it mostly helps with story building.

4.2 Limitations

There are few major limitations faced during process of this article, in Pakistan AI is introduced but not used as smartly as it can be we are in 2025 and still we are so far from other countries around the world. In the field of journalism AI is used but not on a big scale journalists use tools for news making, detection but its not so advance that it could help journalists so far. Moreover new generation is well aware about AI tools and its usage but the old ones are still stuck on the old ways. And the AI tools are not appreciated by journalists because thees tools are not too advance to tackle work in an expert manner.

5. CONCLUSION

AI would be gradually changing Pakistani journalism in terms of automation, individualized content development, and fact-checking to become more accurate, efficient, and trustable by the public in general. The adoption, however, gets hampered by a number of challenges like narrow infrastructure, lack of training, ethical dilemmas and rural-urban divide. Besides, the influence of AI is further compounded by misinformation, algorithm bias, and differential access.

The increase in fake news in India highlights the need for AI-based detection, but poorly designed regulations and resources have limited this avenue in terms of media integrity. Privacy invasion, job loss, and bias are some ethical pitfalls to be solved before responsible AI becomes a reality. It is most important for Pakistan to develop the infrastructure, training, and legal frameworks upon which collaboration among journalists, technologists, and policymakers can be based. By doing that, it is possible to strengthen credibility, accuracy, and trustworthiness within the post-digital media environment.

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