

The Legal and Ethical Regulation of Artificial Intelligence Technologies in Media Content Production in Jordan and Their Impact on Journalistic Practice – A Case Study of Jordan Television

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Abstract

This research has examined the example of Jordan Television to understand how AI technologies might be implemented in the media production sector in Jordan with legal and ethical regulation. The use of AI innovation by media institutions worldwide is the main reason behind the fears of ethics, legal frameworks, and traditional ethical aspiration of journalism. The report then proceeded to employ a descriptive-analytic approach, which was based on a survey distributed to staff members of Jordan television (N=57). The study had three main areas: the extent of AI technology use in media production, the legal and ethical regulation concerns, and the implications of AI technologies for journalism practice. The results indicated that the use of AI technology in media production at Jordan Television was at a medium level. Besides that, there seemed to be a mixed understanding of or the existence of a regulatory framework and uncovering of new concerns of the decline of traditional journalism skills and competencies. The research also shows that professional impacts, regulatory approaches, and levels of AI use are significantly linked; thus, it is even more necessary to draw up legally binding and ethical standards that allow for the orderly and fair use of AI. Additionally, the research encourages the provision of training programs that can equip media professionals with the know-how and skills to use AI responsibly and effectively. On a general note, the study is a great source of theoretical and practical insights regarding the application of AI technologies in the Jordanian media context and also the challenges of media governance in today's digital world.

Keywords: artificial intelligence, digital media, legal regulation, media ethics, journalistic work, Jordan Television

1. Introduction

1.1 Introduce the Problem

AI has gradually shaken the media sector to the core, one of the many industries that it has impacted with its ability to generate data-driven news writing, automated editing, and virtual news anchoring. Besides increased productivity and quality, these technologies are also raising the issues of ethical and legal responsibilities, transparency, and professionalism among the users. To give you an instance, AI adoption in the production of content is now under consideration by Jordan's national broadcasters (e.g., Jordan Television or JRTV) due to the presence of considerable ethical and regulatory shortcomings in the area, which is similar to the global trend in the industry.

1.2 Explore Importance of the Problem

The problem is quite specific in the media sector of Jordan, where initially implemented laws, e.g., the Press and Publications law and Cybercrime Law, do not cover aspects related to the ownership of copyright, responsibility for AI-generated content, or media ethics. Besides, without frameworks that are well defined, organizations are in a situation where they could lose the trust of people, break their privacy, and disseminate the false information. Yet, a large number of professionals are aware of the fact that AI can be a great source of innovation and efficiency when used correctly. This paradox signals to the need for intellectuals to grasp the use of AI in media practices in Jordan without delay.

1.3 Describe Relevant Scholarship

Earlier studies have pointed out the possibility of the matter to be either advantageous or disadvantageous in the Arab world and also beyond it. Studies have highlighted the favorable aspects that artificial intelligence has brought and the possibility of elevating the productivity and interaction with the target groups, not to mention the importance of

allocating more resources for the codes of ethics and the training of the personnel, and implementing some changes in law in orders to adjust it to artificial intelligence. On the other hand, there is a lack of all-around practice-oriented research and the Arab scholarship is highly disintegrated with very little focus on the legal and ethical issues. Section 2 (Background and Related Literature) has an extensive discussion of this research.

1.4 State Hypotheses and Their Correspondence to Research Design

Using JRTV as a case study, this research aims to examine the moral and legal framework governing artificial intelligence in Jordanian media. It specifically examines three aspects: (1) the scope of AI use, (2) knowledge of pertinent ethical and legal frameworks, and (3) the perceived influence of AI on journalism. Through the correlation of these dimensions, the study aims to evaluate the ways in which AI is changing professional practices and to make suggestions for frameworks related to ethics, regulations, and training. The research will contribute to the broader conversation on AI and governance, and the development of the digital economy as well as address a key national issue.

2. Background and Related Literature

2.1 Identify Subsections

Artificial intelligence (AI) is increasingly being utilized in the Jordanian media landscape for the production of digital content. Although professional and regulatory barriers were identified, studies indicate that Jordanian journalists are optimistic about AI's potential to increase productivity and improve quality. While Jordanian journalists recognized AI as a potential value added tool to increase output, Saleem and Al Khasawneh asserted the need to develop technical capacity to engage with it and advocate for the inclusion of AI education in journalism degree programs. Similarly, Kamal Abohamam et al. demonstrated how AI speeds up editorial, production, and distribution processes but cautioned against a lack of oversight which risked credibility. AbuZaid noted that while newsrooms expressed interest in applications including data analytics, automated editing and archiving, a lack of legislative support was a barrier to trust. This support is consistent with the Jordan Media Institute's (2023) report on Robot Journalism and its Challenges, which argued that AI could revolutionize data collection and analysis, and called for providing an AI charter to support ethics and accountability.

2.2 Arab Research on AI and Journalism

Regional studies about the broad implications of AI have been undertaken by Arab researchers as well. Al-Ashry (2023) (see International Journal of Press/Politics, 28(3), 277–299) noted that in Arab studies, technical applications of AI were the most common, and consequentially, ethical and legal issues were understudied. Research from Western spaces appeared to focus on ethics and regulation. Likewise, Al-Shami (2022) discovered that the Arab media discourse was similar, since the technical aspects of journalism and AI were analyzed, whilst social and legal frameworks were not, concluding with calls for AI ethics to permeate journalism curricula. Alsonosy (2024) (see Journalism Studies, 25(1), 124–142) explored how AI-grengthened newsroom transformations had occurred, but was cautious around AI being used to create headlines or analyze content. Abu Rmaih (2023) noted that Arab journalists were well-informed about AI's capacities for audience analysis, summarisation, and archiving. These research studies are consistent with the research of Al-Quran, Safori, Abu Abdoun, and Hijab (2022) who demonstrated that Jordanian journalists were slowly implementing AI-enabled data journalism practices.

2.3 Credibility, Audiences, and Journalism Ethics

There have been long-standing concerns about how audiences will perceive trust and credibility and how AI will influence this. In Jordan, in their research, Sharadga and Safori (2020) stressed that credibility dimensions and accuracy have an impact on audience perceptions in political and news programs, and this concern becomes urgent with newsrooms acting on AI. And while AI can enhance data and investigative journalism, Al-Rashed (2024) indicated that uncontrolled development of AI could negatively affect traditional roles and trust in journalism. Alsonosy, (2024), supported this view by stating it was the uncontrolled, rapid changes by AI that may increase distrust.

2.4 Identified Gaps

Two patterns arise from these research studies. First, Jordanian and Arab scholars acknowledge that artificial intelligence (AI) has the capacity to improve newsroom settings, but they most often raise concerns with unsupervised and unregulated use of these technologies (Saleem & Al Khasawneh, 2025; Kamal Abohamam et al, 2024; Alsonosy, 2024). Second, while there is still a legal and ethical gap from a practice perspective, this is because studies often focus on emergent AI tools (Al-Ashry, 2023; Al-Shami, 2022). This study resolves these gaps by focusing specifically on the ethical and legal potentiality of AI in Jordan through the lens of JRTV.

2.5 Definition and Applications of Artificial Intelligence in Media

Computational systems that can learn, reason, and adapt are referred to as artificial intelligence (AI) (Amazon Web Services [AWS], n.d.). AI is generally divided into two categories: general AI, which would replicate human cognitive

processes in various contexts, and narrow AI, which carries out specialized tasks like translation or recommendation (Russell & Norvig, 2020). In media industries, narrow AI is increasingly applied to automated writing, sentiment analysis, and content categorization.

This evolution has been described as “algorithmic journalism,” where algorithms influence editorial decisions, generate reports, and edit content in real time (Diakopoulos, 2019). Robot journalism, for instance, already automates sports, weather, and finance reports in global newsrooms. Beyond news writing, recommendation systems (e.g., YouTube, Netflix) shape media consumption by predicting user preferences, raising ethical questions about manipulation (Pariser, 2011). Advanced applications include sentiment analysis and automated content classification, enabling real-time monitoring of audience reactions across platforms (Diakopoulos, 2019).

2.6 Ethical Dimensions of AI in Journalism

The integration of AI systems raises transparency and accountability challenges. AI-generated content often lacks disclosure, complicating audience trust (Gutiérrez, Lindén, & Vázquez Herrero, 2024). Because algorithms learn from biased datasets, they may reproduce stereotypes or misinformation unless actively supervised (Agility PR, 2024).

In Jordan, Ahmad (2024) highlighted how reliance on digital media during the COVID-19 pandemic shaped audiences’ cognitive, emotional, and behavioral responses — a finding that underscores ethical duties in AI-assisted crisis communication. Privacy is another concern: generative AI may process personal data without consent, requiring new protections (Heidt, 2024).

AI also affects employment. Research links automation to job insecurity and stress, reinforcing the need for professional retraining and support (Upadhyay, Bijale, & Hasan, 2024; Ahmad, 2024). Safori (2019) documented Jordanian journalists’ experiences of self-censorship, independence concerns, and privacy violations in social media contexts, issues likely to intensify in AI-augmented newsrooms.

Disinformation is an additional risk. Generative AI can fabricate images or reports that erode journalistic credibility, highlighting the need for robust misinformation strategies (Shin, 2024). Legal liability also remains unresolved: questions persist about responsibility for errors or copyright violations produced by AI (Bayer, 2024). From a jurisprudential standpoint, Al-Khatib (2022) emphasized that the ethical foundations of AI use must precede its legal codification, arguing that philosophical clarity is essential to prevent arbitrary enforcement or ethical relativism in media applications.

2.7 International Approaches to AI Regulation

The rapid adoption of AI has prompted diverse international regulatory responses. The European Union’s Artificial Intelligence Act (European Parliament & Council of the European Union, 2024) is the first comprehensive framework, classifying AI applications by risk and imposing transparency, accountability, and documentation requirements.

The United States follows a decentralized, sector-based approach, though critics argue it leads to inconsistent protections (European Parliament, 2024). Canada’s Artificial Intelligence and Data Act (AIDA), introduced in Bill C-27, establishes obligations for high-impact AI systems including auditing and risk mitigation (Government of Canada, 2023). Australia has proposed a risk-based framework emphasizing mandatory safety controls for high-risk applications such as health, justice, and media (Australian Government, 2024). China enforces strict measures under its 2022 Deep Synthesis Provisions, requiring watermarking, verification, and alignment with national content standards (Cyberspace Administration of China, 2022).

These models illustrate different balances between innovation and oversight, providing comparative insights for countries like Jordan.

2.8 The Jordanian Legal Context

Jordan’s current regulatory framework relies on traditional laws not tailored to AI. Key instruments include the Audio-Visual Media Law No. 26 of 2015, the Cybercrime Law No. 17 of 2023, and the Personal Data Protection Law No. 24 of 2023. While these laws address certain aspects of digital media and privacy, none directly tackle AI-related challenges such as liability, algorithmic transparency, or content authenticity (Amnesty International, 2024; Ministry of Digital Economy and Entrepreneurship, 2023).

According to the scholars, the disparity in question hampers the accountability that should be part of the professionals’ work. Aleessawi (2024) points out that the rapid automation of the newsroom has the result of requiring specific legislation and a code of ethics to be created. In the absence of clear directives from regulatory bodies, for instance, the Media Commission and the Jordan Press Association, the likelihood of the wrong way of using the technology remains. The consideration of models like Canada’s AIDA or the EU’s AI Act might give Jordan a starting point not only for the ethical but also for the legal complexities of AI-mediated journalism. Balas and Shatnawi (2024) concur with the above view when they say that the legislative progress of AI in Jordan is still at the status of infancy and they suggest the involvement of different sectors to work together to establish a legal framework that is enforceable and meets the international norms.

2.9 Relevant Media Theories for Understanding AI in Journalism

Uses and gratifications theory (UGT) and social responsibility theory are two of the more notable media theories that can be helpful in situating the fast infusion of AI into news workplaces.

2.9.1 Social Responsibility Theory

Social Responsibility Theory, which emerged in the 1940s in response to libertarian and authoritarian models, asserts that media freedoms as a privileged member of the fourth estate must be exercised sensibly to ensure objectivity, truth, and moral responsibility (Hutchins Commission, 1947). The theory has influenced the creation of electronic journalism ethics codes in Arab contexts, which place a strong emphasis on objectivity, privacy, and accuracy (Youssef & Hussein, 2017). The accountability and transparency that render social responsibility theory relevant to a conversation about AI; when automation progresses unchecked, there lies the potential for the extension of bias and diminished credibility, thereby reinforcing the need for ethical accountability (Cheng, Varshney, Liu, 2021).

2.9.2 Uses and Gratifications Theory

Katz, Blumler, and Gurevitch (1973) developed uses and gratifications theory (UGT), which defines audiences as active media consumers that seek gratifications such as information, entertainment, or social identity. When Arab academics apply UGT to digital platforms, they discover that online networks satisfy their need for self-expression and interaction (Al-Saggaf, 2013). These dynamics are expanded in the AI era by personalization algorithms. Research reveals that while generative AI (like ChatGPT) fosters creativity and self-expression, AI-supported educational tools satisfy user needs for learning and social interaction (Chang et al., 2021). (Lin & Ng, 2024).

Regionally, studies on civic engagement apply further knowledge. Al-Tahat et al. (2025), have written extensively on the influence of social media platforms on political engagement levels of students in Jordan, although their findings raise the question of whether AI-generated content may influence or amplify audience behaviours differently. Together, both health and civic engagement theoretical frameworks highlight the same potential for benefit and consequences for journalism and audience - populations' ability to satisfy audience demands, require greater responsibility for accountability regarding their professionalism and ethics.

3. Method

3.1 Research Design

The descriptive-analytical design used in the study is appropriate for examining social and media phenomena. One of the main advantages of this method is that it provides descriptions of current practices, as well as allows examination of relationships between variables. This research effectively examined the ethical and legal outcomes of applying AI technologies within media content generation and the implications for journalism, focusing on the case of Jordan Television (JRTV). A quantitative survey was deliberately selected over a mixed-methods or qualitative approach to obtain measurable, comparable indicators of AI utilization, ethical awareness, and regulatory understanding among employees. This design enabled statistical correlation testing across the study's three axes while maintaining methodological simplicity suitable for a case-study exploration.

3.2 Research Instrument

Data were collected using a standardized questionnaire developed specifically for this study. The instrument measured three main dimensions: (1) AI utilization in content production and distribution, (2) awareness of legal and ethical frameworks, and (3) the perceived impact of AI on journalistic work. Each dimension comprised seven items rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Composite scores were calculated by averaging the responses for each set of items corresponding to the three study dimensions.

The questionnaire was originally prepared in Arabic to ensure conceptual clarity among participants and was later translated into English for reporting purposes. A forward-back translation procedure was implemented by two independent bilingual specialists, followed by a pilot test (n = 10 JRTV employees) to confirm linguistic accuracy and item comprehension. Minor wording adjustments were made based on participant feedback.

Internal-consistency reliability coefficients were satisfactory across all three dimensions: Cronbach's $\alpha = 0.86$ for AI Utilization, $\alpha = 0.82$ for Legal and Ethical Regulation, and $\alpha = 0.84$ for Impact on Journalism. All corrected item-total correlations exceeded 0.40, indicating sound internal coherence and reliability. Although exploratory or confirmatory factor analyses were not conducted owing to the modest sample size (N = 57), the three-dimensional structure was theoretically grounded in established AI and media ethics literature. Future research with larger samples is recommended to validate the factorial structure using exploratory and confirmatory factor analysis.

3.3 Participants and Sampling Procedures

The study population comprised JRTV staff involved in content production directly or indirectly, including journalists, correspondents, editors, directors, technicians, and administrative personnel. A purposive sampling technique was employed to target participants with practical exposure to AI concepts and applications in their work. Invitations were sent to 70 employees through internal email and departmental coordination, of whom 57 provided valid responses, yielding a response rate of 81.4%. Incomplete or inconsistent questionnaires were excluded from analysis. Inclusion criteria required participants to have at least one year of experience in media production and basic familiarity with digital technologies. This sample size was considered adequate for the descriptive and correlational analyses performed, providing an observed power above 0.80 for medium-effect correlations at $\alpha = 0.05$.

3.4 Participant Characteristics

Table 1 presents the demographic profile of respondents. The majority were male (61.4%), aged between 30–39 years (35.1%), with a bachelor's degree (63.2%), and more than 10 years of experience (50.9%). Approximately 42.1% worked as journalists or editors, while 57.9% occupied administrative or technical roles.

Table 1. Demographic Distribution of Participants

<i>Demographic Variable</i>	<i>Category</i>	<i>Frequency (n)</i>	<i>Percentage (%)</i>
Gender	Male	35	61.4
	Female	22	38.6
Age Group	Under 30	12	21.1
	30–39	20	35.1
	40–49	17	29.8
	50 and above	8	14.0
Educational Qualification	Bachelor's degree	36	63.2
	Diploma	9	15.8
	Postgraduate (M.A./Ph.D.)	12	21.0
Years of Experience	Less than 5 years	10	17.5
	5–10 years	18	31.6
	More than 10 years	29	50.9
Nature of Work	Journalist/Editor	24	42.1
	Technical/Administrative	33	57.9

Description: Participant demographics indicate a majority of male respondents, mid-career professionals with bachelor's degrees, and balanced representation across journalistic and technical roles.

3.5 Data Analysis

Data were analysed using both descriptive and inferential statistics. Descriptive statistics (means and standard deviations) were used to summarise responses for each item and construct. Prior to inferential testing, assumptions of normality and linearity were examined through skewness–kurtosis and scatter-plot inspection, confirming the suitability of parametric tests. Pearson's correlation coefficient (r) was then applied to assess bivariate relationships among the three principal dimensions: AI Utilization, Legal and Ethical Regulation, and Impact on Journalism. The use of Pearson r was justified by the interval-scale properties of the composite means and their approximately normal distribution. Reliability-adjusted correlations were also reviewed to ensure consistency with the raw coefficients. All statistical analyses were conducted using SPSS version 26, with significance levels set at $p < 0.05$.

Given the exploratory and case-specific nature of this research, multivariate or regression modelling was not performed. However, future studies with larger and more heterogeneous samples are encouraged to employ multivariate approaches to control for potential confounding variables such as age, professional role, and years of experience.

4. Results

4.1 AI Utilization

Table 2 shows participant responses concerning the use of AI. Overall, the level of AI use at JRTV was moderate, with high ratings for personal adoption ($M = 4.12$, $SD = 0.62$) and contribution to content quality ($M = 4.03$, $SD = 0.66$). However, training and decision-making involvement scored lower, highlighting institutional gaps in preparedness.

Table 2. Means and Standard Deviations for AI Utilization (Axis 1)

Item No.	Questionnaire Item	Mean	SD	Interpretation
1	AI technologies are used in my media organization.	3.85	0.74	High
2	I personally use AI technologies in my daily work.	4.12	0.62	High
3	AI technologies help speed up content production processes.	3.54	0.85	Moderate
4	AI is used in various fields such as translation or report preparation.	3.28	0.96	Moderate
5	The institution provides sufficient training for using these technologies.	2.91	1.04	Moderate
6	Employees are involved in decision-making regarding the use of AI.	2.87	0.99	Moderate
7	AI contributes to improving content quality and diversity.	4.03	0.66	High

Description: AI utilization is generally moderate at JRTV, with higher ratings for personal adoption and content quality but lower support for training and institutional decision-making.

4.2 Legal and Ethical Regulation

As shown in Table 3, participants reported moderate awareness of legal and ethical frameworks. Concerns included lack of specific legislation, unclear organizational policies, and risks to objectivity and credibility ($M = 4.05$, $SD = 0.66$). Strong agreement was observed on the need for new legislation to regulate accountability for AI errors ($M = 4.10$, $SD = 0.59$).

Table 3. Means and Standard Deviations for Legal and Ethical Regulation (Axis 2)

Item No.	Questionnaire Item	Mean	Standard Deviation	Interpretation
8	There is a clear absence of legislation regulating AI use in media.	2.47	1.08	Moderate
9	AI-generated content should be transparently disclosed to the audience.	2.28	1.11	Low
10	AI may violate individuals' privacy when analyzing data.	3.21	0.89	Moderate
11	There is no clear ethical policy in my organization to guide AI use.	3.60	0.81	Moderate
12	I believe AI may affect the objectivity and credibility of media content.	4.05	0.66	High
13	There is a need for new legislation to regulate legal accountability for AI errors.	4.10	0.59	High
14	AI use may mislead the public in the absence of effective oversight.	3.81	0.77	High

Description: Respondents reported moderate awareness of regulatory frameworks, with high concern about credibility, privacy, and lack of specific laws governing AI.

4.3 Impact on Journalistic Work

Findings in Table 4 indicate that AI is perceived as both enabling and threatening. Respondents agreed that AI reduces some traditional roles ($M = 3.88$, $SD = 0.69$) and may replace journalists in the future ($M = 4.10$, $SD = 0.60$). At the same time, they acknowledged AI's efficiency benefits and emphasized the importance of retraining ($M = 3.72$, $SD = 0.70$).

Table 4. Means and Standard Deviations for AI Impact on Journalism (Axis 3)

Item No.	Questionnaire Item	Mean	Standard Deviation
15	AI reduces the need for some traditional journalistic roles.	3.88	0.69
16	AI helps improve journalistic work efficiency.	3.65	0.77
17	Journalists need retraining to keep pace with AI technologies.	3.72	0.70
18	My organization supports digital innovation and AI transformation.	2.98	0.95
19	I fear journalists may be replaced by smart systems in the future.	4.10	0.60
20	AI negatively affects journalists' personal creativity.	3.16	0.91
21	I believe the future of journalism depends on journalists' ability to adapt to AI.	4.05	0.64

Description: AI is viewed as both beneficial (efficiency, retraining) and threatening (replacement, reduced creativity), underscoring mixed professional perceptions.

4.4 Distribution of Responses

Table 5 summarizes responses across the three dimensions. AI utilization (55% agree/strongly agree), regulation (60% agree/strongly agree), and journalistic impact (70% agree/strongly agree) all indicate a predominantly positive orientation toward AI, though concerns about regulation and creativity remain.

Table 5. Distribution of Responses by Axis

Axis	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Use of Artificial Intelligence	5	12	28	38	17
Legal and Ethical Regulation	4	10	26	39	21
Impact of AI on Journalism	2	7	21	41	29

Description: Majority agreement across all axes, with strongest positive orientation for AI's impact on journalism, followed by regulation and utilization.

4.5 Correlation Analysis

Pearson's correlation coefficients (Table 6) revealed statistically significant positive associations between all dimensions. AI utilization correlated strongly with impact on journalism ($r = .71$, $p < .01$), and moderately with legal and ethical regulation ($r = .62$, $p < .01$). Regulation also correlated significantly, though less strongly, with journalistic impact ($r = .58$, $p < .01$). These findings suggest that AI's responsible integration is closely linked to regulatory oversight.

Table 6. Pearson Correlation Coefficients Between Study Axes

Axis	Use of AI Technologies	Legal & Ethical Regulation	Impact of AI on Journalism
Use of AI Technologies	1.00	0.62**	0.71**
Legal & Ethical Regulation	0.62**	1.00	0.58**
Impact of AI on Journalism	0.71**	0.58**	1.00

Description: Strong positive correlation between AI utilization and its impact on journalism ($r = .71$, $p < .01$), with moderate correlations linking regulation to both utilization and impact.

5. Discussion

The current research explored the idea that AI use in Jordanian media organizations would be moderate given weak, ill-defined legal and ethical frameworks. Our results provide evidence to support this first hypothesis, revealing that most participants who reported AI tool-evidence had moderate AI use - primarily for content production and archiving - and acknowledged the benefit of AI for efficiency and quality. Our second hypothesis did not provide consistent support, indicating that journalists would have high levels of awareness for ethical and regulatory frameworks. Based on participant responses, there was some indication that organizational policies were fuzzy or not clear, however, the respondents recognized privacy risk and concerns over credibility. Consistent with Al-Zoubi and Ahmad (2024), these findings demonstrate that Jordanian journalists perceive AI as both a catalyst for efficiency and a challenge to core journalistic values, underscoring the importance of continuous professional adaptation.

Such findings aligned with Al Khasawneh and Al-Debaisi (2024), who argued that perception was positive but weighed against viable technological and regulatory constraints regarding AI for content production. In this study, respondents agreed with Sharadga and Safori (2020), that credibility and ethics remained important to developing audience trust. Evidence also backed Al-Mashaqbeh (2021) claims that Jordanian digital media regulation is outdated and evolving to enable innovation; overall the findings of this study demonstrate that AI in Jordanian journalism is evolving and engagement is still in a developmental stage but lacks adequate institutional and legislative frameworks and oversight.

Most importantly, participants identified concerns that AI may lessen human creativity and traditional journalism practices and skills. Within these spaces lies a global conversation surrounding algorithmic journalism whereby the gains regarding efficiency generated by automation are influenced by the vulnerabilities of de-professionalization. There could be stronger legal and ethical frameworks that would standardize the profession and generate responsible use based on some of the positive relations found between the use of AI and regulation recognized in some of the data in this study. This interpretation sits well within Amer and Atbiqa's (2025) projection that there would be established institutional protections in place driven by the production of AI technology, leading to Arab media becoming substantially reliant on AI.

5.1 Limitations

Several limitations should be acknowledged. First, this study focused exclusively on employees of Jordan Television (JRTV), and therefore its conclusions should be interpreted as context-specific to the JRTV case study rather than as representative of the broader Jordanian media sector. Nevertheless, the findings may provide indicative insights for other public broadcasters in the Middle East with similar institutional and regulatory structures. Second, the reliance on self-reported data may introduce bias, including social desirability effects in responses about professional ethics. Third, the descriptive-analytical design captures perceptions at a single point in time and cannot assess longitudinal changes in adoption or regulation. Future research should adopt a mixed-methods design, integrate interviews and focus groups with journalists, editors, and legal advisors, to triangulate quantitative data and yield deeper explanatory understanding of how AI shapes journalistic practices across varied media institutions.

5.2 Theoretical and Practical Implications

Theoretically, the findings reinforce the applicability of Social Responsibility Theory, as participants emphasized transparency, accountability, and the risks of misinformation. They also extend Uses and Gratifications Theory, showing

that while AI tools can enhance efficiency, journalists remain concerned about how audience trust and professional identity may be reshaped by automation.

Practically, the results highlight the urgent need for:

- 5.2.1 Comprehensive legislation to define liability and transparency in AI-generated content.
- 5.2.2 Codes of ethics that integrate AI into professional journalism standards.
- 5.2.3 Trainings for the development of journalistic skills and overcoming fears of displacement.
- 5.2.4 Collaborations with a research institute or universities especially to support evidence-informed innovation and policy.
- 5.2.5 Public engagement activities related to media literacy and public trust in AI.

6. Conclusions and Recommendations

Professionals within Jordanian media institutions such as the JRTV express the possibilities of AI technologies while mentioning issues with creativity, independency and regulation. Most of the current studies provide additional evidence of both sides of significant innovation that is bolstering professional integrity and democratic values. In order to develop the reasoning for both sides, the study has suggested:

- 6.1 Aid with creation of a legal framework to use media AI.
- 6.2 Create a national code of ethics lead by the Media Commission and Press Association.
- 6.3 Train journalists on more specialized ai usage and consequences of using ai.
- 6.4 Forming research collaborations to examine the long-term effects of AI.
- 6.5 Drawing on international models such as the EU AI Act and Canada's AIDA to adapt global best practices.

By embedding AI within solid regulatory and ethical structures, Jordanian journalism can pursue innovation while maintaining public trust, thereby contributing to both professional integrity and the broader digital economy.

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Appendix A

Appendix A. Survey Instrument: Items Grouped by Construct

Construct (Axis)	Item Code	Item Text	Response Scale
AI Utilization	Q1	AI technologies are used in my media organization.	1–5 Likert
	Q2	I personally use AI technologies in my daily work.	1–5 Likert
	Q3	AI helps speed up content-production processes.	1–5 Likert
	Q4	AI is applied in multiple fields such as translation or report preparation.	1–5 Likert
	Q5	My organization provides sufficient training on AI tools.	1–5 Likert
	Q6	Employees participate in decision-making on AI use.	1–5 Likert
	Q7	AI improves content quality and diversity.	1–5 Likert
Legal and Ethical Regulation	Q8	There is a clear absence of legislation regulating AI in media.	1–5 Likert
	Q9	AI-generated content should be transparently disclosed to audiences.	1–5 Likert
	Q10	AI may violate individual privacy when analysing data.	1–5 Likert
	Q11	My organization lacks a clear ethical policy on AI use.	1–5 Likert
	Q12	AI may affect objectivity and credibility of media content.	1–5 Likert
	Q13	New legislation is required to regulate accountability for AI errors.	1–5 Likert
	Q14	Without effective oversight, AI use may mislead the public.	1–5 Likert
Impact on Journalistic Work	Q15	AI reduces the need for some traditional journalistic roles.	1–5 Likert
	Q16	AI helps improve journalistic efficiency.	1–5 Likert
	Q17	Journalists need retraining to keep pace with AI technologies.	1–5 Likert
	Q18	My organization supports digital innovation and AI transformation.	1–5 Likert
	Q19	Journalists may be replaced by smart systems in the future.	1–5 Likert
	Q20	AI negatively affects journalists' creativity.	1–5 Likert
	Q21	The future of journalism depends on journalists' ability to adapt to AI.	1–5 Likert

Note: All items were rated on a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Higher means indicate stronger agreement with the statement.