

The Future of Palestinian Artificial Intelligence Reality And Hope

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Abstract: The study seeks to find out the future and current situation to use artificial intelligence techniques in the Palestinian media in all different fields, in addition to finding out the capacity to integrate artificial intelligence techniques in Palestinian social media and the challenges and difficulties they face in these modern techniques in Palestine. studies research, belong to the exploratory study and meta researches which use scanning media method and gathering dates of the study by using rationed interview tools from experts and professionals in artificial intelligence techniques field deliberate sample method, The study reached several results. Main ones:

- lack of Palestinian media to the technological infrastructure needed to apply intelligence technologies effectively, like high-speed internet connectivity and high-quality computers.
- Difficulty in having financing to invest in infrastructure and software training and development applications in intelligence technology.
- The study referred to the fact that artificial intelligence techniques will help to improve marketing strategies and increase targeted advertising in Palestinian media, and will revenue and financial sustainability.

Keywords:

Artificial intelligence, Palestinian media, Artificial intelligence techniques, and smart application.

• Introduction:

In today's world artificial intelligence technologies have become an important entry point in the development of media organizations over the past few years, for the extent to which they have contributed by undertaking many tasks in the field of information in terms of data extraction, ways of improving research and subject choices, understanding human feedback, writing news texts and combating fake and misleading news to the public in an automated manner.

The study highlighted the reality of the situation and the future application of at technologies in the Palestinian media in all its means, and the extent of preparations and possibilities to integrate these

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modern technologies into the media, as well as the challenges and difficulties facing the Palestinian media to apply AI technologies in journalism.

1.Literature Review:

1.1 Problematic study:

The research study aims to explore the current and future realities of applying AI technologies in the Palestinian media in all its different ways, as well as to know their willingness to integrate these technologies into the Palestinian media and the challenges and difficulties they face in achieving this. It gives rise to many sub-questions:

1. How much can it be used in the Palestinian media with its different technologies in the future?
2. What are the positive impacts of using at technologies in the Palestinian media on the ground?
3. What are the negative impacts of using at technologies in the Palestinian media?
4. What are the difficulties and obstacles facing the Palestinian media towards the use of artificial intelligence technologies in journalism?
5. What are the most important proposals of experts and specialists for the possible use of artificial intelligence technologies in the Palestinian media?

1.2 The importance of the study:

The importance of the study is as follows:

1. Lack of research studies on the future use of artificial intelligence technologies in the Palestinian media.
- 2.The global media are geared towards the use of artificial intelligence in journalistic work, which requires Palestinian media organizations to take advantage of these technologies and employ them in journalistic work.
3. Demonstrate the success factors that can be achieved through the use of artificial intelligence technologies in the Palestinian media.
4. Know the difficulties facing the Palestinian media towards the use of artificial intelligence technologies on the ground.

1.3 Objectives of the study

This study seeks to achieve the main objective of knowing the future possibility of using artificial intelligence technologies in the Palestinian real and hopeful media. It results in many sub objectives as follows:

1. Recognize the degree of usability of artificial intelligence in the Palestinian media with its different technologies.
2. Monitoring the positive and negative impacts of the use of artificial intelligence technologies in Palestinian media on the ground.
3. Identify the most significant difficulties and obstacles facing the Palestinian media in the use of artificial intelligence technologies.
4. Recognize the most important proposals of experts and specialists towards the possible use of artificial intelligence technologies in the Palestinian media.

2.Type and methodology of the study:

This study belongs to exploratory studies that seek to detect the phenomenon in question, as well as descriptive research, which is based on the description of a phenomenon in order to arrive at its causes and factors under its control and draw conclusions and circulars in order to collect, organize and analyse data. (Mashhadani, Media Research Curriculum, p. 162)

The researcher uses the media survey curriculum, which is one of the most appropriate in descriptive research and the most commonly used in media studies, since the survey curriculum is the methods, procedures and tools used to study the phenomenon or subject that reveal its characteristics, variables and relationships in terms of intensity and direction. (Abdelaziz, Media Research Curriculum, p. 37)

2.1 Study and Sample Society:

The study community consists of experts and specialists in the field of artificial intelligence technologies, on a deliberate sample of only two persons, given the paucity of specialists in this field in the State of Palestine.

2.2 Study tool:

Researchers in this study relied on a codified interview tool with a number of experts and AI specialists in Palestine, with the aim of obtaining a deeper view of the results and supporting considerable interpretations on the study's subject.

3. Previous studies:

3.1 Obeid Study (2023): The study aimed to learn about the implications of artificial intelligence in the form and content of the television message and investigate its areas of use in television and this study belongs to exploratory and forward-looking studies, which used the survey curriculum and based on the method of gathering the opinions of experts, at specialists and media experts, Based on an in-depth interview in all data and information, it has a population of 30 experts and specialists in artificial intelligence and media. The study found several conclusions, the most important of which were:

- Automated teaching techniques, deep techniques and natural language-generating algorithms can be used in media work.
- Artificial intelligence helps satellite TV detect fake news, write news stories and improve the quality of broadcasting and television transmission.
- There are significant challenges for satellite TV when using at technologies, perhaps most notably: having a professional card and software specializing in it.

3.2 War Study (2022): The study aimed to present a future vision for the adoption of at technologies in Palestinian satellite channels during 2021-2030, and to present future scenarios for the adoption of at technologies in Palestinian satellite channels over the next decade. The study was applied to a deliberate sample of contacts in Palestinian channels, with a population of 12 individuals. The study reached several conclusions, the most important of which were:

- Most of the researchers emphasized that the most important factors affecting the adoption of artificial intelligence technologies in space channels during the next decade are economic factors, because the technological transformation of artificial intelligence technologies needs huge physical possibilities.
- There is a need for professional factors associated with the training and qualification of the contact person in those institutions.
- The results showed that the reference scenario (persistence) is the most likely scenario for the adoption of AI technologies in Palestinian satellite channels by 2031, with the continued quality of the variables they control, followed by the optimistic scenario (reform), and finally the pessimistic scenario (collapse).

3.3 Abdul Razak Study (2022): The study aims to identify the trends of communicators towards the adoption and use of artificial intelligence techniques, and its impact on the reality of their media practices. This study belongs to exploratory as well as descriptive studies, in which the quantitative and qualitative approach was used. The study was applied to a deliberate sample of communicators available in the Egyptian and Arab media, with a strength of 451 individuals. The study reached several conclusions, the most important of which were:

- Researchers follow news on at technologies at a high rate.

-Researchers noted the ability of at technologies to simulate human behavior in carrying out many media tasks.

-The most commonly used topics for at technologies were more from the point of view of the overall research study in service journalism such as weather knowledge, currency prices, gold, etc., followed by economic journalism.

4. Commentary on previous studies:

-Some previous studies have addressed the changes that the use of at technologies in the media in general, without talking about the difficulties and obstacles facing the use of these modern technologies.

-A war study was limited to talking about future visions of the use of at technologies in Palestinian satellite channels over the course of a decade, while talking about the physical difficulties and obstacles facing this, without talking about other media.

First: AI and Palestinian Media Technologies:

The media industry continues to evolve with the advancement of technology and the emergence of modern technologies. Among these innovative technologies, artificial intelligence emerges as one of the most important factors that will contribute to the transformation and development of this industry in the future. The future of artificial intelligence applications in the Palestinian media depends on the restructuring of media organizations at several levels: **Level 1:** Structuring Media Organizations' Communications Systems and Infrastructure: Communication Technologies Used via Smart Devices and Technologies Have Become a Central Part of the Media Industry and these techniques have changed the methods of content production, communication and communication from what was used to it in the times and times of its predecessor in the media sectors, With the emergence of the newest generation of communication networks, the G5 generation that fits with the nature of at technology work s development ", whose features have begun to form on the horizon and which is a generation capable of making radical changes in the structure of media organizations by relying on at technology systems. (Zahrani, press and digital Media in the age of artificial intelligence, p.263)

Level 2: Newsroom structure in digital media departments: The evolution of at technology in media from idea to fact confirms that at will take an increasingly prominent place in newsrooms in the future and newsrooms can leverage this advanced technology and transform smart and innovative newsrooms into producing high-quality journalism and streamlining a variety of processes from tracking breaking news, collecting and interpreting data, validating online content, Even creating chatbots to propose custom content for users to better serve their audiences and achieve a change in the standards of journalistic practice that have taken purely human form in the past The best bet is to keep abreast of these developments and adapt to them, and to force newsrooms to change their structure to cope with the evolution achieved through the use of artificial intelligence technology and its modern tools. This requires comprehensive changes in the structure and systems of editorial rooms and qualification of their crews for rapid technology variables to develop journalistic performance. in which several steps can be drawn to integrate artificial intelligence into the

newsroom, such as developing software and systems within the newsrooms to be able to deal with at technology tools and with the complexities of journalistic work, changing traditional patterns of media work where techniques and working methods need to be updated but also caution against being drawn behind what can overthrow professionalism and its inherent principles and values, Keeping pace with accelerated technological advances and new technical innovations is an imperative for media professionals within newsrooms, additionality of technology change in media work must be inclusive in the sense of touching all elements of the information process, including greater and more influential activation of the recipient's role and work to integrate journalists and technology because integration has become a major need for journalism, with complete retention of media personality without fusion in the crucible and charm of technology and newsrooms still face a deep technological gap because the number of technology experts is small in newsrooms, so experts and technologists need to be employed in these rooms. addition to training editors and reporters to integrate artificial intelligence as a new resource for journalistic storytelling and work to develop and promote the use of at guidance regarding the ethical use of data. Public disclosure of methodology is essential especially in terms of editorial values and standards, addition of technological awareness for media professionals as a necessity of media work in the era of digital transformation strategy", which is the task of media organizations to rehabilitate their crews for accelerated technological variables. (Abu arqoub, smart newsrooms model and use of Modern Means of communication, p. 11), and continue to be transparent about the use of artificial intelligence by editors in reports or how it is used to produce news story within newsrooms. The French, the media and technology. who's driving who?

Level 3: Integrating connectivity with at technology into media organizations: disturbing indications of the transition of artificial intelligence and digital revolution from human service to competition From supporting its human capabilities and skills to completely dispensing with it, the latest perception of believers in the value of the Internet revolution and information technology and empowering human capabilities for greater human creativity and superiority is that artificial intelligence will become a potentially dramatic threat. Information in the future depends on the integration of human beings and technology with the incredible amount of information and flow that has lost the ability to follow up and analyse. journalists are simply no longer the dominant controllers defining the priorities of the scientific and informational communities, and what was happening 30 years ago where journalists wake up from their sleep to prioritize work and trajectories of news search and hence the definition and direction of public opinion, this is no longer the case and now that artificial intelligence technology is used to produce journalistic content, the need to know the callers about this modern technology and what should he know about journalistic standards when building them with these AI systems, with significant shifts in connectors' practices in the digital media environment They need to enhance their skills and develop their abilities in line with AI technology. (Charitable, artificial intelligence in newsrooms)

In order to enable the Palestinian media to apply at technologies, through the following steps:
(Karim, telephone interview)

1. Guide the strategy to define the objectives and purpose of the use of artificial intelligence technologies in the Palestinian media.
2. Develop a specific strategy that includes investment in techniques and staff training.
3. Cleaning and analysing data to ensure their quality and effective use.
4. Training the task force in the use of techniques and understanding and identifying their advantages.
5. Ensure that the vehicle maintains data privacy and complies with data protection laws.
6. Measuring and evaluating the effectiveness of the use of smart technologies and the extent to which specific goals are achieved.
7. Raise the public's awareness of the techniques used and their benefits and ensure that they are faced with the right content.
8. Applying ethical principles in the use of smart technologies and ensure transparency in content delivery.
9. Continued search for opportunities to improve and expand the use of smart technologies in Palestinian media.

Second: The Future of Artificial Intelligence Technologies in the Palestinian Media

Undoubtedly, the most prominent question of these days is: do at technologies herald the end of the human era in the news industry or journalists will remain safe for at least the next few years, from techniques that may replace them, it must be emphasized that to say that technologies will not affect journalists is to say "right," the recent past in dispensing a number of institutions with their staff confirms this. but the most important issue here is that it is the journalists themselves who have to take the lead, and adapt to the new environment as much as possible, focusing on the tasks and skills in which people excel. (Abu hashish, telephone interview)

Accordingly, the Palestinian media is required to employ these technologies as a creative lever for them, In the interest of the press message and the Palestinian cause, whatever has evolved, the machine will not obstruct man in all aspects, In front of my journalist, an important rule is that the more humane your job is. the safer they are, and therefore Palestinians have enough privacy to focus on the humanitarian aspects affecting their cause The future application and use of artificial intelligence technologies in the Palestinian media, It can be promising and full of opportunities and challenges, and there are many expectations about how at technologies will affect Palestinian media if used in the future. (Karim, telephone interview)

- Increased productive efficiency: at technologies are expected to increase the efficiency of media production processes, enabling Palestinian media organizations to produce content faster and more efficiently.

- **Customized Content Delivery:** at I technologies will allow customized content to be delivered to each individual based on their interests and preferences, increasing the attractiveness of Palestinian media and the retention of the audience.
- **Offering multimedia experiences:** at will allow the development of multimedia media experiences such as virtual reality and augmented reality, which will help attract a wider audience and provide more interactive interactions.
- **Mentoring readers and viewers:** at technologies will help guide readers, and viewers to the most comprehensive and interesting content based on what they are looking for.
- **Improving financial sustainability:** at helps improve marketing strategies and increase targeted advertising, increasing Palestinian media revenue and financial sustainability.
- **Press research guidance:** at can offer journalists suggestions on topics worthy of coverage based on current data analyses and trends.
- **Innovation in news delivery:** at will enable the creation of media, and innovative experiences that respond to the current and future needs of the public
- **Combating fake news:** at can help the media verify the authenticity of information and detect fake news faster and better.

The main difficulties and obstacles facing the application of at technologies are the various Palestinian media. technology ", is the lack of the necessary hardware and software, and some of them are unaware of the importance of technologies in the development of journalism and Palestinian reality lacks the advanced potential to help disseminate and market technologies on a wide scale, In terms of professional practice, there are some immediate difficulties that can be overcome over time. Some are linked to limited machine dependence, and AI is still unable to understand the complexities of sensitive issues and topics, Giving spirits to written press texts and humanizing certain aspects of journalism. (Abu hashish, telephone interview)

Thus, the most important factors facing the application of at technologies in the Palestinian media, as follows: (Karim, telephone interview)

- **Lack of technological infrastructure:** Palestinian media lack the necessary technological infrastructure to effectively use artificial intelligence technologies, such as fast internet connectivity and powerful computers.
- **Lack of expertise and skills:** lack of professionals and specialists in at, can be a major obstacle. It should be noted that developing the operation of at systems requires specialized teams and high skills.

- **Weak and unregulated data:** at technologies rely on large amounts of data for training and improvement, in Palestine data may be limited and not well structured, making it difficult to achieve the desired results.
- **Privacy and security issues:** Concerns about data privacy can arise when using at technologies in the media, and this requires a regulatory framework and data protection laws.
- **Regulatory and legal obstacles:** many countries lack clear legislation and regulations governing the use of artificial intelligence technologies in the media, including Palestine, which leads to legal obstacles.
- **Finance and investment:** at technologies require significant investments in infrastructure, training and software development. In Palestine, it may be difficult to obtain the necessary funding to overcome this.
- **Cultural and linguistic challenges:** The media in Palestine can face challenges in applying at technologies due to cultural and linguistic differences that require special adaptation efforts.
- **Ethical issues:** The application of artificial intelligence techniques raises ethical issues, such as machine decisions and their impact on human functions, and this requires ethical discussions and concerns.
- **Obstacles to the Zionist occupation:** The obstacles caused by the occupation are, as it means, to develop communications networks and increase the speed of the Internet, and to prevent the introduction of the necessary equipment needed by infrastructure to build technologically advanced media institutions.

Results of the study:

1. Palestinian media lack the technology infrastructure to effectively apply at technologies, such as fast internet connectivity and powerful computers.
2. The obstacles of the Zionist occupation, such as preventing it from developing communications and increasing the speed of the internet, and preventing the introduction of the necessary equipment needed by infrastructure, are the reason for the establishment of advanced Palestinian media organizations serving the artificial intelligence sector.
3. The lack of professionals and specialists in the field of artificial intelligence technologies in Palestine, which constitutes an obstacle to the development of these modern technologies that need specialized teams with high skills.
4. AI technologies rely on large amounts of data for training and improvement, which is not available in Palestine where data may be limited and not well structured, making it difficult to achieve the desired results.
5. Palestine is like many remote countries that lack clear legislation and regulations in regulating the use of artificial intelligence technologies in Palestinian media.

6. Difficulty in obtaining funding to invest in infrastructure, training and software development to apply at technologies in Palestine.

7. The media in Palestine face challenges and obstacles in applying AI technologies, as a result of cultural and linguistic differences that require special efforts to adapt and overcome this.

8. It explained that at technologies will allow content to be communicated to everyone based on their interests and preferences, which increases the appeal of Palestinian media and the proactiveness of the public.

9. It showed that the application of artificial intelligence technologies will increase the efficiency of media production processes, enabling Palestinian media organizations to produce content faster and more efficiently.

10. The study indicated that at technologies will contribute to improving marketing strategies and increasing targeted advertising in the Palestinian media, generating revenue and financial sustainability.

• Conclusion:

The future of applying at technologies in the Palestinian media faces the obstacles and challenges that prevent it from achieving this in the near term "because of the Zionist occupation policy, which prevents the introduction of all equipment and tools to develop the technological environment in Palestine, as well as the lack of political stability due to the ongoing wars in all Palestinian cities and villages, not to mention the lack of laws and legislation to regulate the use of artificial intelligence technologies in Palestinian media and the difficulty of obtaining funding to invest in infrastructure in this area due to the above reasons.

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