

The Impact of Algorithmic Bias on the Integrity of Media Content on Social Media Platforms

"News of the Zionist genocide in Gaza as a model"

التحيز الخوارزمي وأثره على سلامة المضمون الإعلامي في منصات التواصل الاجتماعي

"أخبار الإبادة الصهيونية في غزة أنموذجا"

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Abstract:

In this research paper, we will attempt to study and address the following proposition: What independence does media content have under artificial intelligence algorithms? And to what extent does the gatekeeper theory apply in the digital media environment? We will do so by addressing the problem of algorithmic bias on social media platforms, which determine who sees media pages' posts, how the content they produce is arranged, and how algorithms intervene to limit its spread, visibility, and classification. We will begin by presenting a theoretical framework that defines how algorithms operate as a new gatekeeper, and how algorithms impose restrictions on the publishing processes of one party over another. We will also attempt to address this idea with modern models such as "the clear bias that resulted from the algorithms of Facebook, Twitter, since the beginning of the Zionist aggression on the Gaza Strip, which had the function of a "digital gatekeeper".

Keywords: algorithmic bias; Media content; social media.

ملخص:

سنحاول في هذه الورقة البحثية دراسة ومعالجة الطرح التالي: أي استقلالية للمحتوى الاعلامي في ظل خوارزميات الذكاء الاصطناعي؟ وما مدى سريان نظرية حارس البوابة في ظل البيئة الاعلامية الرقمية؟ وذلك من خلال التطرق لإشكالية التحيز الخوارزمي في منصات التواصل الاجتماعي التي تحدد من يرى منشورات الصفحات الاعلامية وكيف يتم ترتيب المحتوى الذي تصنعه هذه الأخيرة، وكيف تتدخل الخوارزميات في الحد من انتشاره وظهوره وتصنيفه، حيث سندسّهل المداخلة بتقديم إطار نظري يحدد كيفية عمل الخوارزميات كحارس بوابة جديد، وكيف تفرض الخوارزميات قيودا على عمليات النشر لطرف دون آخر، مع تدعيم معالجة هذا الطرح بنماذج حديثة مثل "ما نجم عن خوارزميات مواقع فيسبوك وتويتر وانستغرام من تحيز واضح منذ بداية العدوان الصهيوني على قطاع غزة والتي كانت لديها وظيفة "حارس البوابة الرقمي"، من ناحية إدارة ومراقبة المحتوى المنشور واستقلاليته في اتخاذها القرارات المعنية بنوعية المنشورات والمعلومات والأخبار المُقدّمة"، وهذا بالتعرج على مختلف المفاهيم مثل ماهية حارس البوابة والخوارزميات وغرف صدّ الصوت باعتبارها شكل من أشكال هذه الأخيرة، وصولا لمناقشة ما تم تقديمه، لتكون الخاتمة عبارة عن تقديم وجهة رأينا الخاصة حول الموضوع.

كلمات مفتاحية: تحيز. خوارزمي.. محتوى. اعلامي.. منصات. التواصل. الاجتماعي.

1. INTRODUCTION

In the mid-1990s, many studies and research emerged that kept pace with the development of mass communication and media, such as radio, television, and newspapers, attempting to study the extent of their impact on the audience and public opinion. Some focused on the receiving audience, while others addressed the medium itself. Meanwhile, others delved into the communicator, leading to the emergence of the "gatekeeper theory," also known as the "communicator theory." The credit for developing this theory is attributed to the Austrian-born American psychologist Kurt Lewin, who based his development of this theory on several studies that examined this element of the communication process.

Amid the rapid development of communication technology, many experts and specialists predicted a decline in the role of this theory in light of digital media and social media platforms. However, it has resurfaced as "algorithms" now control the information published, whether by content creators or participants. Moreover, algorithms and search engines today influence the form of content and publishing mechanisms. Thru automated processes, they direct content by controlling the type of information a journalist can obtain during research, as well as determining the audience that will receive the story or news produced by the journalist.

In addition to the impact of artificial intelligence algorithms on news content, there are also what are known as "Echo Chambers" on social media platforms, where users only see what aligns with their preferences, as if they are listening to the echo of their own voice when others speak, isolated from differing or opposing opinions.

Accordingly, in this research paper, we will attempt to analyze the effects of artificial intelligence algorithms on media content in the digital communication environment. We will also address the transformations that the "gatekeeper" theory has undergone from traditional media to new communication media. Furthermore, we will seek to discuss the following proposition: What is the validity of the gatekeeper concept in the context of the digital media environment?

2. Gatekeeping Theory: Gatekeeper Theory:

1.2. Theory Ideas

According to "Luhmann," information and news go through different stages before appearing on the pages of a newspaper, magazine, or any media outlet such as radio and television. He referred to these stages as "gates," explaining that this category organizes the amount or degree of information that will pass thru them. In other words, there is a group of gatekeepers at all stages of the chain thru which information is transmitted. These gatekeepers have the right and authority to open or close the gate to any message that comes to them, and they also have the right to

make modifications to the message that will pass thru. (Al-Saeed, 2008)

Gatekeeping, then, is a strategic process that operates according to specific regulations, accompanying the path of media content from the source to the audience. The supervisors, regardless of their roles and positions—whether journalists, editors, or media institution directors—have full authority to approve, reject, or modify any information and news that reaches them. Researchers have likened this process to a sieve, as it allows the passage of items that fit the size of its holes, with the size of these holes varying from one sieve to another. These holes represent the rules, regulations, and standards that each media outlet relies on to select its content and allow it to pass to the receiving audience.

2.2 Factors influencing the activity of the gatekeeper:

The communicator must possess many skills to achieve effectiveness and the desired impact, such as writing and reading skills, speaking and listening skills, and the ability to think critically and analyze the events around them. In addition to these skills, there are factors of credibility, attractiveness, and influence. There are also other criteria directed at the gatekeeper, which can be summarized in the following points: (Al-Sayed, 2003)

- Personal standards:** This includes the personal traits of the communicator, education and training, and intellectual and ideological affiliations.

- Professional standards:** such as the law and institutional policy, in addition to the news source.

- Social standards:** prevailing social systems, beliefs, customs, traditions, and informal relationships. The communicator should not ignore these standards and should work to uphold them.

- Audience standards:** Each audience has its own strategy.

The gatekeeping theory in media is an important approach adopted by researchers in their interpretation of the mass communication process from the perspective of the communicator. After discussing the key principles underlying the gatekeeping theory, we will now turn to the second variable in this study related to electronic media and citizen journalism, considering it a new trend that has gradually imposed itself on the media landscape in recent years.

3. Digital media and citizen journalism :

We will first address digital media since citizen journalism is considered one of

its forms.

3.1 Digital media

3.1.1 The concept:

There are many terms that refer to digital media, depending on the scientific perspective of this relatively new medium and because it was born outside the environment in which it was produced. Other researchers believe that "the concept of alternative media can be relied upon instead of the term new media, depending on its audience, as the audience using social media platforms has adopted them as an alternative to traditional media" (Al-Sayed E., 2015).

Generally, they refer to one concept, the most prominent of which are the following:

- New media
- Social media
- Electronic media
- Web media

Here are some definitions related to electronic media:

The Computer Dictionary defined new media thru two entries:

A. The first entry: It referred to digital communication applications and electronic publishing applications on various types of disks, digital television, and the internet, indicating the use of personal and portable computers, as well as wireless communication applications and mobile devices in this context.

B. The second approach referred to the new methods of communication used in the digital environment, allowing smaller groups of people to meet and gather online, exchange benefits and information. It is an environment that enables individuals and groups to make their voices and the voices of their communities heard to the entire world. It is also defined as a set of new digital methods and activities that enable us to produce, publish, and consume media content in various forms thru internet-connected electronic devices (Hatimi, 2015).

Another definition: it is all types of digital media presented in an interactive digital form. There are two cases that distinguish the old from the new regarding the way new media content is broadcast and the way its services are accessed. It relies on the integration of text, image, video, and sound, as well as the use of computers as the main mechanism in the process of display and production. Interactivity represents the main difference and its most important feature. (Shafiq, 2015)

Due to the development and acceleration in the production of communication and

media technology, characterized by continuous innovation, it has become difficult for researchers and theorists to precisely define the concept of new media. This media pattern is still in a state of formation; it is a product of the information and knowledge explosion, as well as the advancement in communication and media technology. Novelty in the technological field has become relative, as we are in the age of speed. What is new today becomes ordinary and traditional after a short period of time. Therefore, the term "new media" poses a methodological problem in theorizing this media pattern, which relies on the internet and advanced and renewed communication technology. For these reasons, we adopt the term "electronic media." As the following table illustrates, for example, some social media platforms that emerged a relatively long time ago have become part of traditional media, as their use has become widespread and normal.

Table 1: Represents the founding dates of the most important social media platforms

Site	Creation Date
linkedin	2004
Facebook	2003
youtub	2005
tweeter	2006
instagram	2010
snapchat	2011

(scheid & daix, 2015)

3.2.1 Characteristics of digital (electronic) media:

Despite the effective and significant role of traditional media and communication, primarily related to the functions and objectives of media, new media has become more effective in performing these functions and achieving the desired goals in terms of quantity, quality, and manner. This is due to the characteristics that distinguish it, which can be summarized in the following elements: (Shaqra, 2014)

Interactivity: It is a feature that allows the recipient of the media content to participate in discussing this content, express their opinion on it, and comment on it by correcting, adding, or clarifying. Thru this feature, the follower or recipient (user) can directly interact with the content creator via chat or participate in forums by sharing opinions, which is one of the most important characteristics of new media.

Wide freedom: After traditional media were subject to intervention by official authorities in countries, allowing or prohibiting what is published in them, which made this authority a tool of guardianship over the citizen's mind and thought, and eliminated the ability to create and think based on the premise that media is the fourth estate (as explained in the gatekeeping theory of traditional media, which describes how media material or content is subjected to scrutiny and censorship thru several stages until it reaches the audience either with approval, modification of the content, or complete cancellation). Thus, new media, with its various tools and ability to penetrate geographical and temporal barriers, provides much greater freedom in addressing all internal and external issues that concern the nation and its citizens, and opens the eyes of citizens to many matters that were previously obscure, ambiguous, and forbidden for them to know.

Inclusiveness and diversity in content: In the past, journalists or media professionals faced challenges in traditional media due to the limited space allocated for covering a specific topic, publishing an investigation, or producing any media material. However, thru the internet, anyone who wants to participate can do so via various electronic media platforms such as online journalism, blogs, or forums, without the barrier of limited space or other constraints. Additionally, followers can benefit from numerous links and websites that appear on the page of the topic they are interested in, which are related to the subject and help increase their knowledge and awareness of everything related to their topic.

Flexibility: Continuous availability and renewal: Any individual can remain continuously informed about reality around the world, as new media provides the ability to broadcast continuously and update news and information as it happens. This allows the follower to stay updated with the current reality, no longer needing to wait for news bulletins to know what is happening in the world, nor waiting for the next day's newspaper to learn about the previous day's news.

Additionally, new media has provided an archive thru which anyone can revisit any important information or news they may have missed, whether in terms of time or place.

Flexibility: Users of new media can easily and effortlessly access a multitude of information sources.

Storage and preservation: It makes it easy for the recipient to store and save communication messages and retrieve them as part of the communication medium's inherent capabilities.

Mobility or portability: New communication tools enable individuals to use them anywhere and while on the move, such as mobile phones, watches with integrated phones, document cameras, and laptops, thus breaking the barriers of time and space.

An important observation that can be noted is that traditional media has become heavily and directly reliant on websites and social media networks as sources of information and news. Additionally, the topics and events circulated on these platforms serve as news material for traditional media, which continuously monitors and tracks what is happening and what are the most important topics that users engage with and interact with.

3.3.3 Types of Digital Media :

We can say that digital media have encompassed traditional media without eliminating them, because the latter found themselves compelled to adapt, benefit from modern technology, and rebuild themselves; otherwise, they would face exclusion and exit from the media landscape. This is actually happening with some television channels that have not found their place amidst the vast number of channels and websites on the internet. There are two types of electronic media: (Al-Waz, 2012)

Digital media with new renewable technology: It includes all the means we have become accustomed to using now, which have enabled the live and rapid exchange of information.

Digital media with mixed technology: In it, the differences between the old and the new disappear, as the boundaries between different types of media have become artificial after a state of merging between traditional and electronic media and the exchange of benefits.

3.2 Citizen Media:

The media landscape has witnessed the emergence of a new type of journalism in recent years, known as "citizen journalism." This new model has managed to

attract a massive number of followers and users to the media content it publishes. It is classified as a digital media model in contrast to traditional journalism, such as print media like newspapers and magazines, or audio media like radio, or audiovisual media like television. The difference and change lie in three main points as follows:

- Change in the person delivering the news (an ordinary individual)
- Change in the means used (smartphone)
- Change in performance and method, shortening the stages that a news story goes thru, such as editing and assembling, and also in efficiency in terms of quickly reporting the event from the location.

3.2.3 Features of citizen media :

In addition to the well-known functions performed by the media, citizen journalism plays many roles, which distinguishes it from traditional journalism. Among these features, we mention the following:

- 1- Citizen media has contributed to supporting and enhancing the duality of (the right to information – freedom of the press), the citizen's right to be informed about local or international events, and also to freely publish and share their ideas and opinions without censorship or restriction, based on the premise that every person has an idea that deserves to be heard by the world. The citizen is in a continuous exchange of roles between sender and receiver at the same time. (Baaziz, 2012)
- 2- The ordinary citizen has developed a culture of filming and recording everything happening around them, regardless of its nature, and sharing it online on various websites. In this way, they provide the entire world with instant materials of information, news, and facts directly from the scene of the event and as soon as it occurs. Thus, in this process, citizen journalism has started to compete with traditional media, and in many cases, the latter has become reliant on the content produced by citizen journalism as a source of information. Often, what citizens publish becomes the sole source of information and news about many events, such as wars or natural disasters like tsunamis. Citizen journalism also played a prominent role and had a significant impact during the Arab Spring events. This is due to either the restrictions imposed by states and governments on the media or the difficulty of reaching the event location in a timely manner. Additionally, everything that happens thru social media interactions has become rich media content for many segments and programs on traditional media outlets.
- 3- The content and posts shared by citizens on social media exert significant pressure on officials and leaders, prompting them to intervene to resolve pending issues or to stay informed about widely circulated events. It acts as a watchdog to expose various abuses occurring in social life across different sectors and at all levels.

4.The Gatekeeper in the Digital Media :

In their discussion of this topic, researchers have divided into two main groups, as follows: (Maliki, 2018), adapted

The first group : consists of researchers who believe that the concept and role of the gatekeeper no longer exist in the digital media environment. This is because the gatekeeper no longer has the influence or authority to control the flow of media content through its various stages; the media landscape has become open, and everything is accessible and permissible. Although this media model is characterized by a certain degree of spontaneity in practice, its actors can be professional and specialized media practitioners, or they can be ordinary individuals (citizen journalism). Nevertheless, what is circulated and discussed through this media space spreads at lightning speed, transcending all temporal and geographical boundaries. Hence, proponents of this view argue that the user or actor themselves act as a gatekeeper in selecting what they wish from the vast amount of media content they are exposed to daily—freely and according to their own criteria—unlike the gatekeeper role in traditional media.

The second group : consists of researchers who believe that the concept of the gatekeeper remains valid, arguing that much of the content and posts circulating on digital media platforms is produced by traditional media organizations, which are under the authority of the gatekeeper, in addition to technical programs that block many of the posts and messages circulating, whether for social, economic, religious, or other reasons. Proponents of this view do not deny that the role of the gatekeeper has declined in its traditional form in the digital media environment; however, they argue that it has not disappeared but has simply emerged in other forms.

4.1 AI algorithms "other face" of the gatekeeper:

The algorithm is a series of steps to accomplish a task ; Algorithms process vast amounts of data to drive services in areas such as navigation, commerce, social media, finance, travel, and even online dating. You reach for your phone to check your favorite social media network. The news feed appears, displaying all the interesting posts you missed during your absence. This feed is organized by an algorithm that determines the most important posts for you, based on your previous activity, which includes likes, friends, followers, and comments.

With the advent of the "Internet of Things" and the increasing reliance of networks on complex algorithms to perform various software functions, the impact of algorithms on the future of media institutions is significant and profound. Thru these characteristics, social media platforms control the flow of information, becoming influential in shaping public opinion on topics of mass importance.

The 2016 U.S. presidential election and the Brexit referendum were notable examples of the impact these platforms have on political decisions. They not only contributed to influencing political discourse but also tolerated all forms of expression, whether beneficial to the public or not. What's worse, these platforms have helped spread hate speech and fake news. (Benadhrif, 2021)

4.2 Digital echo chambers and their impact on the integrity of media content:

Echo Chambers is a term borrowed from the field of acoustical engineering, and originally, echo chambers are closed spaces specifically designed to produce sound reverberation (echo) in a way that creates a specific effect. This term has been borrowed in the field of social interaction studies to refer to virtual environments where a group of individuals communicate.

These environments ensure that their members are only exposed to opinions and beliefs that support and confirm their own views and beliefs, while excluding and filtering out any opposing or different opinions or ideas. Echo chambers can form within any group of people who interact intensively and for an extended period. Social networks on the internet are an ideal field for the formation of echo chambers at an unprecedented rate.

This phenomenon has proven to have socially and politically significant and dangerous impacts, especially since the way social media platforms operate supports the existence of echo chambers and greatly deepens their effect.

Echo chambers are not tangible entities. By comparison, personal accounts of individuals, pages, and groups on Facebook are considered tangible entities; what is meant here is that they can be directly identified. The same goes for content, whether it is a post or a comment; all these tangible entities are noticeable and have clear boundaries. (Masar, 2025)

This phenomenon does not only affect ordinary users, but also impacts those working in the journalistic field, where journalists' articles mostly reach only those who share the cultural and ideological inclinations of the journalist or the institution they work for. When browsing social media, journalists only see posts that support their views. The journalist becomes isolated from those who disagree with him, so he does not hear them, and his words do not reach them.

It is well known that these platforms are managed by profit-driven companies like Facebook, and since profit is the goal of any company, especially if we trace the source of the platforms' income, which primarily comes from advertisements. And the more time users spend on the platforms, the more they interact with advertisements, and the more the profits of the companies responsible for the platforms increase. The goal, then, is for users to stay on the platforms for as long as possible to achieve the highest advertising profits.

The algorithms that the platforms use to achieve this goal are what create what we call echo chambers. Algorithms operate on two main axes. As for the first axis, it provides the user with content they like, which is often in the form of posts from other users, articles, or visual or audio materials that align with the user's preferences. And since humans are naturally inclined to love what supports their viewpoint, users express this admiration by liking or retweeting content that aligns with their preferences. Therefore, the platforms will provide them with additional content of this nature, which often originates from people who share their views, and thus will hide content that contradicts their preferences.

This policy directly leads to the creation of echo chambers. While the second axis rewards those who exaggerate and extremize the affirmation of the collective identity of those belonging to echo chambers, either by venerating the group's symbols and ideas or by attacking dissenters and their ideas. Posts characterized by exaggeration and extremism often attract more interaction and increase users' time on the platform. Then, platforms show extreme posts to more users, earning them more "likes" or "retweets." These two axes enhance echo chambers and widen the gap between users with opposing views, increasing polarization among them, as they do not interact or exchange ideas. (Darwish 2021)

4.3 Algorithmic bias on social media platforms "News of Zionist genocide in Gaza as a model":

Thus, the algorithms present on social media platforms have become capable of managing global discussions across digital spaces by imposing censorship on content or promoting the spread of extremist viewpoints regarding an issue or conflict, which has been clearly evident in the censorship of Palestinian content and the promotion of Zionist content in the "aggression against Gaza."

Since the escalation of the genocide in the Gaza Strip, content creators who focus on supporting the Palestinian cause have increasingly used what is known as "algospeak" – a set of phrases, special spellings, and symbolic words – to prevent their posts from being removed or suppressed by social media platform algorithms. This is done by muting or adding sounds to hide their audio comments, or by altering the spelling of common English and Arabic words such as "Palestine," "genocide," and "Hamas" to avoid detection. Many well-known content creators have directed Palestinian users to adopt similar tactics to prevent technology giants' algorithms from removing their content.

The current Zionist aggression has revived a years-long scrutiny of how technology companies like Meta, Google, and TikTok monitor their platforms during moments of increased Zionist aggression against Palestinians. Civil society groups have long criticized Meta for suppressing the freedom of expression of Palestinian users by removing Arabic content more than Hebrew posts. Activists have also accused technology companies of not investing in systems to protect Palestinian users from hate speech and violent threats.

YouTube, TikTok, Facebook, and Instagram, owned by Meta, consider Hamas a terrorist organization, preventing the group from being present on their platforms. While Meta and YouTube users can call for peace or comment on issues facing the Zionist entity, they cannot express their support for Palestine or the Gaza Strip. Meta previously announced that it had changed the default settings in the Arab region, limiting who can comment on new public Facebook posts to friends or current followers in an attempt to crack down on what it calls "undesirable" content. While TikTok clarified that it has added more Arabic and Hebrew-speaking moderators to review posts related to the war, on another note, YouTube stated that it removes hate speech targeting Jewish communities and connects users with reliable news sources.

Since the start of the aggression, crowds of Palestinian supporters have complained that Meta has been suppressing their content documenting acts of violence against Palestinians in the Gaza Strip. Meanwhile, popular influencers have reported that the number of views and likes on their videos on Facebook and Instagram has dropped sharply. Some users have complained that their posts were removed or hidden, or that their accounts were restricted for violating social media content policies. Others continue to report that their ability to stream live video has been restricted, while their ability to find live videos by Palestinian creators has also decreased. (Fathi, 2023)

This has been confirmed by the findings of numerous studies conducted on the subject, including an academic study by Haroun Abdel-Lai and Salah Abou-Rid, which aimed to uncover the nature of "algorithmic bias" practiced by social media platforms against Palestinian content and to identify the strategies activists employ to counter it. The study began with several questions, such as the nature of the algorithmic bias faced by activists and how it affects the respondents' activities in support of the Palestinian cause. The study found that 54.5 percent of the respondents confirmed that there were constant restrictions on their content, and that these restrictions increased significantly after the events of October 7, 2023, as confirmed by 63.6 percent of them.

As this study showed, the majority of the sample confirmed that targeting is generally directed at any content related to the Palestinian cause (67.3 percent), as opposed to targeting activists themselves. In addition, 72.7 percent of respondents stated that the reason for targeting is linked to the ambiguity of social media platforms' standards, while 65.5 percent attributed it to political and diplomatic pressure on major tech companies. 52.7 percent of respondents noted that notifications and warnings regarding content were directed at them intermittently (sometimes), while the majority confirmed that the content of the warning often refers to a notification that the post has been hidden for violating community guidelines, at a rate of 69.1 percent. Additionally, 58.2 percent of activists noted that the content of the warning is a reminder to review community guidelines before

posting a specific type of content. As for the most common types of restrictions imposed by algorithms on activists on these platforms, “reduced reach” was cited by respondents with a relative weight of 78.2 percent, followed by deletion and removal with a relative weight of 52.7 percent. (Haroun, Aboured, 2025)

Furthermore, the same study showed that all respondents confirmed that algorithmic bias is linked to specific topics; documenting Zionist violations of Palestinian human rights ranked first at 78.2 percent, while support for the resistance in Gaza and praise for its symbols ranked second at 67.3 percent. Boycott campaigns against companies supporting the Zionist entity were no less significant, reaching 50.9 percent, while topics such as opposing and criminalizing normalization and the historical narrative of the Palestinian story each accounted for 47.3 percent. The use of political symbols and slogans ranked last at 41.8 percent. Meanwhile, the restriction of access was the most impactful restriction on the respondents’ activities in support of the Palestinian cause, at 74.5 percent, followed by the permanent deletion and removal of content at 69.1 percent. The study showed that 80 percent of the sample confirmed that the restrictions imposed by social media networks deepen their sense of digital injustice and unfairness. (Haroun, Aboured, 2025)

5. CONCLUSION

In conclusion, it can be said that while setting the news and media agenda has always been within the tasks of newsrooms over the past years, what occupies journalists' minds is the ability to pass these agendas and files thru what is known as the "gatekeeper," which often represents government regulatory bodies. But with the reliance on technology in the digital age, a new "gatekeeper" has emerged, no less strict than its predecessor, which is the double standards of social media platforms. This new gatekeeper has forced professionals in the field to tone down the published materials and scenes and reduce the phrases and accusations condemning Zionist crimes. There is even apprehension about publishing calls to protect civilians for fear of having a page or platform blocked! According to specialists in the technical field, algorithms contain a list of terms classified as violent, such as "jihad," "martyr," "killed," "killing," "fighters," and naturally, this restriction affects the nature of the news material presented, which is supposed to reveal crimes and demand the protection of unarmed civilians. Consequently, the truth does not appear clear and evident, and the information and scenes remain obscured. Thus, algorithms and search engines today influence the form of media content and publishing mechanisms. Thru automated learning processes, they direct content by controlling the type of information a journalist can obtain during research, as well as determining the audience that the story or news produced by the journalist will reach, among other factors.

- Accordingly, the recommendations of this research paper are based on the idea proposed by researcher "Nikolas Diakopoulos" regarding the necessity of applying

an inductive approach to investigate algorithms that operate as black boxes in the field of journalism, relying on "fair artificial intelligence systems" that sample algorithms to examine the relationship between inputs and outputs and to investigate the algorithm's impact, errors, and biases.

We also recommend not relying exclusively on artificial intelligence for producing media content or addressing the overall social challenges, but rather setting boundaries on what can be done using this technology.

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