

SORS: Big Tech Stimulus for Emerging Technological Innovations in Media Companies

Objectives

Abstract: The impact of big tech companies, such as Facebook and Google, has sparked much scholarly discussion on their global reach and increasing threat. Recently, these companies have invested heavily in journalistic projects, with Google investing millions of euros in innovative technological projects, including the GNI Innovation Challenge and other forms of financial and institutional support to media organizations. This study draws upon Innovation Management and Responsible Innovation theories to analyze the recipients of the first editions of GNI Innovation Challenges in Asia-Pacific, Latin America, the Middle East, and Africa. Through case studies and in-depth interviews with recipients, this presentation will showcase innovative products being developed in the media industry through the Google News Initiative Innovation Challenge grant, with a specific focus on the use of AI. The projects aim to improve news discovery and support quality journalism by enhancing the production, distribution, and monetization of news content. The presentation will provide an overview of cutting-edge AI technologies being implemented in these products and highlight their potential impact on the media industry in the Global South. However, there are challenges to continue developing these projects after the grant is over, as few characteristics of Responsible Innovation, such as anticipation, reflexivity, and responsiveness, can be found in these projects, posing risks to their continuity and success.



Mathias-Felipe de-Lima-Santos (Ph.D.) is a postdoctoral researcher in the Human(e) AI project at the University of Amsterdam, Netherlands. He is also a research associate in the Digital Media and Society Observatory (DMSO) at the Federal University of São Paulo (Unifesp), Brazil. Previously, he was a researcher at the University of Navarra, Spain, under the JOLT project, a Marie Skłodowska-Curie European Training Network funded by the European Commission's Horizon 2020. He was also a Visiting Researcher at the Queensland University of Technology (QUT) in Brisbane, Australia. Mathias-Felipe is co-editor of the book "Journalism, Data and Technology in Latin America" published by Palgrave Macmillan in 2021. His research interests include the changing nature of communications driven by technological innovations, particularly in journalism, media, and online social networks.

Speakers

Speaker: Mathias-Felipe de-Lima-Santos, postdoctoral researcher in the Human(e) AI project at the University of Amsterdam, Netherlands and research associate in the Digital Media and Society Observatory (DMSO) at the Federal University of São Paulo (Unifesp), Brazil.

Host: Dario Garcia Gasulla, Artificial Intelligence Associated Researcher, CS, BSC

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