



Journalism and AI

TORONTO, May 1, 2023—A new [Maru Public Opinion](#) survey undertaken for the [Canadian Journalism Foundation](#) finds a vast majority of Canadians (92%) believe that news organizations should have a clear and transparent policy on how they use artificial intelligence technology to produce news and information.

The survey also found that Canadians are concerned that the use of AI in journalism will produce or spread misinformation (85%) and bring with it the potential for inaccuracy (86%). Perhaps to that end, a significant number (85%) believe that a Canadian governing body (not explicitly a government entity) should have strict oversight of journalist AI practices/ethics with fines/professional penalties for breaches by individuals and/or their outlets.

Intergenerational divides

As newsrooms around the world experiment with generative AI to create news and information on current affairs, health, real estate listings, quizzes, and sports reports, The results point to a majority of Canadians who are overwhelmingly concerned about its use to produce news for mainstream and digital media (57%). This contrasts with the remainder who are either excited (9%) or decidedly ambivalent (34%) about its use. Notably, those who are the youngest Canadians (aged 18-34 24%/Gen Z 29%) are most excited about the prospects of AI journalism compared to their older counterparts (aged 35-54 6%/55+ 2%).

As for the craft itself, just over half (53%) of Canadians don't believe AI is "just another tool" available to journalists, with a much larger majority who agree that with its use, the future of journalism won't be the better for it (68%). Notably, those who are Gen Z (18 to 26) are most likely to believe the future of journalism *will* be better for it because of AI (54%).

-30-

Methodology

These are some of the findings from a study provided by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) from April 3-4, 2023, among a random selection of 1,516 Canadian adults who are [Maru Voice Canada](#) panelists. The results were weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction.

[Maru Public Opinion](#) is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion does not do any work for any political party. Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion Canada](#). Corporate information can be accessed here: [Maru Group](#).

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
Direct +1-416-700-4218
john.wright@marublue.com

 maru/

Maru is a world leading CX and Insights Software & Advisory Services company.

Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

The experience & insights platform

[Maru Public Opinion](#) is a research channel for the
[Maru Group](#)