

presentado en
Pista 1 ▪ Pista 2

El uso de la IA en el periodismo



Qué veremos en esta sesión

- Un marco de evaluación de riesgos para el uso de la IA en el periodismo
- Casos de estudio de reportajes en los que se ha utilizado con éxito la IA



de cada al público,
producto final

baja precisión

RIESGO MEDIO, UTILIZAR CON PRECAUCIÓN	RIESGO ALTO, EVITAR
PUNTO ÓPTIMO	RIESGO MEDIO, UTILIZAR CON PRECAUCIÓN

alta precisión

de uso interno,
investigación

de cada al público,
producto final

generar una imagen abstracta de portada	redactar un artículo
filtrar documentos	resumir entrevistas

baja precisión

alta precisión

de uso interno,
investigación

¿Qué hay de utilizar la IA para verificar datos o detectar deepfakes?



Malas noticias: no hay herramientas de IA que puedan hacer esto de forma fiable.

Buenas noticias (más o menos): podemos utilizar métodos de información tradicionales para combatirlo.



LLMs: Clasificación



Ejemplo: uso de Claude para categorizar datos

Example: Claude for Sheets

File Edit View Insert Format Data Tools Extensions Help

100% | \$ % -0.00 123 | Default... | - 10 | B I U A | More

H2 | fx =claudeExtract("subject category, school, noschool or other", G2) | More

	A	B	C	D	E	F	G	H	I
1	account	id	date	num_likes	num_comments	url_post_id	caption	category	
2	drrandpaul	2828180279536	2022-05-01_00-	6752	898	Cc_tvrajyS	Thank you for an incredible kickoff to my senate race today at Liberty in the Bluegrass today, Kentucky! #StandwithRand	school	
3	drrandpaul	5687996922032	2013-10-17_16-	437	19	fkyE5yIMDm	Tomorrow, I will be serving chili at Bowling Green High School's Annual Chili Supper to raise money for the school soccer teams. Hope to see you there from 5-7pm!	school	
4	drrandpaul	1065223156523	2015-09-02_14-	830	21	7lbtEriMNa	I'm talking about freedom in Freedom, New Hampshire this AM! #StandwithRand in NH	other	
5	drrandpaul	2948396653848	2022-10-13_21-	703	22	CjqzyKpj3IQ	I've always fought to protect tax dollars from going towards wasteful spending overseas, especially in times of disaster. Kentuckians are strong and even through the recent disasters our spirits have not broken.	other	
6	drrandpaul	9892552484764	2015-05-20_19-	1935	136	26img9oMCF	It's time to filibuster the "Patriot Act" to end NSA spying!	other	
7	drrandpaul	1362479715784	2016-10-16_17-	4132	214	BLogBUxAPIV	Had a great time at Knob Creek with some of our brave vets. We have a duty to uphold the Constitution they fought for.	noschool	
8	drrandpaul	1140808094962	2015-12-15_21-	2836	206	_U9usJMD1	Today is Bill of Rights day. We must elect a President that will defend the entire Bill of Rights. #illofrights	other	
9	drrandpaul	1158007065191	2016-01-08_15-	1413	34	BASEUpYIMH8	Stopped in Waveland Cafe this morning and saw a familiar name on the wall. #StandWithRand #IowaCaucus	other	
10	drrandpaul	9611524587473	2015-04-12_00-	733	15	1WsxGeoMGv	Nevada Rally - April 11, 2015	other	
11	drrandpaul	1075471470959	2015-09-16_17-	2149	245	7s15QoMAE	Shooting the tax code! #debateday	other	
12	drrandpaul	9966407722079	2015-05-30_23-	1339	23	3Ux4B8IMHo	#standwithrand	other	
13							Honored to speak at @bsideu4life's Anchored in Hope Annual Benefit tonight. I'll never stop fighting to protect the lives of the unborn and the rights of taxpayers who don't want their		

row: senators instagram info

Claude for Sheets™

Help

User: ... and Assistant: ...
messages to the model, one per line. Useful to "put words in Claude's mouth", for instance to skip preambles. Each role, except the first, must be preceded by a newline (Ctrl/Cmd+Enter).

Example

```
=CLAUDEMESSAGES("User: Rewrite 'go away!' more politely, within tags. Assistant: <rewrites>")
```

=CLAUDEEXTRACT(...)

=CLAUDECLUSTER(...)

=CLAUDEFREE(...)
(deprecated)

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Ejemplo: resumen y estructuración

Chapters

PROCEDURE

Front Matter
00:00:09-00:00:33

REMARKS

Council Member Diana I. Ayala Opens General Welfare Committee Meeting on Fiscal 2025 Preliminary Budget
00:00:34-00:05:37

PROCEDURE

Administering Oath to Witness
00:05:40-00:05:57

TESTIMONY

Molly Wasow Park, Commissioner, Department of Social Services on Budget Overviews and Program Enhancements for Fiscal Year 2025
00:05:57-00:34:42

QUESTION

What explains the reduced expenditure for asylum seeker response in NYC's budget?
00:35:22-00:37:21

QUESTION

Will there be a reduction in funding the asylum seeker response and will there be shelter time limit changes?
00:37:22-00:38:40

QUESTION

What plans does the administration have for



Transcript

Front Matter

00:00:09 0 Good morning, and welcome to the New York City preliminary budget here in under committee on General Welfare.

00:00:16 0 At this time, please silent all electronic devices.

00:00:20 0 At no time, please do not approach the deals.

00:00:23 0 If you have any questions, please raise your hand.

00:00:26 0 Or one of us is sergeant at arms will kindly assist you.

00:00:29 0 Thank you very much for your kind cooperation.

00:00:31 0 Cheers.

00:00:32 0 We're ready to begin.

Council Member Diana I. Ayala Opens General Welfare Committee Meeting on Fiscal 2025 Preliminary Budget

LLM: Codificación



Ejemplo: problemas básicos de codificación

Claude  Coding issues / Handling Irregular JSON Data in Python  

LT I'm trying to get data from a json data stream using python but the results often vary. What's the best way to work around irregular data, meaning sometimes a value exists and sometimes it doesn't?

To handle irregular JSON data in Python where some values may or may not exist, you can use a combination of techniques. Here's a concise approach:

1. Use the `get()` method for dictionaries
2. Implement error handling with try-except blocks
3. Use default values or None checks

Here's a code example demonstrating these techniques:

```
python  Copy
```

```
def process_json_data(data):  
    # Using get() with a default value  
    name = data.get('name', 'Unknown')  
  
    # Try-except for potentially missing nested data  
    try:  
        age = data['details']['age']  
    except KeyError:  
        age = None
```


Visión artificial: filtrado de imágenes satelitales



No todo tiene que ver con la IA generativa (de hecho, la mayoría de las veces no es así)

Ejemplo: El New York Times entrenó un modelo de aprendizaje automático especializado para detectar cráteres de bombas en Gaza.

Israel-Hamas War | Updates | Photos | Graduating Into War | Where Israel's Offensive Stands | Roots of the Conflict

VISUAL INVESTIGATIONS

A Times Investigation Tracked Israel's Use of One of Its Most Destructive Bombs in South Gaza

Share full article | 1.9K

Visual Evidence Shows Israel Dropped 2,000-Pound Bombs Where It Ordered Gaza's Civilians to Move for Safety



60-foot crater

8:35

A Times investigation used aerial imagery and artificial intelligence to detect bomb craters that showed that one of Israel's biggest bombs was used routinely in south Gaza. The New York Times, Source: Planet Labs

By Robin Stein, Haley Willis, Ishaan Jhaveri, Danielle Miller, Aaron Byrd and Natalie Reneau
Dec. 21, 2023



Airplanes parked on the edge of the runway of the 180, glued to the Trans-Amazon Highway and which acts as a strategic stopover for flights towards prospectors inside the forest. Image: Anderson Coelho/Intercept Brasil. Brazil, 2022

STORIES

TOPICS

- » [Case Studies](#)
- » [Reporting Tools & Tips](#)

Investigating Rainforest Destruction: Finding Illegal Airstrips Using Machine Learning

by [Jelter Meers](#) and [Kuek Ser Kuang Keng](#) • October 13, 2022

READ THIS ARTICLE IN

English

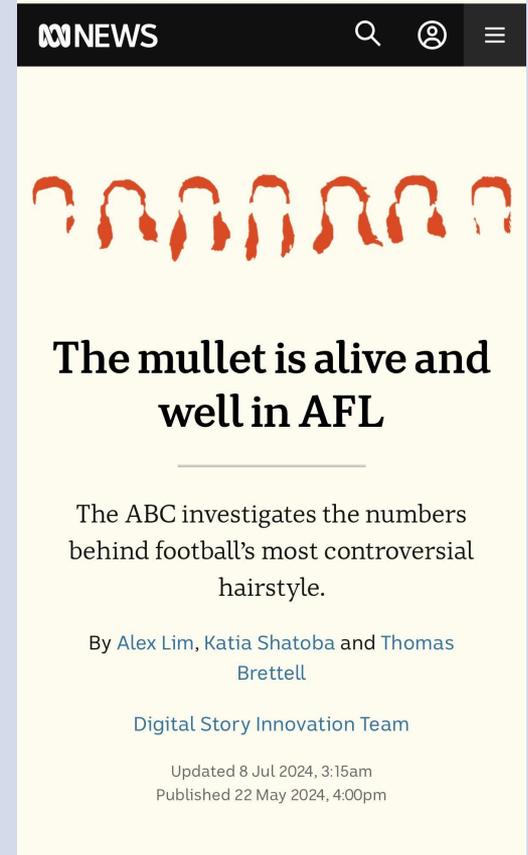
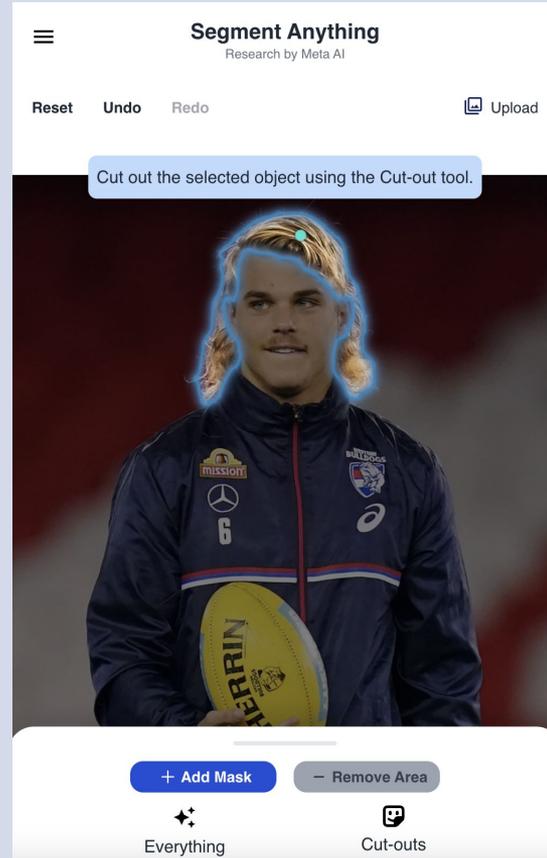
Español

Português

Visión artificial: trabajo visual



Ejemplo: trabajo visual



Ejemplo: trabajo visual

... we counted 150 mullets.



 Adelaide Crows



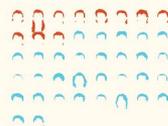
 Brisbane Lions



 Carlton



 Collingwood



 Essendon



 Fremantle



 Geelong Cats



 Gold Coast Suns



 GWS Giants



 Hawthorn



 Melbourne



 North Melbourne



 Port Adelaide



 Richmond



 St Kilda



 Sydney Swans



 West Coast Eagles



 Western Bulldogs

Caso de estudio: Cómo una redacción decidió no implementar una función de IA generativa



¿Puede un modelo de lenguaje grande (LLM) redactar resúmenes de blogs en vivo?

En 2024, The Guardian decidió poner a prueba esta pregunta.

Imaginaron dos posibles escenarios:

1. Usar un LLM para generar resúmenes del blog en vivo que un editor pudiera revisar rápidamente, corregir y publicar.
2. Añadir un botón al blog en vivo para que los propios lectores pudieran presionarlo y generar un resumen al instante.



El experimento

- 1.** Ajustaron una serie de diferentes LLM con 3700 blogs en directo de The Guardian utilizando diferentes tonos y temas.
- 2.** Utilizaron los LLM para generar cientos de resúmenes de blogs en directo.
- 3.** Pidieron a los miembros de la redacción que evaluaran cada resumen en función de tres opciones:
 - a.** Es inexacto
 - b.** Es preciso, pero no importante
 - c.** Es preciso e importante

Los resultado

- A lo largo del experimento, que duró varios meses, los LLM que ajustaron mejoraron progresivamente.
- Inicialmente, en casi todos los resúmenes, los evaluadores marcaron aproximadamente la mitad de los puntos como inexactos y al menos una cuarta parte como irrelevantes.
- Al final, la mayoría de los resúmenes solo contenían una inexactitud y un detalle sin importancia.

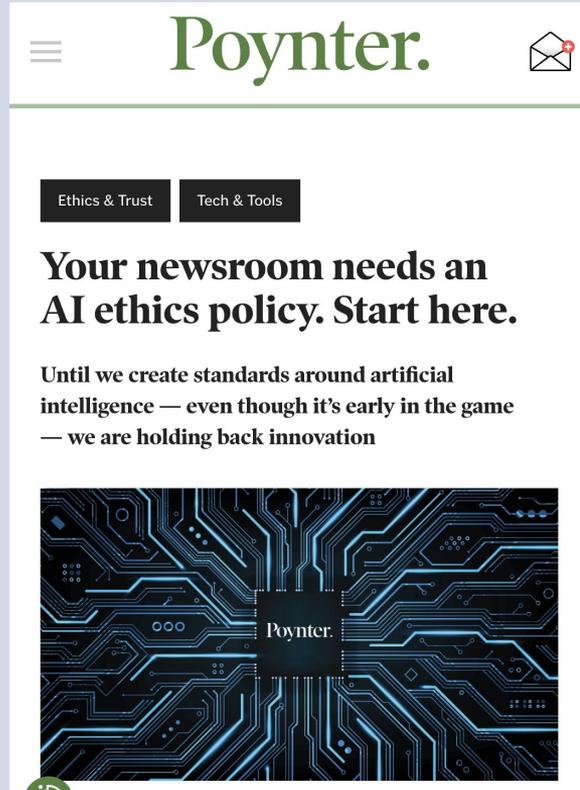
Conclusión:
Decidieron **no**
implementar la función.

Las razones

1. Es muy difícil detectar un solo error en un resumen de 400 palabras cuando se está blogueando en directo.
2. The Guardian se dio cuenta de que elegir lo que es importante destacar en un resumen se basa en un contexto del mundo real, que en última instancia no es como funcionan los LLM. Por lo tanto, aunque funcionó bien en los experimentos, podría funcionar de forma impredecible a gran escala.

Informe a su público sobre el uso que hace de la IA.

Encuentre aquí un ejemplo de guía ética sobre IA.



The screenshot shows the Poynter website header with a hamburger menu, the Poynter logo, and a mail icon. Below the header are two navigation buttons: "Ethics & Trust" and "Tech & Tools". The main article headline reads: "Your newsroom needs an AI ethics policy. Start here." Below the headline is a sub-headline: "Until we create standards around artificial intelligence — even though it's early in the game — we are holding back innovation". The article image features a glowing blue circuit board pattern with the Poynter logo in the center.

AI Ethics

We both investigate artificial intelligence and use artificial intelligence to investigate. When we use AI in our journalism, we use it in pursuit of the truth, and when using AI tools, we apply the same transparency, accuracy, and ethical guidelines as we do to the rest of our work.

- Our stories are hand-crafted; we do not publish AI-written stories. If we publish excerpts of text generated by AI because that is the point of the story, we will clearly label in the story what text has been written by AI.
- We do not use AI to generate our artwork. If we publish imagery generated by AI because that is the point of the story, we will clearly label what art has been generated by AI.
- When we use AI in our published journalism, we disclose it clearly.
- The full rigor behind our [Data Ethics policy](#) applies to all data or outputs we collect or generate using AI.
- As AI evolves, we will continue to evaluate the privacy, security and ethical implications of existing and emerging tools before using them in our journalism.

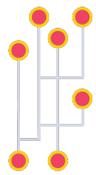
Escriba sobre cómo la ha utilizado y qué debe saber su público al respecto

“Debe ser capaz de comunicarlo de forma que no aleje a grandes segmentos del público que están realmente preocupados por lo que estos avances significarán para la sociedad en general.”

Benjamin Toff, director del Centro de Periodismo de Minnesota

A graphic for the AI Spotlight Series. It features the text "AI Spotlight Series" in a bold, pink, sans-serif font. To the left of the text is a vertical line with four circular nodes. The top node is yellow, the second is light blue, the third is light blue, and the bottom is light blue. A horizontal line extends from the top node to the right, ending in a yellow circle.

AI Spotlight Series

A logo for The AI Accountability Network, consisting of a network of grey lines connecting several yellow and red circular nodes.

**The AI
Accountability
Network**

The Pulitzer Center logo, which is a stylized blue circle containing a white 'P' and 'C' intertwined.

Pulitzer Center