

AI's Triple Impact on Media: Labor, Engagement, and Governance

Dr. Arnold Tóth

Associate Professor, Ludovika University of Public Service, Hungary

Ramin Astanli

PhD Student, Ludovika University of Public Service, Hungary

Abstract:

Artificial Intelligence (AI) is transforming the media industry across three interconnected dimensions: the nature of media work, the roles and experiences of workers, and the patterns of user engagement. This paper examines the “triple impact” of AI in the media sector, shifting the conversation beyond automation alone to include broader issues of attention economies and human-AI collaboration. By analyzing emerging trends in newsroom automation, algorithmic content curation, and audience behavior, this study develops a multidimensional framework for understanding how AI, particularly machine learning, natural language processing, and generative AI, is reconfiguring labor practices, reshaping content creation and personalization, and altering the dynamics of user attention. As these technologies increasingly mediate media production and consumption, they redefine creative value, necessitate new skills and responsibilities for media professionals, and fundamentally reorient how users interact with and engage in digital media ecosystems. Drawing on case studies, empirical data, and current theoretical debates, this research highlights both the opportunities and ethical dilemmas posed by AI-driven systems. Ultimately, the paper argues that AI's influence in media is not merely technological but deeply social and cultural, demanding new approaches to policy, training, and media literacy.

Keywords:

Artificial Intelligence, media industry, labor practices, human-AI interaction.