

Moral issue

Positive tone of voice



Intention

A regional media outlet applies software that allows messages online to be automatically written in a positive, constructive tone of voice. In the process, they are also personalized.

Explanation

Studies point to the growing number of news avoiders who no longer want to take in news because of its predominantly negative tenor. Young people in particular are increasingly avoiding the news (WRR, 2023). With the new software, news items are written and distributed with a positive and constructive tone of voice. Based on reading behavior, the positive tone of voice that best suits the reader is sought. It is always indicated, that the news messages are created with AI.