

Developing Story: Case Studies of Generative Al's Use in Journalism

Natalie Grace Brigham, Chongjiu Gao, Tadayoshi Kohno, Franziska Roesner, Niloofar Mireshghallah University of Washington

natalie.brigham@gmail.com, {yoshi, franzi, niloofar}@cs.washington.edu

We identified real-world journalist-Al interaction: 148 turns/78 conversations in WildChat, which we matched to 111 published articles from two agencies

Read the paper:



How do some journalists use LLMs?

 $\overline{}$ Example

User Instruction

Write an article out of information below for immediate release...

External Article (from another agency)

[Organization] recovers 76 per cent of drinks containers in the first quarter...

Prompt GPT-4 with input: [user instruction + external article] to generate article draft

ROUGE-L between input & generated draft is 0.45

Generated Draft

[Organization] [city] Recovers 76% of Beverage Containers in the First Quarter...

Manual editing of the generated draft & publication online (same day)

Published Article

[Organization] Recovered 3 Out Of 4 Bottles Used In The First Quarter Of This Year...

ROUGE-L between **GPT-4** generated draft and published article is 0.71

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Example

User Instruction

Write an objective news story in Associated Press inverted pyramid style ... Use some of the direct quotes ...

Draft

Internal Article (from the agency)

Organizational Website

User Instruction

[colleges A, B & C]...

Interview Transcript

..we have awarded

scholarships to

students from

Write a news story out of this interview that will be a part of a bigger news story..

Interview Transcript ... established as a nonprofit organization in 1952 to enable bequests and donations to be tax

Prompt GPT-3.5 with input: [user instruction + draft + interview transcript + internal article + organizational website] to generate

article draft

Prompt GPT-3.5 with input: [user instruction + interview transcript] to generate article

draft

ROUGE-L between input & generated draft 1 is 0.42

Generated Draft 1

...The Club has also awarded scholarships to students from institutions like [colleges A, B & C]...

ROUGE-L between input & generated draft 2 is 0.37

Generated Draft 2

...established as a nonprofit organization in 1952 to allow bequests and...

Manual editing of generated draft 1 & generated draft 2 then publication online (next day)

Published Article

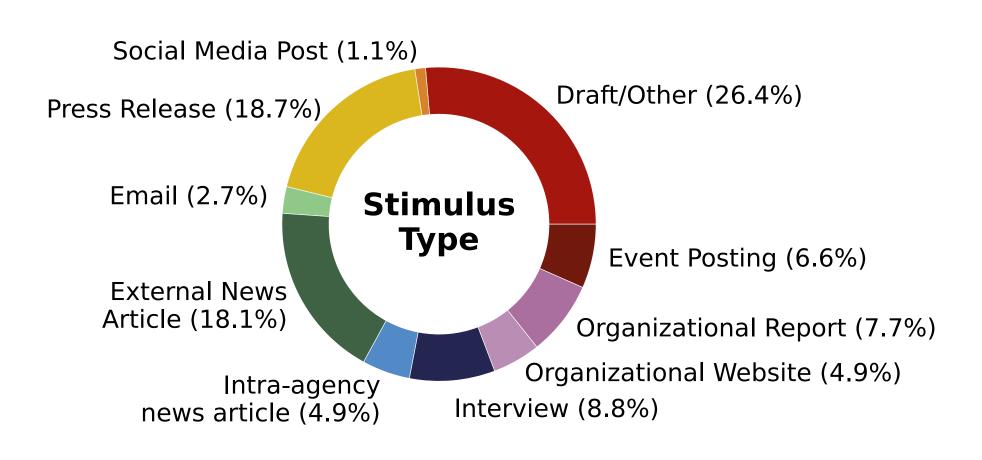
..The Club has also awarded scholarships to students from institutions like [colleges A, B, & C]. Through its Scholarship Foundation, established as a nonprofit organization in 1952, the Club has given out loans and scholarships to women seeking higher education...

ROUGE-L between GPT-4 generated draft 1 and published article is 0.62

ROUGE-L between GPT-4 generated draft 2 and published article is 0.40

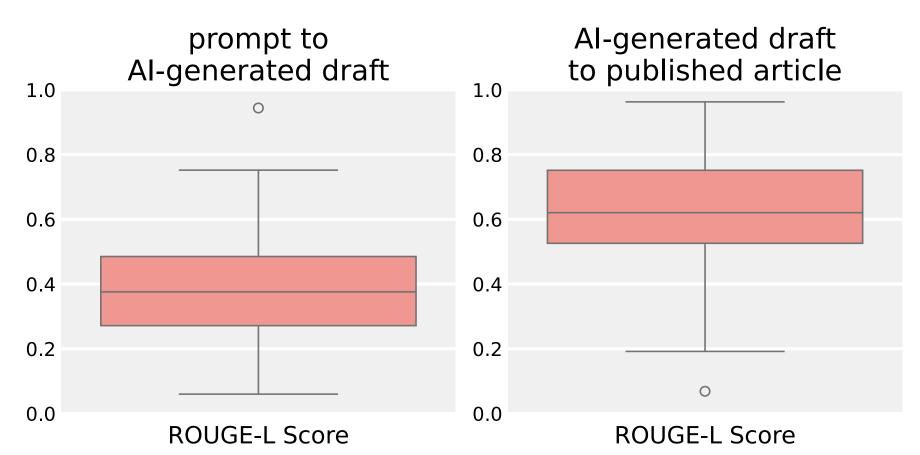
What do these journalists prompt LLMs with?

deductible...



- 83.1% of prompts for article generation
- 12.8% of prompts for headline editing
- 4.1% of prompts for article editing

How much do these journalists modify model outputs before publication?



1 day median time from draft generation to article publication

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