

# Algorithmic Journalism and Ideological Polarization: An Experimental Work Around ChatGPT and the Production of Politically Oriented Information

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## ABSTRACT

Artificial intelligence (AI) is rapidly evolving across various fields, including journalism, where generative AI tools are being used to write articles. This raises ethical and transparency concerns and prompts debates about potential shifts in the nature of journalism. AI-powered Natural Language Generation (NLG) software has notably influenced perceptions of a “paradigm shift” in the industry. This study explores whether generative AI exhibits a political bias when generating content, focusing on three polarized topics from recent political debates: immigration policies, minimum wage, and adoption by same-sex couples. The research aims to determine if AI-generated journalism can unintentionally reflect dominant political orientations or produce articles with predefined ideological stances.

**Keywords:** Generative AI, Journalism, ChatGPT

## INTRODUCTION

Artificial intelligence (AI) is one of the emerging technologies that is developing with ever greater intensity and in an ever-increasing number of domains, often overturning the features of these domains. In the domain of journalism, generative AI has become a tool used to write texts and articles with potential implications on ethics and on the issue of transparency (Diakopoulos and Koliska, 2017) together with a possible reconfiguration of the perimeter and of the foundations of making information, with the oscillation between different options and positions (Schapals and Porlezza, 2020). The scientific literature on the subject is expanding and the discussion among decision makers is becoming more intense (most recently with the AI Act of the European Parliament). Actually, journalism has represented one of the professions most characterized by the relationship with technology, and most significantly modified by it in its production processes and business models (Pavlik, 2000). Natural Language Generation (NLG) software based on AI algorithms has contributed particularly significantly to spreading the

perception of a “paradigm shift” among insiders and information operators. In fact, various theses and arguments have been developed around such software, which can include political-ideological and ethical-philosophical evaluations. Therefore, in this work we propose an experimental work, based on a mixed-method methodology, which starts from the following research question: is there a prevalent political orientation of AI-based generative software? Or, better yet, can we arrive, on certain topics, to verify a propensity of the machine to generate “polarized” articles classifiable along the right-left axis in relation to the subject of the discussion? And, therefore, can “automated” journalism also lead to the necessary production of articles with a predefined orientation and thesis? To verify this research hypothesis, we intend to have an AI-based NLG platform (e.g., ChatGPT) generate some articles on three selected topics with reference to the most recent Italian and international political debate, also investigating the effect of the cheat sheet indications on the polarization of the articles: 1. immigration management policies; 2. minimum wage; 3. adoption of children by homoparental couples. That is, topics usually treated in a highly polarized way in the contemporary transitional post-public sphere (Schlesinger, 2020), so as to empirically test whether the automation in the production of articles is free from political evaluations or whether it turns out to be influenced by a dominant (or mostly distributed) political orientation/thought within the vast dataset of document sources that form the basis of the AI system’s training.

## **PERMANENCE AND TRANSFORMATIONS IN JOURNALISTIC FIELD IN THE DIGITAL AGE**

The importance of journalism in Western countries derives mainly from its function as the founding pillar of public opinion and its training ground. The classical normative model of the press, considered as one of the various products of liberal political culture, theorises the decisive function of journalism in the cultural battle and circulation of ideas. And, thus, contemplates its essential role in the formation of the idealtype of the «good citizen» (Schudson, 1998), at the roots of the very conception of liberal-representative democracy nurtured by liberal constitutionalism. This political-cultural apparatus continues to constitute, albeit more and more distant from the plane of reality, the very normative core with which the civil function of journalism is viewed beyond the changing times – a change that is mainly determined by technological advancement, even more in these years of AI’s progress.

Artificial intelligence (AI) is one of the emerging technologies that is developing with ever greater intensity and in an ever-increasing number of domains, often overturning the features of these domains. Its spread is also massively affecting the journalism sector, which for some time now has been the subject of a polycrisis affecting different areas that have essentially merged since the 2000s.

In fact, different processes have come together, but all converging in intensifying a crisis situation:

1. the problems that make the business model less and less sustainable (primarily due to the significant decrease in advertising revenues and the number of copies of print media titles);
2. the fall in credibility of the so-called mainstream media system;
3. the transversal competition between legacy media and social media in the attention economy, in a context of the ubiquitous spread of the logic of entertainment that penalises rigorous journalism;
4. the equation in growing sectors of public opinion between journalism based on source verification and news outlets and online sites that spread fake news or generate information clutter;
5. the trend towards increasingly partisan and sided journalism, not only - as was traditionally the case - in countries with a polarised pluralist model, but also in others, first and foremost the Anglo-Saxon ones, and on the liberal paradigm of objectivity (to be understood as a trend, of course, rather than an outcome always, or even often, actually realised);
6. the tendency towards a journalism that can be likened to a form of personal branding, in which personalisation acts in the usual terms of a cognitive shortcut capable of establishing the truth regime of content for various sectors of the news audience.

These trends have been further accentuated by the spread of ICT in everyday life and the labour market (including the media industry analysed here). This leads to an increase in social alarm regarding their impact on intermediate bodies, such as journalism.

However, one should not overlook the underlying issue thematised in depth by Denis McQuail: the mass media are “institutions”, but they also exist as economic and industrial actors in search of a mass market to which they direct an offer that at least tends to be in tune with the tastes of popular culture (McQuail, 2013). Thus, the subjectivisation of truth is characteristic of post-modernity from the point of view of its intensity and diffusion, but the spectacularisation of information and, therefore, the alteration of the factual datum can be found in a significant manner, at various stages and moments in the history of mass communications where the issue of the construction of a vast market of news users-clients and consumers has arisen.

Like the popular press of tabloids and yellow journalism with high circulation in the British Empire and the United States in the late 19th and early 20th century. It was the outcome of the industrialisation process of the industry and innovations in the business model, which targeted the working classes with a series of products that mixed sensationalism, scandalism and, in some cases, far-fetched or fabricated news (along with attacks on political personalities, depending on the various interests of their editors). The effect was to profoundly deconstruct the “epistemology of truth” and the “metaframe” of the «liberal myth of journalistic objectivity» (Barisione, 2009): themes that recur precisely with reference to the extension of Ai to the field of journalism.

The extension of the logic of entertainment - born of commercial purposes - to the media and the journalistic profession has been relentless. And the profiling of advertising messages has found an extremely advanced form on

digital platforms and social networks (Van Dijck, Poell, and De Waal, 2018). The platformization of public sphere - or transitional public post-sphere - corresponds to the last stage of audience democracy, and the fragmentation of life experiences and individual conceptions and visions that characterises it thus opens up, in the production of a public discourse where beliefs are less and less shared, a whole series of further opportunities for forms of manipulation. Indeed, in the world of converging media, every piece of news and opinion has a sort of right of citizenship', indefinitely prolonging the spaces of the regime of equivalence, which can be seen at work in the indistinction between accredited sources of information and sites that do not carry out any kind of news verification.

### **AI, POLITICS AND JOURNALISM**

The academic literature began to take an interest in the topic of the political implications of AI with the first decade of the 2000s. Initially from a perspective, which continues to receive a great deal of attention, concerning the social effects of the reduction in employment brought about by it, wondering whether a rise in political demand in favour of populist movements and leaders might result as a reaction (Levy, 2018). For some time now, datafication and net-politics have been objects of investigation from the point of view of their use in election campaigns; and, following a critical theory approach, the social sciences investigate the application of AI to surveillance capitalism (Zuboff, 2019) and its more directly political implications.

Many scientific contributions highlight the influence of platforms in the creation of the post-truth regime and polarisation. And they point to AI as the driving force behind the further intensification of such processes, which originate within social culture and are circulated by the hybrid media ecosystem (Chadwick, 2017). The new regimes of post-truth correspond to contexts of control in which those in power utilise the affordances that make possible participation, production of content, freedom of expression (Hersin, 2015). This context is identified with the regimes of post-democracy, precisely where discourses and agency for sociopolitical change encounter significant limitations, despite, or perhaps because because of the forms of pseudo-participation political participation. The fragmentation, segmentation and targeting of content lead to talk of truth regimes as well as truth markets. And this phenomenon is linked as much to the change in information technologies as to that in the geography of news and the temporality of its consumption. The professionalization and disintermediation of political communication also plays an enormous role here (Aagard and Marthedal, 2023).

Investigating the role of algorithms and artificial intelligence in fuelling the processes of public discourse is, therefore, relevant on two levels: the technological and information technology level and that of the sociology of communication and political sociology. The following paper therefore proposes a case study of algorithmic journalism to explore the relationship between an artificial intelligence model (ChatGPT) and the "spontaneous"

(i.e. technologically determined) generation of politically oriented content. The purpose is to begin to provide some experimental elements to answer to the research questions stated in the Introduction of this article.

## EXPERIMENTAL PRODUCTION OF ARTICLES THROUGH ALGORITHMIC JOURNALISM

### Material and Methods

To investigate the capability of an AI-driven Natural Language Generation (NLG) platform to automate journalistic content and examine the impact of predefined prompt indications on article polarization, we employed ChatGPT 4.0 (OpenAI, 2024) to generate 250-word newspaper articles.

Specifically, three distinct prompts were provided for each of the three selected topics:

1. a neutral prompt,
2. a conservative prompt, and
3. a progressive prompt.

This approach resulted in the creation of nine short newspaper articles. Utilizing the ChatGPT Cheat Sheet, we instructed the platform in all cases to adopt the role of a professional journalist and perform the specific task of writing newspaper articles. In the following subsection, for each of the three topics, the three prompts used and the corresponding texts generated by ChatGPT are presented.

## RESULTS AND DISCUSSION

The results of the experimental production of articles by using algorithmic journalism follow for each of the three topics.

### Topic no. 1 - Immigration Management Policies

*1.a Neutral Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on a fact that can potentially happen of landing of African migrants in Lampedusa on 10 July 2027 briefly introducing the phenomenon of immigration in Europe.

*1.a ChatGPT Article Result:* Lampedusa, a small Italian island in the Mediterranean, could once again become the focal point for migrant arrivals on July 10, 2027, with authorities anticipating a potential surge of African migrants. This expected arrival is part of an ongoing trend, as Lampedusa has served as one of the main entry points into Europe for migrants seeking refuge from conflict, poverty, and instability in regions like North Africa and the Sahel. The phenomenon of migration has long challenged Europe's humanitarian, social, and political spheres, and recent years have seen a steady increase in arrivals. European nations continue to grapple with balancing humanitarian obligations with concerns over resources, integration, and security. As migration pressures rise, the European Union has been working on policies to address the root causes of migration, such as poverty and regional instability, while also implementing stricter

border control measures. Lampedusa has often been at the forefront of this crisis, with local resources strained by waves of migrant boats, often overcrowded and unsafe. The island's reception facilities frequently struggle to accommodate the numbers, sparking calls for wider EU solidarity in handling arrivals. While exact numbers are yet unknown, Italian coastguards are on alert to manage any forthcoming arrivals, underscoring the urgent need for sustainable, collaborative solutions across Europe.

*1.b Conservative Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on a fact that can potentially happen of landing of African migrants in Lampedusa on 10 July 2027 briefly introducing the phenomenon of immigration in Europe. Act as a journalist who has ideas very close to conservative policies.

*1.b ChatGPT Article Result:* On July 10, 2027, Italian authorities expect a new wave of African migrants arriving on the shores of Lampedusa, the small Italian island that has become symbolic of Europe's migrant crisis. Hundreds, possibly thousands, of individuals from North and Sub-Saharan Africa are anticipated to reach Europe's borders by boat, seeking entry and asylum. For years, Italy and other southern European countries have grappled with how to manage such arrivals. Although humanitarian aid remains a key component of European policy, the sheer volume of incoming migrants puts immense pressure on limited resources, impacting healthcare, housing, and security in local communities. Many residents of Lampedusa have voiced frustration over the recurring influx, with some arguing that Europe's current policies incentivize dangerous crossings rather than addressing the root causes of migration. The European Union has pledged solidarity but continues to struggle with finding a cohesive solution. Critics of current immigration policies advocate for a more robust, enforcement-focused approach that would better secure Europe's borders while reducing pull factors. As authorities prepare to receive the next wave, conservative voices across Europe are calling for a reconsideration of asylum protocols, arguing that the welfare of local populations should remain a priority in policymaking. The situation underscores the urgent need for strategies that prioritize both security and support for affected communities along Europe's borders.

*1.c Progressive prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on a fact that can potentially happen of landing of African migrants in Lampedusa on 10 July 2027 briefly introducing the phenomenon of immigration in Europe. Act as a journalist who has ideas very close to progressive policies.

*1.c ChatGPT Article Result:* On July 10, 2027, Lampedusa is expected to see the arrival of another group of African migrants, underscoring the ongoing humanitarian challenge Europe faces in providing safe passage and refuge for those escaping conflict, poverty, and environmental crises. Lampedusa, a key arrival point in the Mediterranean, has shouldered a large share of migration, often straining local resources and raising questions about the EU's commitment to shared responsibility. The phenomenon of migration across Europe is a defining issue of our times. Driven by factors ranging from political instability in the Sahel to the economic and environmental pressures

in North Africa, thousands undertake dangerous journeys in search of safety and opportunity. Humanitarian advocates emphasize that these individuals are often fleeing unimaginable conditions and call for European countries to expand legal entry channels, ensuring migrant safety and the protection of human rights. Despite calls for more robust EU support, Italy and other front-line nations frequently bear the weight of managing arrivals. Progressive voices argue that all EU member states must act together, recognizing the shared moral obligation to protect vulnerable populations. Policies that focus on humanitarian aid, economic support to origin countries, and safe migration pathways are vital to addressing the root causes of displacement. As new arrivals are anticipated, Europe is reminded that the challenge of migration requires empathy, unity, and lasting solutions that respect human dignity across borders.

Regarding the first topic, the “neutral” request allowed to generate a text with a low ideological polarization that presents, in a fairly objective way, the immigration phenomenon as a growing phenomenon, as an issue addressed several times by the European Union and as a problematic phenomenon due to the limited local resources of Lampedusa (mainly reception facilities). The article also mentions the need for sustainable and collaborative solutions that concern all European countries. The text generated following the “conservative” request does indeed present a certain degree of ideological polarization both in terms of the topics covered and in terms of the words used. In particular, the article opens with a focus on Lampedusa as a “*symbol of the European migration crisis*” and on the local community of Lampedusa impacted on healthcare, housing and security. The article then focuses on “a more robust and enforcement-focused approach that would better secure Europe’s borders by reducing pull factors” and ends with two key conservative themes on this topic: reconsidering asylum protocols and prioritizing the well-being of local populations. Finally, it is worth mentioning the use in the articles of terms such as frustration and dangerous. The third text generated following the “progressive” request also presents a real degree of ideological polarization by focusing on the political, environmental and economic causes of migration, the dangerousness of the journeys faced by migrants and the protection of human rights, all themes that are not covered in the previous articles. Furthermore, the article argues for a common EU action to protect vulnerable populations by working on economic support to countries of origin and safe migration routes. Finally, it is worth mentioning the use of terms such as human rights, weakness, empathy and moral obligation.

## **Topic no. 2 - Minimum Wage**

*2.a Neutral Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on minimum wage in Europe briefly analysing pros and cons.

*2.a ChatGPT Article Result:* Across Europe, the debate over a unified minimum wage policy remains at the forefront of labor discussions. Some countries, such as Germany and France, have national minimum wages, while

others, like Denmark and Sweden, rely on collective bargaining agreements to set wage standards across various industries. Advocates for a European-wide minimum wage argue it would help protect workers from exploitation, reduce poverty, and establish a baseline standard of living across all member states. Proponents highlight the potential for a unified minimum wage to reduce income inequality by ensuring that even the lowest-paid workers earn enough to meet basic needs. In countries with lower living standards, a minimum wage could help drive economic growth by boosting consumer spending. It also supports social cohesion by narrowing income gaps and reducing migration motivated by wage disparities. However, critics caution that setting a universal minimum wage across diverse economies might harm smaller businesses in lower-income countries, which may struggle to pay higher wages without reducing their workforce or raising prices. In wealthier economies, a one-size-fits-all wage could place limits on more flexible wage-setting practices that align better with productivity and cost of living. As Europe considers a potential directive on minimum wage levels, the debate remains complex, balancing worker protection with the need for economic adaptability across nations with varied economic landscapes. For now, the question of how best to implement a fair yet flexible wage policy in Europe remains open.

*2.b Conservative Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on minimum wage in Europe briefly analysing pros and cons. Act as a journalist who has ideas very close to conservative policies.

*2.b ChatGPT Article Result:* The European Union's ongoing discussions about establishing a minimum wage standard have sparked mixed reactions. Proponents argue a common minimum wage would protect workers from exploitation, help reduce poverty, and ensure that employees across all EU nations can afford a basic standard of living. However, the conservative viewpoint raises significant concerns regarding the economic feasibility and potential unintended consequences of a broad-based minimum wage across countries with vastly different economies. Supporters emphasize that a standardized minimum wage could reduce inequality, particularly in lower-income EU nations, and drive economic stability. By guaranteeing fair wages, a minimum wage could also enhance social cohesion and lessen the pressure for economically motivated migration within the EU. However, critics caution that a uniform wage may not reflect the diverse economic realities of each EU country. For example, what might be sustainable in Germany or France could strain small businesses in countries like Bulgaria or Romania, where lower wages are balanced by lower living costs. A high, blanket minimum wage could force these businesses to cut jobs or pass costs to consumers through higher prices, potentially harming the very workers it aims to protect. Many conservatives argue that wage levels are best set by market forces or industry-led collective bargaining, allowing businesses the flexibility to adapt wages to local economies. As the debate continues, Europe must consider how best to protect workers while fostering economic flexibility and preserving competitive advantages across the continent.



*2.c Progressive Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on minimum wage in Europe briefly analyzing pros and cons. Act as a journalist who has ideas very close to progressive policies.

*2.c ChatGPT Article Result:* The push for a minimum wage across Europe has gained momentum, with advocates emphasizing the potential benefits for low-wage workers, particularly in less affluent EU countries. A standardized minimum wage could be a major step toward reducing poverty, promoting fairness, and narrowing the income gap across the continent. Progressive proponents argue that a European-wide minimum wage would not only lift millions out of poverty but also foster economic stability by increasing consumer purchasing power. When workers earn a living wage, they can spend more, benefiting local economies and encouraging further job growth. In addition, by establishing a baseline, the EU can address the “wage divide” that drives some workers to seek better opportunities in wealthier nations, often resulting in local labor shortages. However, some skeptics worry that a uniform minimum wage might harm small businesses in lower-income nations, which could struggle to absorb higher wage costs. Progressive voices respond by suggesting that a minimum wage tailored to each country’s economic conditions, rather than a single EU rate, could mitigate these risks while upholding fair labor standards. The minimum wage debate also highlights the need for a broader EU commitment to address income inequality. A living wage policy aligns with Europe’s social welfare goals, aiming for a fairer, more cohesive economic union that values its workforce. As discussions continue, proponents maintain that protecting workers’ rights is both an economic and moral imperative for Europe’s future.

Regarding the first topic, the “neutral” request has allowed to generate a text with a very limited ideological polarization that begins with a brief introduction to the current state of minimum wages in some European countries and then continues reporting the opinions expressed by both advocates and critics of a minimum wage. The article ends by reporting that the implementation of a fair, but flexible wage policy in Europe is an open question. The text generated following the “conservative” request presents a certain degree of ideological polarization as almost the entire article is dedicated to the point of view of the critics of the minimum wage. In fact, the article reports and supports mostly the doubts about the economic feasibility and the possible undesired consequences of the minimum wage such as job cuts and higher prices of goods and services. The third text generated following the “progressive” request also presents a real degree of ideological polarization by focusing more attention on the advocates of the minimum wage and the benefits derived from the minimum wage such as the reduction of poverty, the promotion of equity and the reduction of the income gap in the continent.

### Topic no. 3 - Adoption of Children by Homoparental Couples

*3.a Neutral Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on the regulations of adoption of children by homoparental couples in Europe briefly analysing ethics behind this theme.

*3.a ChatGPT Article Result:* Across Europe, the right of homoparental (same-sex) couples to adopt children varies widely, reflecting both differing legal frameworks and cultural perspectives on family. While countries such as the Netherlands, Spain, and Sweden fully allow adoption by same-sex couples, others, including Poland and Hungary, restrict or ban such adoptions, often citing traditional definitions of family. Progressive voices argue that permitting adoption by same-sex couples promotes equality, ensuring that loving families, regardless of structure, have the same rights as heterosexual couples. Advocates emphasize that stable, supportive homes are essential to child development, and research indicates that children raised by same-sex parents exhibit comparable well-being to those raised by opposite-sex parents. These arguments rest on a principle of fairness: that orientation should not limit one's ability to parent responsibly and lovingly. Conversely, opponents often argue from a perspective of child welfare and traditional family values. Some claim that a child benefits most from both a male and a female parental role model, though studies on this aspect remain mixed. Others raise ethical concerns about whether it is in society's best interest to redefine long-standing family structures. In many ways, the debate is about balancing equal rights with societal norms and ideas of family. With institutions like the European Court of Human Rights increasingly backing equal treatment, the momentum appears to favor broader acceptance. However, the ongoing ethical debate underscores the complexity of reconciling diverse cultural values within Europe's evolving legal landscape on adoption rights.

*3.b Conservative Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on the regulations of adoption of children by homoparental couples in Europe briefly analysing ethics behind this theme. Act as a journalist who has ideas very close to conservative policies.

*3.b ChatGPT Article Result:* The issue of adoption rights for homoparental (same-sex) couples has sparked significant debate across Europe, with policies varying widely by country. Some European nations, including Spain, the Netherlands, and Belgium, fully permit adoption by same-sex couples. However, conservative countries like Poland, Hungary, and Romania have strong restrictions or outright bans on adoption by homoparental families, often based on a traditional view of family values. From a conservative standpoint, the adoption debate centers around the principle that children benefit most from a family structure that includes both a mother and a father. Advocates of traditional adoption policies argue that the distinct roles of male and female parents offer children balanced emotional and developmental support, fostering stability. Conservative perspectives emphasize the well-being of the child, suggesting that traditional family units, which have long-standing roots in society,

provide a tested framework for raising children. There are also ethical considerations regarding the rights of children in adoption cases. Opponents of homoparental adoption argue that the best interests of the child should take precedence over adult aspirations for family expansion. They claim that redefining family structures to meet modern social ideals may overlook the potential impacts on a child's identity and socialization. As Europe continues to debate these policies, the ethical question of balancing adult rights with the traditional child-centered view of family remains crucial. The ongoing divide reflects broader societal values on family, culture, and the rights of both children and prospective parents in Europe.

*3.c Progressive Prompt:* You are a professional journalist. Write a newspaper article of maximum 250 words on the regulations of adoption of children by homoparental couples in Europe briefly analysing ethics behind this theme. Act as a journalist who has ideas very close to progressive policies.

*3.c ChatGPT Article Result:* In Europe, adoption rights for homoparental (same-sex) couples reflect a growing commitment to equality, though laws vary significantly across the continent. Countries like Spain, the Netherlands, and Sweden allow same-sex couples to adopt, ensuring equal family rights regardless of sexual orientation. Meanwhile, Poland and Hungary impose legal barriers, often rooted in conservative values about traditional family structures. Supporters of adoption by homoparental couples argue that love, stability, and support define a successful family—not the gender of the parents. Studies consistently show that children raised in same-sex households demonstrate emotional and social well-being comparable to those raised in heterosexual families. For advocates, adoption equality is a matter of fairness, ensuring that children have access to loving homes, regardless of the parents' orientation. Progressive voices emphasize the ethical importance of providing children in need with permanent, supportive families. Restricting adoption based on sexual orientation denies both children and same-sex couples the opportunity for a fulfilling family life. Moreover, in nations facing high numbers of children in foster care, allowing same-sex adoption is a practical way to meet the demand for stable homes. As European institutions increasingly support non-discrimination, adoption rights for homoparental couples reflect a broader ethical commitment to fairness, inclusion, and child welfare. For these advocates, policy should prioritize the best interest of children, emphasizing loving homes over adherence to traditional family norms.

Regarding the first topic, the “neutral” request has allowed to generate a text with a very limited ideological polarization that begins with a brief introduction to the current situation of the right to adoption of homoparental couples in some European states and, then, continues reporting the opinions expressed by both advocates and critics of this topic. The article ends by stating that the ongoing ethical debate regarding the balance between equal rights and social norms and ideas of family is still open. The text generated following the “conservative” request presents a certain degree of ideological polarization focusing mainly on the theory according to which children would benefit more from a family structure that includes both a mother and a father, as this type of family would provide a proven framework for

raising children. Indeed, the article states that “*redefining family structures to meet modern social ideals may overlook the potential impacts on a child’s identity and socialization*”. The third text generated following the “progressive” request also presents a real degree of ideological polarization as it states that “*children raised in same-sex households demonstrate emotional and social well-being comparable to those raised in heterosexual families*”, and underlines the ethical importance of providing children in need with permanent, supportive families.

## CONCLUSION

The results of the experiment show a high degree of professionalism and responsiveness of the algorithm to instructions and a great ability to ideologically polarize the themes contained in newspaper articles. The speed of progress of NLG software suggests that the degree to which they will be responsive to the demands of political content will soon be increasingly sophisticated and considerable. Therefore, it can be assumed that their use will increase significantly in a scenario in which the types of politically oriented journalism increase for the many reasons mentioned above. And in which the willingness of leaders and parties to focus on intensifying polarisation as an easy and cheap tool in terms of material and immaterial resources for building their consensus continues unabated. It is, therefore, reasonable to predict that the involutory processes of the post-Enlightenment forms of public discourse and the traditional model of the public sphere and, more generally, of the political-institutional system of liberal-democratic constitutionalism (closely linked to the narrative paradigm of neutral and objective journalism) will intensify further.

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