SOUTH ASIA

Journalism's New Frontier

An analysis of 188 global AI policy proposals
and their impacts on journalism.

Read the full report at https://bit.ly/4s7nVPq.

The Center for News, Technology and Innovation reviewed 188 national and regional AI strategies, policies and laws around the world to determine how they impact journalism. We focused our analysis around how regulatory activity addresses seven policy components that are particularly likely to impact journalism.

Of the eight AI strategies, policies and laws we reviewed in South Asia, one specifically mentioned journalism or media; two addressed freedom of speech or expression; five addressed manipulated or synthetic content; eight addressed algorithmic discrimination and bias; five addressed intellectual property and copyright; seven addressed transparency and accountability; seven addressed data protection and privacy; and four addressed public information and awareness.

Freedom of speech and expression: Only two of the reviewed policy documents mentioned freedom of speech or expression: Sri Lanka's National Strategy on AI and India's Fairness Assessment and Rating of Artificial Intelligence Systems.

Manipulated or synthetic content: Government proposals are focusing on human review of AI-generated information, requiring platforms to stop illegal content from being shared and suggesting that AI-created content be labeled.

Algorithmic discrimination and bias: Several proposals in South Asia aim to prevent bias in AI systems by requiring companies to check for fairness during development, providing certification for fair AI and teaching people how to avoid and identify biased content.

Intellectual property and copyright: Countries in South Asia are in the early stages of updating their intellectual property and copyright laws for the AI era, with Indian news outlets' legal cases against major AI developers potentially providing a crucial test case for the entire region.

Transparency and accountability: Bangladesh, India and Pakistan are working on AI policies to ensure transparency and accountability by certifying fairness, setting ethical standards and requiring documentation and audits.

Data protection and privacy: To ensure the safe and ethical use of AI, countries in South Asia are working to establish data governance frameworks, strengthen data protection and build privacy and data security into the AI lifecycle.

Public information and awareness: Countries in South Asia are working with global groups to develop AI policies and are starting to train workers, establish school programs and launch public campaigns to raise awareness about artificial intelligence.

Notable policy

India: India's Fairness Assessment and Rating of Artificial Intelligence Systems provides a systematic approach to certifying fairness for AI systems. It "approaches certification via a three-step process involving bias risk assessment, threshold determination for metrics, and bias testing." Third-party auditors could provide this fairness certification to AI companies.