

Research on the Application of AI Technology in Short Video News and Media Ethical Anomie under Field Theory

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Abstract

In the era of intelligent media, the connection between news production and digital media has become increasingly deeper and has penetrated into the stages of news gathering, production, presentation and distribution. While technology facilitates news production, it also brings new ethical challenges to the news industry, such as false news, information flooding, deep falsification and pan-entertainment of news.

On the basis of the application status of AI technology in the progress of news production, combined with Bourdieu's field theory, this paper discusses media ethical anomie in short video news from the perspectives of four fields—economy, politics, culture and technology—and from the two factors of habitus and capital of actors in the field. This paper analyzes the causes of media ethics anomie and proposes countermeasures. The use of technology has both advantages and disadvantages. During this process, human beings should occupy the main position and use technology rationally. Meanwhile, as a comprehensive field, the governance of the news industry needs the cooperation of multiple subjects to jointly create a good news environment.

Keywords: AI; Intelligent Media; Mainstream Media; Short Video News; the Field Theory; Media Ethics Anomie.

Introduction

Intelligent media technology has changed the media ecological environment and reshaped the production chain of news industry. Artificial intelligence technology has penetrated into every stage of news production, and has broken the subject-object relationship between human and technology from the practical dimension of content production (Xu Tiankang & Yan Kang 2024). However, the benefits and drawbacks of technology often go hand in hand. In its original field, intelligent technology is already limited by scientific and technological ethics, capital value and algorithmic logic, which is an independent set of rules that differs from the news value and professional requirements that subjects should follow in the news field, so that various of ethical problems arise, which challenge the traditional news ethics. There are complex social structural factors behind the phenomenon of news ethics anomaly, which are not only

affected by its own economic, political, cultural and technical meta-fields, but also the result of the competition and restriction between various elements and capital in the same field.

1. Application of AI Technology in Short Video News

Information technology, represented by 5G, artificial intelligence, cloud computing and big data, has boosted the intelligent process of media ecosystems. The development of short video news by mainstream media in China relies greatly on the progress of new media technology. At present, China's mainstream media short video news outlets mostly choose to construct an all-media communication matrix and adopt the common communication mode of "Internet social platform + short video platform + own platform".

Short videos have strong visual impact and appeal, which can attract the attention of an audience more than traditional news presentations can. As an emerging space in the contemporary digital media environment, the short video news field breaks traditional boundaries through technical means to realize the rapid production and wide dissemination of content. The current short video news presents a new trend of "digital intelligence integration", which drives user growth and content updates by data, fully integrates artificial intelligence technology into the whole process of media content production, and takes technology as the underlying logic, leading to great changes in the entire media practice.

The development of AI technology continues to reshape the entire news field, changing the main body of news production, process and information presentation. The application of artificial intelligence technology is both a symbol and a result of innovation, and will become a new driving force for high-quality development in various fields(Qi Yalin 2024). Under the new technological background, the integration and development of digital intelligence has become an active choice for the coordinated development of multiple subjects such as the government, platforms, and audiences, and it is also an inevitable choice for the construction of a modern communication system of Chinese style.

News Gathering: Human- Machine Coordination Extends the Boundary of News Producers

In the past, journalists used to collect, screen, create and report content according to industry norms. After the intervention of intelligent media technology, news production changed from the original closed-loop linear mode to the man-machine

cocreation mode, and the main body of news production has transformed into a combination of audience, technology and media workers.

In 2018, Xinhua News Agency launched the "Media Brain-MAGIC" short video intelligent production platform; during the NPC (The National People's Congress) and the CPPCC (The Chinese People's Political Consultative Conference), the "Media Brain" released the first MGC (Machine Generated Content) video news about the two conferences. The "Hot spot discovery" developed by the "Artificial Intelligence Editorial Department" of the CCTV network links the hot events of the country and the whole industry and uses the IoT (Internet of Things) sensor to achieve intelligent collection.

News Production: Intelligent Writing Improves Production Efficiency

The era of integrated media emphasizes integration, and the intelligent era introduces a new mechanism of man-machine collaboration. The rapid development of information technology drives the comprehensive and in-depth transformation of traditional media. In the era of Web 3.0, four major features, including artificial intelligence and decentralization, disintermediations, and the interconnection of everything, have appeared. Artificial intelligence technologies such as "machine learning" (ML) and "natural language processing" (NLP) optimize the news production chain, improving production efficiency in information detection, data extraction and collection, text and chart production, news planning, etc.

During the 2022 Beijing Winter Olympics, CCTV used AI technology to efficiently produce and release short video content on Olympic events. CCTV and the Shanghai Artificial Intelligence Laboratory jointly released the "CCTV Listening Media Grand Model" (CMG Media GPT), which combines the massive amount of CCTV data and the original and advanced algorithms of the Shanghai Artificial Intelligence Laboratory and has strong video understanding ability and the ability to listen to media questions and answers.

News Presentation: Interactive Technology Enhances Onsite Experience

In the era of intelligent media, the presentation of news content is committed to integrating multiple media elements to create content that can impress users more, which extends the user experience to the virtual space, and the audience can switch between the virtual space and the real space (Yan Huihuan & Jiang Ling 2023). Early AR/VR news uses its unique immersive, interactive performance to build a virtual technology under the real scene; 3D technology recreates the process of the incident in the form of animation and more truly shows the audience the process of the event. In 2018, the world's first fully simulated intelligent AI host "Xin Xiaohao", which was

cooperated by Xinhua News Agency and Sogou Company, was unveiled; during the NPC (The National People's Congress) and the CPPCC (The Chinese People's Political Consultative Conference), People's Daily launched AI presenter "Ren Xiaorong" in 2023, which realized the "face-to-face communication" of H5 interaction design; in the same year, Jinyun New Media, together with the Great Wall New Media and Qianlong Network, launched a series of interviews titled "Cloud View of Beijing, Tianjin and Hebei", innovatively adopted AR+AI, and integrated new artificial intelligence technologies such as ChatGPT, Midjourney and Aiva to create a "collaborative" virtual space station.

News Distribution and User Feedback: Personalized Algorithms Adapting to Users' Needs

With the increasing popularity of big data, algorithms have become the underlying mechanism for media content distribution, and the technology makes accurate recommendations according to the interests and needs of users. For example, the "general algorithm" launched by CCTV headquarters combines technical architecture and manual intervention to form a multidimensional value orientation and create a benign content ecology. Short video news has changed from the original "people looking for content" to "content looking for people". The newly added comment interactive boards of major media platforms can monitor users' feedback in time and obtain users' feedback on the basis of their reading and behavioral data to predict the direction of public opinion and adjust the direction of content, which fulfills the media's duty of monitoring the social environment at the same time. CCTV has developed an all-media information detection and early-warning platform, "Zhixiao", which can carry out intelligent monitoring and early warning of users' big data and organize and provide feedback on the collected data.

2. Introduction of Field Theory

The field theory proposed by Pierre Bourdieu has opened up a new paradigm of media field research. He believes that the real social world can be divided into several independent small worlds with their own unique practice logic and cannot be reconciled with each other; each independent space is called the field. He advocated that habitus, capital and field together constitute the practice. This means“(habitus*capital)+field=practice” and emphasizes the dynamic restrictive relationship between a specific field and the peripheral economic, political, cultural field and other “meta-fields”.

Later, Bourdieu put forward the concept of the news field, arguing that the news field is one of the subfields of cultural production and that media practice is the result of the interaction between habitus and field. With the development of science and technology, “new entrants” such as new technology, new media and other platforms have penetrated the news industry (Nong Qingjing, 2020, pp.146-147). Coupled with the rise of intelligent technology, a new news field in the era of intelligence has been formed. Broadly speaking, the news field in the era of intelligent media is a network of spatial, social and technological multidimensional fields, including the meaning space constructed by the main force and social factors and the virtual reality space driven by technology.

In a narrow sense, it is an extension of Bourdieu's concept of the news field in the technical dimension; that is, it is a network composed of the relationship diagram between the force subject and the various positions of technology in news production, the core of which is the human-machine relationship (Gao Huimin& Ying Le 2023).

Under the new characteristic of “digital-intelligence integration” in the era of intelligent media, field theory advocates that media and their subjects with different capitals and habits should be placed in the same analytical framework, and their behavioral logic should be analyzed with the same factors.

At present, there are two research directions on media field: one is to sort out the history of the development of Bourdieu's theory and re-invent it to adapt to the new background of media field in various countries; the other is to use this theory to analyze the existing problems of various countries. With the continuous development of the news industry, the news field has changed, and the research direction of field theory has been adjusted constantly. In recent years, with the combination of news with the Internet and major platforms, the news field continues to expand. The rise of short video news and intelligent news has brought new changes to the news industry. However, at present, the research on the emerging news field combined with field theory is relatively insufficient.

3. Reasons for Media Ethic Anomie in Short Video News from the Perspective of Field Theory

Given the new characteristic of “digital-intelligence integration” in the era of intelligent media, field theory advocates that media and their subjects with different capitals and habits should be placed in the same analytical framework and that their behavioral logic should be analyzed with the same factors. Therefore, in the short-video news field with the combination of the two, news practitioners should not only consider the technical logic, market demand and other non-news professional factors, but also adapt to the requirements of the news itself for content production and the embodiment of news value.

In the news field, habitus represents the professional norms and moral ethics of journalists; under the influence of capital, the constantly adjusted and changed habitus makes the news field show new characteristics. However, the production logic, communication rules and professional norms of the news industry cannot be matched in a timely manner with those of the reconstructed news field, which leads to a series of media ethics anomie.

The Economic Field: Pursuit of Capital and Profit Leads to Lack of Rationality in news value

According to Bourdieu, compared with other cultural production fields, the news field is more subject to the judgment and testing of commercial logic. Technology has changed the way people communicate and the business operation mode of the media, making it difficult to maintain the traditional profit model of the news business and leading to intensified competition among the media. For example, in 2020, the newspaper advertising revenue of Beijing News was only 20%, 80% of which came from new media platforms. The plundering of new media on the main position of communication not only affects the content distribution effect of the media but also makes the profit model dominated by "secondary sales" completely collapse (Xia Deyuan & Fu Duo 2022).

Driven by commercial interests, media organizations have gradually weakened their independence, objectivity and publicity. In the traditional news field, the main purpose of journalists is to disseminate news content. After the rise of various video platforms, owing to the lack of traffic, mainstream media faced the dilemma of insufficient traffic. Moreover, its macrolevel and serious content has difficulty attracting audiences, and the voice of the government cannot reach the public; thus, it can only transform, restructure and transform its content in combination with the characteristics of the new platform to gain attention, which has gradually formed a new routine of mainstream media.

In the new field of intelligent technology application, some media excessively pursue the novelty of content presentation, resulting in the absence of news value rationality (people's behavior according to their own ideals and beliefs, a concept with value supremacy at the core). (Huang Chunyi, 2024)). Although the emergence of VR news and 3D restoration technology has given traditional news a more interesting "sense of immersion", the news themes involved in these two types of technology are currently focused on topics requiring visual presentation, such as "Bringing You to the Shenzhen Landslide Rescue Site" released by Xinhua News Agency in 2015 and "Building a Dream Palace" released by CCTV News in 2021, and although the images and scenes were highly restored, the audience's focus has also shifted to the pursuit of visual experience. At the same time, more and more accounts have begun to try business monetization. Taking Tiktok as an example, more than 40% of the accounts with more than 20 million fans have opened commodity channel at their home pages, and 9% of the accounts with commercial content in the recently released works.

The Political Field: Insufficient Guidance of Public Opinion and the Absence of Laws

The most important political capital in the political field is the power to regulate and govern, including the laws and regulations and various institutions formulated by the state. As important forms of social supervision, news and public opinion play irreplaceable roles in safeguarding the public interests of society and promoting democratic development. However, the unreasonable use of technology has led to problems such as false news, excessive information and increased public opinion.

CCTV reported in November 2024 that some media used AI technology to synthesize the voices of public figures to spread fake information, and the spread of such false information makes the public doubt the information obtained and destroys the social order of information dissemination. In June 2024, the CNN program falsely claimed that China Daily used AI technology to generate virtual reporters for reporting, which not only damaged the reputation of relevant media but also affected the image of the country. Similar cases make the public more cautious and vigilant when facing media reports, which not only reduces the credibility of the media but also may distort the public's values and bias people's judgment of the truth and falsehood of news.

At present, China's media-related laws are scattered and vague, including the Network Security Law of the People's Republic of China (2017) and the Data Security Law of the People's Republic of China (2021), but the speed of their update and improvement lags far behind the speed of technological development. There are still obvious gaps in regulating the application of artificial intelligence technology, clarifying

the subject of responsibility, and convicting and sentencing. For example, ethical issues such as privacy invasion, false news, and symbolic violence have risen to the level of legal control; once more serious consequences involve accountability, laws are needed to convict and send and address them according to law. From January to September 2024, prosecutors handled 159 cases involving news extortion and fake news.

The "social robots" and "deep forgery" trap triggered by artificial intelligence technology and AI synth anchors are more anthropomorphic and persuasive because of their fake "synths", some audiences even believe in them blindly (Shi Anbin & Gao Zhurui 2022); the environment shaped by VR/AR news essentially contains the bias of algorithms behind it and so on. Such phenomena emerge in an endless stream, constantly impacting the authenticity and objectivity of news content; however, because the content producer is a machine, it is impossible to investigate the responsible subject, and technology has become an excuse to shirk responsibility.

The Cultural Field: Shallow News Content Results in Panentertainment

Bourdieu suggested that cultural symbols are a type of power practice and that symbolic capital can enhance the power of people who already have a certain identity. News content is essentially a type of symbolic capital, and the integration of cultural capital and social capital in the field is an important driving force to promote its development (Nie Lu & Guo Shijing 2024). In the short video news released by the mainstream media, many symbols have been exclusively authorized for use; these symbols symbolize the authority and credibility of a media, which can effectively realize meaning exchange with users and obtain the recognition of users. At the same time, the mainstream media has a large number of high-quality and highly policy-oriented, informative and educational content resources and should play a leading role in demonstrating. After the rise of intelligent technology, some news has continued to keep up with the trend, ignoring the depth of news content requirements.

Second, intelligent media technology may also lead to panentertainment of the news and cause the audience's neglect of the news content. In 2024, the 4K news "Three football-shaped Urn - Rare bronzes Unearthed from the Tomb of Chu Wangdun" launched by CCTV News aims to spread traditional Chinese culture, while most of the audience is mocking the strange shape of the bronzes, focusing on whether they can buy relevant cultural and creative works and rarely discussing the historical connotations behind the bronzes. In October of the same year, CCTV News released "China, Forward", which uses naked-eye 3D technology to vividly present the major achievements of China after the founding of New China to the audience; however, the comments discuss the production level of the picture and how to obtain a better 3D

experience, and the content of the video has become insignificant. In this sense, the use of technology has put the cart before the horse.

Social Field: Immature Development and Unreasonable Application of Technology

Science and technology ethics is the value regulation and behavioral norm that needs to be followed in scientific research and technology development, and it is an important guarantee to promote the healthy development of science and technology. The intelligence of short video news allows users to have more choices and participate in content production more deeply and diversify, but the use of intelligent technology also leads to journalists increasingly relying on machines to passively receive information, which has caused the "digitalization" of human beings.

Mainstream media short video news has changed the characteristics of the linear dissemination of news, paying more attention to enhancing the audience's sense of experience and participation, hoping to interconnect the news narrative with the story scene as a way to achieve immersion in the news report, which has made the news richer, vivid and comprehensive, but it seems that some of the technologies are still not mature enough. CCTV News launched the first AI sign language anchor in the 2022 Winter Olympics; although it saves labor costs, the fluency of the movement, the naturalness of the expression and the ability to adapt to changes are insufficient, and the actual broadcasting effect needs to be tested in the deaf community.

In addition, some media have failed to use intelligent technologies wisely and have had negative impacts. As early as 2016, there were websites in the United States that used digital technology to create fake news in an attempt to influence the results of the presidential election. The New Media Research Center of School of Journalism and Communication at Tsinghua University noted in its report "Uncovering AI Rumors: Full Analysis of Communication Paths and Governance Strategies" in April 2024 that the inappropriate use of artificial intelligence tools has caused high-speed growth in the volume of AI rumors, which has increased by 65% in the past six months, and the growth rate of the economic and corporate categories has even reached 99.91%, and such incidents have seriously reduced the audience's trust in the media. In essence, AI is the result of human programming "training" on many specific datasets on the basis of specific goals. On the basis of the quality of data, entrenched social biases, and deliberate efforts to foment conflict between groups, AI can be used to produce and spread disinformation, solidify prejudices, and exacerbate divisions. Moreover, owing to the existence of "algorithmic black boxes", people cannot identify the source and formation of false information and data, which further increases the difficulty of internet governance.

4. Countermeasures to Short Video News Media Anomie from the Perspective of Field Theory

While promoting the application of technology, the media should adhere to news ethics and practice social responsibility, integrate news ethics into the whole process and all elements of media artificial intelligence application, improve the human-centered ethical code system, and strive to achieve the mainstream value of human beings to control the "machine algorithm". The subjects should constantly adjust and form new habits according to the changes in the metafield to adapt to the requirements of the new field.

Correctly Guide the New Development Pattern of the News Economic Field

Under the influence of short video news and intelligent technology, the traditional news model—the habitus in the news field—has changed, and traffic has become the new capital in the economic field. Under the competition of traffic capital, major media and platforms have formed an economically symbiotic relationship.

The primary task of mainstream media, as leaders of other media, is to correctly lead the development direction of the news industry, pay attention to core issues in social development, lead the value with the mainstream ideology, and take the initiative to become a relationship activator in the communication of the media and platforms to effectively link them, rather than promoting fierce competitiveness.

At the same time, mainstream media need to address relationships with various platforms, adopt a mode of cooperation rather than dependence, guide the flow of resources with traffic thinking, pay attention to the flow of traffic data through monitoring, adjust the corresponding resource input in a timely manner, explore new modes of traffic transformation, and form a virtuous circle of reinvestment after the realization of traffic advantages. In the new economic field dominated by traffic, mainstream media can find a more suitable position in the new media field if they can transform from directly producing content to providing professional support, service and guidance. For example, the scale of "Thank you for coming" of Chongqing Radio and Television Group has reached more than 23 million yuan. Through cooperation with MCN institutions, the content model of "telling stories, melting emotions and bringing goods" has been formed, and the content depth of the program has been deeply explored.

Through multiple platforms, the maximum sales volume of a single live broadcast has reached 8.2 million yuan, and the sales volume of multiple single products has exceeded 5 million yuan. The annual sales reached 100 million yuan, which not only

significantly improved the influence of the program brand on the whole network through content communication and commercial operation, but also brought significant economic benefits to media organizations.

Enhance the Supervision of the Political Field and Society

Ethics and law are the two bottom lines used to guard the ecological balance of the news industry, and they are also the core capital in the political field. To control and restrict the peripheral meta-field of short video news, it is necessary to adhere to correct political direction, public opinion and value orientation; improve personal information security and privacy protection and other related legal systems; further focus on and enhance the effectiveness of the constraints on the basis of the existing legal system; and promote the institutionalization and standardization of the human-machine coordination of intelligent technology. Under this background, the government should step up the formulation of relevant policies and regulations. On the one hand, to ensure the continuous innovation of artificial intelligence technology and occupy a favorable position in the new round of scientific and technological revolution; on the other hand, it has begun to focus on artificial intelligence technology governance, constantly clarifying the principles and scales of human values in the technical system, and actively building an intelligent system consistent with human values. Meanwhile, we should actively cooperate with head enterprises to establish industry moral standards, advocate industry and platform self-discipline, give full play to the advantageous power of the political field, build a good development atmosphere of clear division of power and responsibility and cleanliness in the short video news field, and protect the legitimate rights and interests of the actors.

Social supervision is one of the most important means of maintaining harmony in the political field and needs to be strengthened on short video news platforms and in the media at all levels. In June 2024, the Central internet Information Service (CIIS) initiated a series of “clear up” special tasks to rectify the network environment. Moreover, artificial intelligence, big data and other technical means are being used to establish a more comprehensive regulatory mechanism to strengthen the automatic identification and processing of false information. News media have restricted their screening standard of information, and publishing platforms have strengthened their content review and screening to jointly shape a favorable news environment to maintain harmony in the political field.

Enhancing Media Credibility and Adhering to the Depth of Content in the Cultural Field

In the era of intelligent media, the exponentially increasing speed of communication has caused users to be overloaded with information, and major media blindly pursue news forms without deep cultivation of content for the sake of traffic, which easily leads to the loss of credibility of news. Mainstream media has always been known for in-depth reporting; in the Web3.0 era, mainstream media should continue to play a role in content production and enhancing its credibility. On the one hand, mainstream media bear the important mission of guiding public opinion, spreading positive energy and maintaining social stability. High-quality content can enhance the influence and authority of mainstream media in the field of public opinion and is the fundamental guarantee for consolidating the dominant position of mainstream media. On the other hand, quality content is the core advantage of mainstream media in coping with market competition.

The mainstream media should continue to strengthen the selection and screening of news content, enhance their own professionalism and credibility, and do a good job of guiding and demonstrating for other media. To reconstruct the discourse power and influence of mainstream media, it is necessary to adapt to the development of technology and deepen the core of the content, which is also a necessary choice to adhere to the depth of the content of the cultural field.

The Third Plenary Session of the 20th Central Committee of the Communist Party of China (CPC) further clarified that “accelerate the construction of working mechanism and evaluation system adapted to the production and communication of all-media, and promote the systematic reform of mainstream media”. The mainstream media are required to form a more intensive and efficient “production-communication-evaluation” all-factor, all-process closed-loop mechanism and system, adhere to the principle of “priority to the content and efficiency”, and continuously improve the regular production capacity of high-quality original content and masterpieces and products with both quality and traffic, as well as an objective and fair evaluation system, and, empowered by digital and intellectual technology, further optimize the quality of news.

Development of the New Potential of the Technological Field and the Use of New Technologies Rationally

General Secretary Xi Jinping noted, "To build a new type of mainstream media with strong competitiveness, it is necessary to boldly use new technologies, and through technological support and content construction, enable mainstream media to grasp the initiative and dominance in the field of public opinion." In the age of intelligence, technological logic has become the new capital in the field and has permeated the change and development of various industries. The development of technology should be combined with the new needs of news production and communication, and innovative applications relying on digital technology should be more deeply embedded in the systematic reform of mainstream media to increase content, channel efficiency, scene extension and user cohesion and realize the upgrade of intelligent technology from "capable" to "usable" to "good use".

At the same time, it is necessary to effectively guard against potential risks, including technical security risks, network security risks and economic and social risks, that may be brought about by new technologies. Supervises and reflects issues such as personal privacy and the risk of state secret disclosure and deep forgery caused by the "black box" of artificial intelligence model algorithms to ensure that user information is fully protected during collection, storage, processing and transmission. During the production process, machine-generated content is strictly reviewed to ensure the accuracy and authenticity of the information.

Conclusion

In the era of intelligence, the continuous development of artificial intelligence promotes the constant change of media, creating a new prospect of news communication. Technological development and media ethics should improve and develop each other. The emergence of new media technologies not only brings the impetus for change to journalism, but also breaks the balance between the two. This dislocation actually implies that various elements and capital restrict and compete with each other in the field, thus affecting the operation logic and law of the news field itself. As a result, media ethics anomalies such as lack of rationality of news value, algorithm bias, panentertainment and technology abuse occur frequently.

As a comprehensive field, the news industry is affected by economic, political, cultural, technological and other factors, and its governance also needs the joint efforts of all parties. When facing the dilemma of media ethics in the intelligent era, it is necessary to correctly lead the new pattern of economic development, enact the relevant law system and mechanism, improve the quality of news, and accelerate the

development of technology to cope with it. At the same time, journalists should also strengthen their professional qualities to maintain the media ethics in the intelligent era. Human-machine relationships should not be confined to opposition but should shift toward the concept of human-machine symbiosis, promoting mutual learning and integration in digital interactions (Jiang Ling and Zhang Yiting 2024).

Given the new era trend, as a news media, it is important to grasp the opportunities for development and keep the moral bottom line. "Since we can no longer escape the progress of technology, the only way we can avoid becoming slaves of machines in the future is to improve our understanding and ability to master technology."

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