

The Changing Concept of News Credibility in the Era of AI-Based News: A Study in the Context of Television and Digital News

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Abstract:

The rapid advancement of Artificial Intelligence (AI) and digital media technologies has significantly transformed the contemporary news ecosystem. Traditional processes of news production, editing, broadcasting, distribution, and consumption are undergoing substantial technological changes. In particular, the growing use of AI-generated news content, automated news writing, algorithm-driven news selection, and personalized news delivery has created both new opportunities and challenges for conventional news media such as television. Alongside these transformations, concerns regarding news credibility, authenticity, accuracy, fairness, transparency, and audience trust have gained increasing significance.

The present study aims to examine the changing concept of news credibility in the emerging era of AI-based news. It comparatively explores how audiences evaluate the credibility of news presented through television and digital news platforms. The study focuses on key dimensions of news credibility, including accuracy, source credibility, fairness, transparency, authenticity, timeliness, and the processes involved in news production. It further seeks to understand how AI-based news content influences audience trust, perception, and acceptance of news.

The study proposes a quantitative research approach, using a structured questionnaire to collect primary data from news consumers. It examines patterns of television and digital news consumption, audience preferences, perceptions of news credibility, and levels of trust in AI-based news content. The collected data will be analyzed to identify similarities and differences in perceptions of news credibility across traditional television and digital news environments, with particular attention to the growing role of AI in news production and distribution.

The study is expected to contribute to a deeper understanding of changing audience trust and the evolving concept of news credibility in the context of digital journalism and the expansion of AI-based news systems. Its findings may be useful for news organizations, journalists, media scholars, and policymakers in developing appropriate approaches to maintaining accuracy, transparency, accountability, and public trust in an increasingly AI-driven news environment. The study may also provide insights into how traditional television news and emerging digital news platforms can adapt their journalistic practices to sustain credibility and audience confidence amid rapid technological transformation.

Keywords: Artificial Intelligence, News Credibility, Television News, Digital News, Digital Journalism, Audience Trust, News Consumption, AI-Based News.

Introduction

News media constitute an important means of communication in modern society, playing a significant role in disseminating information, shaping public opinion, and promoting social awareness. In a democratic system, the

role of news media extends beyond merely providing information about events; they also contribute significantly to informing citizens about social, political, economic, and cultural issues and shaping the direction of public discourse. In this context, news credibility is regarded as one of the fundamental characteristics of journalism. Accuracy, fairness, source authenticity, transparency, and factuality are among the key elements that determine whether a news report is perceived as credible. Therefore, the relationship of trust between news organizations and audiences has traditionally served as an important foundation of the social legitimacy of journalism.

During the latter half of the twentieth century, television news brought significant changes to the culture of news consumption. Television transformed news from a predominantly reading- or listening-based activity into an audiovisual experience. Through news bulletins, live broadcasts, correspondent reports, and visual evidence, television established a strong institutional identity as a source of news among audiences. For a considerable period, the credibility of news was assessed largely on the basis of the reputation of the television channel, the credibility of journalists, editorial standards, and the fairness of news presentation. However, the expansion of the Internet and digital communication technologies has substantially transformed this traditional news environment.

The development of digital media in the twenty-first century has made the processes of news production and consumption more immediate, diverse, and participatory. Online news portals, mobile applications, social media platforms, and video-based news services have provided audiences with multiple options for accessing news. Digital news remains available around the clock, allowing users to select information according to their interests and requirements. At the same time, the traditional one-way process of news consumption has undergone a significant transformation, with audiences becoming not only consumers of news content but also active participants in its circulation, sharing, and feedback processes. However, the widespread availability of digital news has also generated new challenges related to misinformation, disinformation, unverified sources, and the authenticity of news content.

Amid this digital transformation, Artificial Intelligence (AI) has begun to further reshape journalism and the news industry. AI-based technologies are increasingly being used for news gathering, data analysis, translation, content generation, headline production, personalized news delivery, and automated news writing. While these technologies have enhanced the speed and efficiency of news production, they have also raised an important question: when algorithms and AI systems increasingly participate alongside human journalists in producing news, on what basis do audiences determine the credibility of such news? In particular, issues concerning source transparency, factual accuracy, human editorial oversight, and accountability have acquired renewed significance in the context of AI-generated or AI-assisted news content.

The concept of news credibility has also evolved alongside these technological transformations. In the context of traditional television news, audiences may develop trust on the basis of the identity and reputation of an established news organization, anchor, or journalist. In the digital environment, however, news credibility may be evaluated through multiple factors, including the source, reputation of the website, presentation of content, user responses, social engagement, and comparison with information available from other sources. The emergence of AI has further complicated this process because audiences may find it increasingly difficult to determine whether a particular news report has been produced entirely by a human journalist, created with AI assistance, or automatically generated by an AI system. Consequently, technological transformation has transformed news credibility from being primarily a journalistic concept into a multidimensional phenomenon involving technological, social, and psychological dimensions.

The present media environment makes this study particularly significant because competition between television and digital news media is no longer limited to the speed and reach of news dissemination. Audience trust and perceptions of credibility have also become important dimensions of this competition. On the one hand, television news organizations emphasize institutional editorial processes and established journalistic standards as foundations of credibility. On the other hand, digital and AI-based news systems attract audiences through speed, personalization, accessibility, and extensive reach. In this context, it is important to understand how audiences evaluate the credibility of these two news environments and which factors influence their trust.

Against this changing media landscape, the present study, titled “**The Changing Concept of News Credibility in the Era of AI-Based News: A Study in the Context of Television and Digital News,**” seeks to examine the evolving nature of news credibility. The study specifically compares audience perceptions of credibility in television and digital news environments and seeks to analyze how the increasing use of Artificial Intelligence influences audience trust, news acceptance, and news consumption behaviour. From this perspective, the study provides an important academic framework for understanding the transition from traditional journalism to digital journalism and, subsequently, to AI-based journalism, with particular emphasis on the changing relationship between technology, news credibility, and audience trust.

Research Methodology

The present study aims to examine the changing concept of news credibility in the era of Artificial Intelligence (AI)-based news and to comparatively analyze audience perceptions of news credibility in the context of television and digital news media. The study is descriptive and analytical in nature. A quantitative research approach has been adopted to collect primary data concerning news consumption, media preferences, perceived credibility, audience trust, and the acceptance of AI-based news content.

Research Design

The study employs a survey research design. Through the survey, the perceptions of respondents who regularly consume television and digital news will be examined. Television news is considered as a traditional news medium, whereas online news and AI-based news are treated as important components of the contemporary digital news ecosystem. A comparative assessment will be conducted across both media environments on key dimensions of news credibility, including accuracy, fairness, authenticity, transparency, source credibility, and timeliness.

Population and Sample

The target population of the study comprises news consumers who access news through both television and digital media. A sample of 500 respondents has been proposed for the study. Respondents from different age groups, educational backgrounds, occupational categories, and patterns of digital news consumption will be included to facilitate a comparative analysis of perceptions of news credibility across different groups.

Purposive sampling will be employed for selecting respondents, as the study requires participants who have experience using both television and digital news media and who are familiar with AI-based news content. This sampling approach will help ensure that the selected respondents possess relevant experience and awareness of the media environments examined in the study.

Data Collection Instrument

A structured questionnaire will be used to collect primary data. The questionnaire will be divided into different sections. The first section will collect socio-demographic information about the respondents. The second section will focus on news consumption habits and media preferences, while the third section will include questions related to the perceived credibility of television, digital, and AI-based news.

Statements related to news credibility will be measured using a five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.” The questionnaire will cover key dimensions such as news accuracy, fairness, source credibility, transparency, authenticity, timeliness, editorial oversight, the role of Artificial Intelligence, and audience trust in news content.

Major Variables of the Study

The type of news medium and the use of AI-based news will be considered major independent variables, while news credibility and audience trust will constitute the principal dependent variables. News credibility will be operationalized through measurable dimensions such as accuracy, fairness, authenticity, transparency, source credibility, and timeliness.

In addition, socio-demographic characteristics such as age, educational background, occupation, and frequency of news consumption will be examined as supporting variables. These variables will help determine whether

perceptions of news credibility and trust in AI-based news vary across different demographic and consumption groups.

Statistical Analysis of Data

The collected data will be analyzed using appropriate statistical software. Descriptive statistical techniques, including frequency, percentage, mean, and standard deviation, will be used to present the socio-demographic characteristics of respondents and their patterns of news consumption.

A t-test or Analysis of Variance (ANOVA) may be employed to examine differences in perceptions of credibility between television and digital news. The Chi-square test will be used to examine associations between news medium preference and perceptions of credibility, where appropriate. Correlation analysis will be conducted to assess the relationships between different dimensions of news credibility and audience trust.

Furthermore, regression analysis may be employed to identify the major factors influencing audience acceptance of AI-based news. The statistical techniques will be selected according to the nature and measurement level of the variables and the assumptions associated with each statistical test.

Reliability and Validity

To establish the content validity of the research instrument, the questionnaire will be reviewed and refined on the basis of suggestions from experts in the fields of media and communication studies. A pilot study will be conducted with a limited number of respondents before the main survey. The internal consistency of the questionnaire will be assessed using Cronbach's Alpha.

This process will help determine whether the items designed to measure different dimensions of news credibility demonstrate adequate internal consistency and whether the research instrument is appropriate for the objectives of the study.

Ethical Considerations

The voluntary participation of all respondents will be ensured throughout the study. Participants will be informed about the purpose and nature of the research before their consent is obtained. Information that could reveal the personal identity of respondents will be kept confidential. The collected data will be used solely for academic research purposes, and appropriate measures will be taken to protect the privacy and confidentiality of the participants.

Objectives of the Study

The primary objective of the present study is to examine the changing concept of news credibility in the context of the growing influence of Artificial Intelligence (AI)-based news and to comparatively analyze audience perceptions of credibility across television and digital news media. To achieve this broader objective, the following specific objectives have been formulated:

1. To examine audience perceptions of the credibility of television and digital news media.
2. To identify and analyze the major factors influencing the credibility of television and digital news.
3. To examine audience trust, acceptance, and perceptions of credibility regarding AI-based news content.
4. To determine the influence of factors such as accuracy, fairness, authenticity, transparency, source credibility, and timeliness on perceived news credibility.
5. To analyze the relationship between the socio-demographic characteristics of audiences and their preferences for different news media.
6. To comparatively examine differences in audience trust and news consumption behaviour across television, digital, and AI-based news environments.

7. To analyze the potential impact of the increasing use of Artificial Intelligence on news credibility, journalistic transparency, and editorial accountability.

8. To identify the key journalistic factors required to maintain audience trust in digital and AI-based news environments.

Review of Literature

The study of news credibility has been an important area of research in journalism and mass communication. The work of **Flanagin and Metzger (2000)** is particularly significant in this context. In their study, *Perceptions of Internet Information Credibility*, the authors examined how users evaluate the credibility of information available on the Internet. They argued that assessing credibility in a digital environment is more complex than in traditional media because online information is produced and disseminated through multiple sources. Consequently, users need to evaluate the source, accuracy, and authenticity of information. Their study provided an important foundation for understanding credibility in digital news environments.

Tsfati and Cappella (2003) examined the relationship between news media skepticism and news consumption in their study, *Do People Watch What They Do Not Trust? Exploring the Association Between News Media Skepticism and Exposure*. Their findings suggested that distrust of news media does not necessarily result in a complete withdrawal from news consumption. The study is relevant to the present research because it demonstrates that the frequency with which audiences watch or read news and the extent to which they trust that news are distinct dimensions. This distinction is particularly important when examining audience trust in television, digital, and AI-based news environments.

Johnson and Kaye (2004) comparatively examined the credibility of Internet and traditional news media. Their findings indicated that users consider a range of source-related and content-related cues when evaluating the credibility of online news. The study emphasized that the credibility of digital news cannot be fully understood through the same criteria traditionally applied to conventional media. The characteristics of the digital medium, user experience, and the nature of the information source also play significant roles in the construction of credibility. This perspective provides an important basis for comparing television and digital news credibility in the present study.

Metzger et al. (2003) examined the evaluation of information credibility on the Internet and highlighted the importance of source credibility, information quality, and users' evaluation processes. Their study suggested that users in online environments often have to assess the credibility of information themselves because digital platforms may involve fewer traditional editorial controls than conventional news organizations. The findings are particularly relevant to the present study because they help explain the challenges involved in evaluating the credibility of digital news in an environment characterized by multiple and diverse information sources.

Kiousis (2001) examined the concept of media credibility in the study *Public Trust or Mistrust? Perceptions of Media Credibility in the Information Age*. The study conceptualized media credibility as a multidimensional phenomenon and examined public perceptions of different media forms. Kiousis emphasized that credibility is not determined solely by the factual accuracy of information; perceptions of the medium and the source also influence judgments of credibility. This conceptual perspective is relevant to the present study because it allows news credibility to be examined as a combination of content-related, source-related, and audience-related factors.

Tsfati and Peri (2006) examined the relationship between skepticism toward mainstream media and the emergence of alternative news sources in their study, *Mainstream Media Skepticism and Exposure to Online and Nonmainstream News*. Their findings indicated that increasing skepticism toward mainstream news organizations may encourage audiences to seek information from online and nonmainstream sources. The study is particularly relevant to the present research because it provides a theoretical basis for understanding the changing relationship between traditional television news and emerging digital news environments.

The *Reuters Institute Digital News Report 2024*, published by **Newman et al. (2024)**, highlighted the growing importance of digital platforms, social media, and video-based services in global news consumption. The report

demonstrated that news consumption is increasingly becoming platform-based and digital, while levels of trust in news vary across countries, platforms, and news brands. The report is relevant to the present study because it provides an international context for understanding the changing relationship between traditional television news and digital forms of news consumption. It also demonstrates the importance of examining audience trust within an increasingly fragmented news ecosystem.

In the context of Artificial Intelligence and journalism, the work of **Dörr (2016)** is particularly significant. In *Mapping the Field of Algorithmic Journalism*, Dörr examined the development of algorithmic journalism and automated news production. The study demonstrated how algorithms are transforming the processes through which news is produced and suggested that automated content generation is becoming an increasingly important component of contemporary journalism. At the same time, the study raises important questions concerning professional journalistic standards, editorial control, and the continuing role of human journalists. These issues are directly relevant to the changing concept of news credibility in the AI-based news environment.

Graefe (2016) examined the technological and practical potential of automated journalism in *Guide to Automated Journalism*. The study highlighted the usefulness of automated journalism for producing data-driven news rapidly and on a large scale. However, it also emphasized the continuing importance of human judgment, contextual understanding, creativity, and interpretation in complex forms of journalism. The study therefore provides a useful conceptual basis for examining both the advantages and limitations of AI-based news production and its implications for journalistic credibility.

Guzman and Lewis (2020) examined the changing relationship between humans and intelligent technologies in *Artificial Intelligence and Communication: A Human–Machine Communication Research Agenda*. Their work is significant because it conceptualizes Artificial Intelligence not merely as a technological tool but as an increasingly active component of communication processes. This perspective is particularly useful in journalism, where AI is becoming involved in news production, distribution, and interaction with audiences. Their framework helps broaden the understanding of how technological systems may influence the relationship between news production and news consumption.

Beckett and Yaseen (2023) examined the growing use of Artificial Intelligence within news organizations in *Generating Change: A Global Survey of What News Organisations Are Doing with Artificial Intelligence*. Their study found that news organizations are increasingly using AI for news production, personalization, workflow optimization, and a range of digital services. At the same time, the study highlighted concerns regarding trust, transparency, editorial responsibility, and the future of journalism in an AI-driven environment. The study is therefore useful for understanding the institutional dimension of the growing adoption of AI-based news production.

The relationship between AI-generated news and audience perceptions of credibility has received increasing scholarly attention. **Wang and Huang (2024)** conducted a meta-analysis titled *The Impact of Machine Authorship on News Audience Perceptions: A Meta-Analysis of Experimental Studies*, synthesizing evidence from 30 experimental studies. Their findings indicated that machine authorship may have a small but negative effect on perceived news credibility, with the effect being more evident in certain political and social news contexts. The study provides particularly strong empirical support for the present research because it directly examines the relationship between machine authorship and audience perceptions of news credibility.

Gilardi et al. (2024) investigated audience responses to AI-generated news in *Willingness to Read AI-Generated News Is Not Driven by Their Perceived Quality*. The researchers conducted a survey experiment involving 599 participants and compared human-written, AI-assisted, and fully AI-generated news content. Their findings indicated that there was no clear difference in perceived quality across the different forms of authorship. However, awareness of AI involvement did not lead to the expected sustained increase in participants' willingness to read AI-generated news in the future. These findings suggest that the acceptance of AI-based news cannot be explained solely by perceived content quality; prior attitudes toward AI and levels of trust may also play an important role.

Jia et al. (2024) examined the relationship between perceived AI authorship and credibility in *News Bylines and Perceived AI Authorship: Effects on Source and Message Credibility*. Based on an experimental study involving 269 participants, the researchers found that greater perceived AI involvement in news production was associated with lower perceptions of both message credibility and source credibility. The study further indicated that perceptions of humanness played a mediating role in the relationship between AI involvement and credibility. This research is particularly relevant to the present study because it directly connects AI involvement, perceptions of human authorship, and news credibility.

More recent research has examined the relationship between disclosure of AI use and audience trust. **Prajod et al. (2026)** investigated different levels of disclosure concerning AI use in news writing in *Full Disclosure, Less Trust? How the Level of Detail about AI Use in News Writing Affects Readers' Trust*. Their findings suggested that highly detailed disclosure of AI involvement may reduce trust under certain circumstances, while disclosure may simultaneously encourage audiences to engage more actively in source verification. The study indicates that the relationship between transparency and audience trust in AI-based journalism is neither linear nor straightforward. This finding is important for understanding the role of AI disclosure as a potential determinant of news credibility.

Similarly, **Licenji and Hoxha (2026)** conducted a systematic review of research examining provenance and disclosure cues in AI-generated news. Their review analyzed 47 studies and indicated that disclosure or identification of AI involvement does not produce a uniform effect on perceived news credibility. The impact may vary depending on factors such as the subject matter of the news, pre-existing audience attitudes, the reputation of the news source, and signals of human editorial oversight. These findings are particularly relevant to the present study because they suggest that the credibility of AI-based news should not be examined through a single variable but rather through a multidimensional framework involving content quality, source characteristics, transparency, human oversight, and audience perceptions.

Overall, the reviewed literature demonstrates that the concept of news credibility has evolved significantly alongside transformations in the media environment. Earlier research primarily focused on source credibility, information quality, media reputation, and audience trust, whereas contemporary research increasingly addresses digital platforms, algorithmic journalism, automated news production, AI authorship, disclosure, and human editorial oversight. However, a significant research gap remains in comparatively examining **television news, digital news, and AI-based news within a common framework of audience-perceived credibility**, particularly in the Indian context. The present study seeks to address this gap by examining how audiences evaluate the credibility of television and digital news and by analyzing the extent to which the growing use of Artificial Intelligence is reshaping perceptions of accuracy, authenticity, transparency, source credibility, and audience trust.

Literary and Conceptual Perspective of the Study

1. Concept of News Credibility and Its Changing Nature

News credibility is a fundamental component of journalistic quality and public trust. Traditionally, the credibility of news has been evaluated on the basis of accuracy, fairness, objectivity, authenticity, and source credibility. According to **Kiousis (2001)**, media credibility is a multidimensional concept in which perceptions of the quality of information are accompanied by audience perceptions of the medium and its source. With the expansion of digital media and Artificial Intelligence, credibility can no longer be understood merely in terms of whether information is factually correct. Transparency, source verification, technological processes, and editorial accountability have increasingly become important components of credibility.

2. Television News and Institutional Credibility

Television has traditionally been one of the major sources of news for audiences. News anchors, correspondents, visual evidence, live broadcasting, and established news organizations have functioned as important indicators of television news credibility. Audience trust has historically been associated with the reputation of news organizations and adherence to professional journalistic standards. **Tsfati and Peri (2006)** highlighted the growing skepticism toward mainstream media and suggested that increasing distrust in established media institutions may encourage audiences to seek alternative sources of news. In the contemporary media environment, television news

increasingly faces competition from digital platforms and social media, thereby creating new challenges for institutional credibility.

3. Digital News and the New Environment of Credibility

The expansion of the Internet and smartphones has fundamentally transformed patterns of news consumption. Digital news portals, mobile applications, social media, and video platforms have made news more immediate, accessible, and participatory. **Flanagin and Metzger (2000)** emphasized that the diversity of online content and the multiplicity of information sources require users to undertake their own evaluation of information credibility. In the digital environment, credibility is influenced not only by the reputation of a news organization but also by source transparency, fact-checking practices, content quality, and the ability of users to compare information across multiple sources.

4. Transformation of News Consumption from Television to Digital Media

The digital revolution has reduced the traditional distinction between television and digital journalism. Today, most established television news organizations distribute their content through websites, mobile applications, YouTube, and other digital platforms. As a result, audiences can access the same news story through both television screens and digital devices. The **Digital News Report 2024**, published by **Newman et al. (2024)**, indicates that news consumption is increasingly becoming digital and platform-based. This transformation suggests that news credibility can no longer be determined solely by the identity of the medium; rather, it is also influenced by the presentation of news, source characteristics, verification practices, and users' experiences with the content.

5. The Emergence of AI in Journalism and News Production

Artificial Intelligence has initiated significant changes in the production processes of journalism. AI technologies are increasingly being used for data analysis, transcription, translation, news aggregation, headline generation, content editing, and automated news writing. **Dörr (2016)** and **Graefe (2016)** highlighted the possibilities associated with automated and algorithmic journalism. AI can enhance the speed and efficiency of news production; however, it also raises concerns related to factual errors, algorithmic bias, source transparency, and the extent of human editorial oversight. Consequently, AI-based journalism has introduced new challenges to conventional standards of news credibility.

6. AI-Generated News and Audience Trust

Audience perceptions of AI-generated news represent an important emerging area of research. In their meta-analysis, **Wang and Huang (2024)** examined 30 experimental studies and found that machine-written news may have a small but negative effect on audience perceptions of credibility. In contrast, **Gilardi et al. (2024)** found no clear difference in perceived quality between AI-generated and human-produced news content. These findings suggest that the credibility of AI-based news cannot be explained solely by content quality. Factors such as audiences' prior attitudes toward AI, source reputation, and the subject matter of news may also influence credibility judgments and acceptance.

7. AI Transparency, Human Editorial Control, and Credibility

An important issue in AI-based journalism concerns the extent and manner in which news consumers should be informed about the use of AI in news production. When the role of AI in creating news content is not clearly disclosed, audiences may develop doubts about its source and authenticity. Conversely, highly detailed disclosure of AI involvement may also influence audience trust under certain circumstances. Therefore, the relationship between AI transparency and credibility is complex. Clear information regarding human editorial oversight, fact-checking, and accountability may play an important role in building and sustaining audience trust in AI-assisted and AI-generated journalism.

8. Changing News Credibility and Relevance of the Present Study

The reviewed literature demonstrates that the concept of news credibility has evolved from traditional institutional credibility toward a broader form of digital and technological credibility. During the television era, the reputation of the news organization, journalist, and editorial process constituted major foundations of trust. In the digital era, source verification, speed, transparency, and user experience have gained greater importance. In the context of AI-based news, new dimensions such as algorithms, AI disclosure, human editorial oversight, and technological transparency have emerged.

Conclusion

The present study highlights that the concept of news credibility is undergoing rapid transformation in the era of AI-based news. The transition from television to digital news and, more recently, toward AI-assisted and AI-generated news production has influenced the entire process of news creation, dissemination, and consumption. During the television era, news credibility was largely associated with the reputation of the news organization, the professional credibility of journalists, editorial control, and the direct visual presentation of news. The expansion of digital news has added new dimensions to this concept, including source verification, immediacy, transparency, user experience, and the comparison of information across multiple sources.

The emergence of AI-based news has made the concept of news credibility considerably more complex. News consumers are no longer concerned only with what a news report communicates; it has also become important to know who produced the news and what technological processes were involved in its production. AI has enhanced the speed of news production, data analysis, and content generation, but it has simultaneously raised concerns regarding factual inaccuracies, algorithmic bias, source transparency, disclosure of AI involvement, and human editorial oversight. Therefore, the credibility of AI-based news cannot be determined solely by technological efficiency. Journalistic values, professional standards, and editorial accountability must remain equally important in establishing and maintaining credibility.

A comparison between television and digital news also indicates that the determinants of news credibility are not entirely identical across the two media environments. In television news, institutional identity, the credibility of anchors and journalists, and established editorial structures continue to play important roles. In digital news, however, source authenticity, fact-checking, content transparency, audience responses, and verification through alternative sources have gained greater significance. AI-based news introduces an additional technological layer into both environments, making the relationship between human journalism and machine-generated content an important issue in determining credibility.

Therefore, in the contemporary media environment, news credibility should not be understood as a permanent characteristic of any particular medium. Rather, it should be conceptualized as a dynamic and multidimensional phenomenon shaped by the interaction of technology, information sources, journalistic processes, and audience perceptions. With the growing influence of AI-based news, news organizations will need to place greater emphasis on accuracy, transparency, fact-checking, human editorial oversight, and accountability. Particularly during the transition from television to digital media and from digital platforms toward AI-based news systems, audience trust can be sustained only when technological innovation develops in balance with the fundamental principles and professional values of journalism.

Thus, the study titled **“The Changing Concept of News Credibility in the Era of AI-Based News: A Study in the Context of Television and Digital News”** is significant for understanding the technological and behavioural transformations taking place in contemporary journalism. The study can contribute not only to understanding the changing nature of news credibility across television and digital news environments but also to identifying the emerging factors that influence audience trust in AI-based news systems. Furthermore, it can provide valuable insights into how credibility, transparency, and editorial accountability can be strengthened and sustained in the future of journalism.

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