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JOURNALISM AND GENERATIVE ARTIFICIAL INTELLIGENCE: REPLACEMENT OR COLLABORATION? THE EXPERIENCE OF JOURNALISTS IN THE STATE OF PUEBLO

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Abstract-- This research aims to analyze the degree of knowledge and adoption that journalists from the Association of Journalists, Photojournalists, and Communicators of Puebla (ASPEC), in the state of Puebla, Mexico, have of generative artificial intelligence (GAI) tools for the performance of their reporting work. To this end, a survey with 22 multiple-choice questions was designed and validated using the Delphi methodology, with a Cronbach's alpha result of 95%.

The survey was administered to 76 members, considering variables such as highest level of education, media outlet where they work, knowledge of GAI tools, frequency of use, and the activities in their journalistic work where they use them most, as well as their opinion on the future of this technology and the ethical implications for the profession of journalism.

The results highlight that more than 50% are familiar with and apply IAG tools in their reporting work; however, they all face challenges such as lack of training and ethical dilemmas related to their use. It was also observed that AI will not replace journalists, but they do see this tool as a threat to job security due to its intensive implementation, in addition to concerns about excessive dependence on these computer programs. Despite these concerns, communicators in Puebla, Mexico, far from considering IAG an adversary, perceive it as an ally in their professional practice, given that its use contributes to improving operational efficiency and optimizing time, which can positively influence the quality and productivity of journalistic work.

Keywords: Generative AI, journalism, local press, ethics, technology adoption, Mexico.

Abstract-- This research aims to analyze the level of knowledge and adoption of Generative Artificial Intelligence (GAI) tools among journalists who are members of the Association of Journalists, Photojournalists, and Communicators of Puebla (ASPEC), located in the state of Puebla, Mexico, in relation to their journalistic work. To achieve this, a 22-item multiple-choice questionnaire was designed and validated using the Delphi method, resulting in a Cronbach's alpha of 0.95.

The survey was administered to 76 members, taking into account variables such as highest level of education, the media outlet where they work, their knowledge of GAI tools, the frequency with which they use them, and the specific activities within their journalistic practice where they are most frequently applied.

Additionally, the survey explored their perspectives on the future of this technology and the ethical implications involved in the practice of journalism.

The results show that over 50% of respondents are familiar with and use GAI tools in their journalistic activities; however, all of them face challenges such as lack of training and ethical dilemmas associated with their use. It was also observed that while GAI is not perceived as a replacement for journalists, many consider it a threat to job stability due to the risk of job displacement with its widespread implementation, as well as concerns about excessive reliance on these digital tools. Despite these concerns, communicators in Puebla, Mexico, do not view GAI as an adversary, but rather as an ally in their professional practice. Its use contributes to greater operational efficiency and time optimization, which can have a positive impact on the quality and productivity of journalistic work.

Keywords -- Generative AI, journalism, local press, ethics, technology adoption, Mexico.

INTRODUCTION

Journalism has played a fundamental role in disseminating political, social, and cultural events. Since the end of the last century, this profession has brought to light cases of corruption among government officials, attacks on activists, disappearances of women, human rights violations, and damage to the environment (Rodelo *et al.,* 2023). However, in recent decades, the emergence of new technologies, such as generative artificial intelligence (GAI), has changed the processes of writing, producing, and distributing news, as there are now tools for processing large volumes of data, developing automated news, and understanding supervised machine learning in newsrooms, for example, the generation of search engine-optimized headlines to build trust and credibility in the news (Lopezosa *et al.,* 2024); as well as "automated fact-checking, sentiment and opinion analysis, and content personalization and recommendations" (Cano and López, 2024, p. 13).

Amid this scenario, there is a debate among media professionals about the impact that AI may have on the news sector. On the one hand, there are those who believe that this technology will not have a negative impact on the media sector, since "these tools complement the work of journalists, they do not completely replace them" (Gutiérrez *et al.,* 2023, p.

11), but they do increase effectiveness by optimizing the time spent on journalistic routines; they also encourage the discovery of trends, produce automated summaries of public events or meetings, and activate news alerts (Lopezosa *et al.,* 2024).

On the other hand, there is a school of thought that believes it should be used with caution, due to the ethical, labor, and social implications in the field. In Spain, for example, Mayoral *et al.* (2023) documented that the fear of using these types of tools is not only felt by reporters, but also by their bosses, because they think that accepting and adopting these technologies gives them a bad image.

In this regard, Parratt *et al.* (2021) emphasize that as the application of artificial intelligence (AI) spreads and develops in different journalistic routines, the interaction between information professionals and machines will increase, making it necessary to reformulate the organization of work in media newsrooms (p. 10).

In this perspective, Túñez *et al.* (2019) argue that automation does not represent a threat, but rather constitutes a new way of constructing journalistic narratives in any medium; they emphasize that "journalism without human journalists is now possible" (p. 1412); however, they also mention the need for a code of ethics for the production of products using this tool. In this regard, Manfredi and Ufarte (2020) point out that "automatic source checking, attention to local markets, and the elimination of routine work are examples of how [AGI] can contribute to increasing journalistic quality" (pp. 65-66). From the above, it can be said that AI is important for journalistic work, but it is not the basis for carrying out the work.

Therefore, the overall objective of this article is to conduct an exploratory study to identify how many professionals affiliated with the Association of Journalists, Photojournalists, and Communicators of Puebla (ASPEC) are prepared, have access to, have accepted the IAG, and have appropriated its various tools for their professional practice.

The specific objectives are:

- To identify the level of knowledge of ASPEC members about the IAG
- To identify how they are using the IAG in their journalistic work
- To identify the ethical dilemmas they face with regard to this tool, and
- Describe the limitations and challenges that ASPEC members face in their media outlets when using IAG.

JUSTIFICATION

Due to conflicting international opinions on the implementation of IAG in the journalism sector, there is a need to explore the views of journalists in local contexts. Therefore, this study aims to determine the degree of acceptance and appropriation of AI by journalists in the city of Puebla, Mexico, who are affiliated with ASPEC. To this end, it is necessary to note that the implementation of artificial intelligence is expanding in Latin America and its use is still in its infancy (Zuazo, 2023); Therefore, it is important to have an overview that allows us to recognize the needs for training and professional skills development, as well as to understand how work dynamics are changing with the use of AI in national contexts, such as the city of Puebla, listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as one of 34 sites in Mexico as a World Heritage Site. **Conceptual framework**

In November 2022, the concept *of artificial intelligence* became famous around the world, not because it referred to a new concept, since this term has existed since 1950, created by British mathematician Alan Mathison Turing (Alvarado, 2015), "but because it was now within reach of anyone in the form of everyday language." (Maimore, 2023, p. 42).

Now, according to the Royal Spanish Academy (2025), artificial intelligence is a "scientific discipline that deals with creating computer programs that perform operations comparable to those performed by the human mind, such as learning or logical reasoning." Meanwhile, a group of experts from the European Commission defines AI as:

A set of software systems (and in some cases also hardware) designed by humans that, given a complex objective, act in the physical or digital dimension by perceiving their environment through the collection of data, the interpretation of the structured or unstructured data they collect, reasoning about the knowledge or processing of information derived from that data, and deciding on the optimal action or actions to be taken to achieve the set objective (López, 2021, p. 144).

Artificial intelligence, Navarro (2024) points out, permeates all areas and activities of human life. Thus, areas such as communication, journalism, and cyberjournalism are notable examples of sectors that have been substantially influenced by AI.

Reference framework

The electronic precedents for journalistic communication date back to the 1970s, when the digitization of the press allowed the use of programs to justify lines composed by linotype (Navarro, 2024). Over time, most national newspapers adopted video terminals for writing texts. Thus, in the last decades of the 20th century and the first decades of the 21st century, elements that had not previously been possible, such as the personalization of cyberjournalistic content, have been recovered and developed.

Navarro (2024) also highlights that, in the third decade of the 21st century, the influence of artificial intelligence has had a significant impact on all aspects of life, including journalism and communication, which has led to a remarkable transformation. He states that "the use of artificial intelligence for journalistic purposes is increasingly present in media around the world" (Navarro, 2024, p. 27).

It is important to emphasize that, within the next fifty years, human activities will not be completely replaced by AI, since behind every artificial intelligence system there is a human being or a team of people who imprint their values, cultures, training, professional contexts, and personal experiences. However, despite the fact that artificial intelligence has become increasingly important in journalism, its adoption remains uneven due to differences in financial resources, trained personnel, and capacity for continuous innovation among media outlets. "In Latin America, only 10 percent of media outlets use artificial intelligence in their processes" (Zuazo, 2023, p. 29). This author also notes that media outlets of various sizes are involved in experiments related to creation and decision-making in this field. Therefore, it is important to mention the results of a survey conducted by the Inter-American Press Association (IAPA) in 2023, which covered 320 media outlets and revealed that 73 percent of participants expressed interest in deepening their understanding of the advantages of AI; 20 percent reported exploring its use, and only five media outlets considered themselves pioneers in the application of these technologies.

In the case of countries such as Spain, Mayoral *et al.* (2024) analyze the reluctance of media outlets and reporters to adopt this technology, whether due to the financial outlay it represents for media and journalism companies or the resistance to change among information professionals, despite the fact that AI has initially proven its efficiency in saving time and providing accuracy, especially in the handling and analysis of large volumes of data.

In the case of Mexico, Ríos and Aceves (2024) highlight that the use of AI in journalism is in its infancy; its development is uneven compared to other countries, and there are few organizations willing to invest in tools that use this type of *software.*

Academics Jorge Alberto Hidalgo Toledo and Eduardo Portas Ruiz (cited by Magro *et al*., 2025) in their article "Innovation and connection: exploring the impact of artificial intelligence on contemporary communication in Mexico" (p. 6) mention how young people in Mexico use digital applications in their educational activities and working lives. The research was conducted using a quantitative approach, which employed 327 questionnaires sent by email to 327 people over the age of 13, located in 17 states of the Mexican Republic, with greater collaboration from natives of Mexico City and the State of Mexico. The study's findings reveal that:

The areas in which these tools are most used are work and academia, with a predominantly young user profile, with a high digital predisposition that sees their productivity increase by 62% and that relies on AI to generate innovative ideas. Chat GPT stands out as the most common tool among respondents, as 91% of them use it. However, the study does not investigate ethical or legislative aspects in depth (Magro *et al*., 2025, p. 7).

For their part, Reyes *et al.* (2024) explore the challenges and opportunities that journalists and communicators in Guerrero experience with the use of AI. They also offer an assessment of how traditional journalists and communicators in Acapulco, Chilpancingo, Taxco, and Iguala (Mexico) have appropriated these technological tools. It is important to mention that this research is the first academic work in Mexico with a quantitative approach that attempts to shed light on the use of AI in a local context.

Furthermore, in their research, Reyes *et al.* (2024) identified that more than half of journalists in Guerrero have used some form of AI in their reporting work, with 43.9% believing that they will not be displaced by technological tools, while 28.1% say that there is a possibility of being replaced by a robot. It should be noted that in Guerrero, media professionals use AI tools mainly for audio and video transcription, style correction, text editing, and content generation. In this regard, Ríos *et al.* (2024) conducted an exploratory study on "Approaches to the use of artificial intelligence in Mexican journalism," highlighting the use of AI in digital media such as Poblanerías.com, an

independent media outlet in the state of Puebla, Mexico, which has incorporated the use of Chat GPT on a daily basis for the collection, analysis, and production of information (p. 35).

The work of Ríos *et al.* (2024) is the only one to date that refers to a digital media outlet in Puebla, as there are currently no bibliographic references to studies on the use and appropriation of AI in the media in that state.

Theoretical framework

The evolution of journalism has been linked to technological advances and scientific discoveries, from the invention of paper, movable type printing, and the development of electronic devices for transmitting signals through the air, to the digital revolution and the emergence of computers in all aspects of human activity at the end of the 20th century, not only in the media and information. However, with the advent of artificial intelligence, journalism has seen the news process undergo a significant transformation, not only in terms of the production of news material, but also in its distribution and even its creation, raising ethical dilemmas and opening up the possibility of partial or total replacement of the human hand by technologies that perform the work of communicating and informing.

For Manfredi and Ufarte (2020), AI can be both a transformative and problematic tool, as integrating this technology into journalism is not limited to technical considerations; ethical, legal, labor, and economic aspects must also be taken into account, in addition to training and updating processes for communicators and reporters.

José Luis Orihuela (2017), in his theory of infomediation, analyzes how AI algorithms are positioned between senders and receivers of messages, determining what news and to which audience it should be directed, which opens the debate on the neutrality of information and the manipulation it may suffer. For his part, Boczkowski (2018), in his theory of automated communication, warns that while the automated production of news material can increase productivity and efficiency in newsrooms, it also presents the risk of homogenization of content. This would reduce the role and intervention of journalists as investigators of facts and social problems, as well as distancing them from the critical analysis that characterizes the news profession.

When Van Dijck (2013) talks about algorithmic sociability, she refers to the existence of a new paradigm for communication and warns of the possibility of social fragmentation and polarization of

public opinion due to the effects of algorithms, which determine, within a digital ecosystem, with whom and when people interact.

Mayoral *et al*. (2023) highlight that "in recent years, the epistemological approaches used to address this phenomenon [artificial intelligence] have diversified" (p. 821). For example, the perspective that considers AI as "a rational agent" (Canavilhas, 2022) stands out, as it has been linked to "computer-assisted reporting (CAR)" (Mayoral *et al.,* 2023, p. 821), a trend that emerged in the late 1960s in the United States.

Other authors, such as Mendieta *et al*. (2023), argue that various modern trends refer to data journalism, which dates back to CAR, and consists of applying data analysis and visualization to discover patterns, trends, and relationships in events. Reporters use statistical analysis tools to obtain information with greater accuracy. This type of journalism has enriched the way stories are told and provided a greater level of transparency.

For their part, Pérez *et al*. (2020) explain that with the evolution of technologies, high-tech journalism has also been created, which they define as:

The application of sophisticated and/or emerging digital technologies in different areas of journalism, in such a way that their use contributes in some measure (time, cost, analysis, understanding, impact, perspective, etc.) to the improvement of the process (e.g., automated journalism), the experience (e.g., immersive journalism), or even the model (e.g., blockchain technology). Within this

The umbrella term "hi-tech journalism" includes journalistic modalities or trends such as drone journalism, immersive journalism with 360-degree video and virtual reality, and robot or automated journalism, as well as journalistic production and applications using technologies such as blockchain and augmented reality, among others (p. 134).

The definition proposed by Pérez *et al*. (2020) offers a flexible conceptual framework for addressing contemporary challenges, characterized by its openness to new technologies and tools. Its dynamic nature allows it to continue evolving in a constantly changing environment, especially as artificial intelligence and 5G technology are rapidly becoming integrated into journalism.

The expansion of artificial intelligence in the media is also changing the professional profile of journalists; there is now a need to acquire skills and knowledge to master the tools used by this technology. In this context, Tejedor and Vila (cited in Ufarte

et al., 2024) have proposed the creation of *exo-journalism,* a new profile in which the communicator uses machine learning algorithms to perform tasks ranging from information gathering and analysis to content writing and dissemination. These technological tools improve their efficiency, allowing for more in-depth and accurate news coverage that would be difficult to achieve manually. It is important to note that these tools do not replace journalists, but rather complement and reinforce their tasks (p. 347).

For their part, Sánchez *et al*. (2023) explain that this link between technological tools and journalism has given rise to *hi-tech* journalism, which uses state-of-the-art technology. For this reason, in countries such as Spain, public radio and television stations have begun to hire professionals with extensive knowledge and skills in the technology sector without jeopardizing job opportunities in conventional positions, which shows that these media are still in the early stages of using AI (Ufarte, 2024).

DEVELOPMENT

Materials and methods

In conducting this research, a quantitative research paradigm was used in order to meet the specific objectives set out at the beginning of this document. Therefore, a survey with 22 questions was conducted as a tool for collecting information (see annexes). The questions were drafted with the objectives of this research in mind, which are: to identify the level of knowledge of ASPEC members about IAG; to identify how they are using IAG in their journalistic work; and to identify the ethical dilemmas they face with regard to this tool, providing the majority of possible response options in order to obtain the desired results and, consequently, to be able to describe the limitations and challenges that ASPEC members face in their media outlets when using IAG, with regard to various aspects of the use of IAG in their journalistic work.

When developing the survey, it was first shared with journalists (not belonging to ASPEC) to validate that the questions were understandable, in order to comply with the guidelines for using the Delphi technique. Then, the necessary adjustments were made to the questions, taking into account the recommendations given to us by the experts. Once the questions had been corrected, they were entered into Google Forms and tested (by ourselves) to verify that they could be answered. After verifying that all the questions were active, with their respective options

responses, the link was sent to ASPEC journalists on February 5, 2025, via email and WhatsApp (since the participants are in a different state than ours), asking them to respond as soon as possible, giving them a margin of nine days so that most participants would have enough time to respond, and thus obtain a suitable response rate; and, consequently, obtain the expected and reliable results.

Using Google Forms as a tool allowed us to streamline the process and thus obtain reliable statistical results. The results revealed that the use of IAG in their journalistic work is already a tool known to more than half of the association's members, who do not consider it an enemy, but rather an ally.

DISCUSSION AND ANALYSIS OF RESULTS

The survey results indicate that most journalists are between 25 and 54 years old, with the largest margin being 45 to 54 years old, at 32. 9%, followed by those in the 35 to 44 age range, with 31.6%, and those aged 25 to 35, with 27.6%. In terms of gender, 60.5% are male and 39.5% are female. In terms of approximate monthly income, there was an equal result (28.9%) between those who earn between 11,000 and 16,000 pesos and those who earn between 7,000 and 10,000 pesos. 18.4% indicated that they have an income of between 17,000 and 25,000 pesos; 13% indicated that they earn between 3,000 and 6,000 pesos, and 10.5% mentioned that they earn more than 25,000 pesos per month.

In terms of years of experience, 42.1% have more than 20 years, 31.6% have between 11 and 20 years of experience, and 22% indicated that they have been working as journalists for between 5 and 10 years. However, with regard to the highest level of education, 71.1% indicated that they have a university degree, 15.8% have a postgraduate degree, and 9.2% mentioned that they have a basic level of education. This is noteworthy, as it is a significant percentage who, without a university degree, are engaged in journalism, empirically speaking. When asked about the type of media in which they work, 63.2% work in a digital environment, 28.9% in print media, 25% in television, 19.7% in radio, and less than 4% in news agencies, magazines, or publishing groups. Of those working in digital media, 51.7% work for a digital newspaper, 26.7% in social media, and only 10% in television.

In addition, the results indicate that 70.3% of ASPEC members have knowledge of generative AI tools applied to journalism. This data suggests a significant interest in exploring the potential of this technology to optimize and transform their professional practices.

Those who use generative AI tools have focused on those that, according to Ríos *et al.* (2024), offer "solutions to tasks that reporters identify as routine, tedious, and not adding value to journalistic products" (p. 4), such as audio and video transcription, multimedia content editing, and identifying trends and relevant information. The most popular tool among journalists in Puebla is ChatGPT, followed by Capcut (video editor). In addition, the TikTok app has proven useful for communication professionals working in digital media, as it "has revolutionized the way videos are created and edited by making the process more accessible and efficient" (Capcut, 2025, para. 1). To a lesser extent, other tools such as Google's Gemini, Microsoft's Copilot, Midjourney, and Flourish are also used.

Regarding the extent to which generative AI is transforming the media, 41.1% of respondents believe that it is changing processes, while 32.9% think that it only has a slight impact. These results coincide with references from authors such as Ríos *et al.* (2024), who report that the use of AI has not permeated Mexico with the same force as in countries such as Japan, the United States, and the European Union. In this regard, a report by the Thomson Reuters Foundation (2025) indicates that only 16% of the media outlets surveyed globally had an AI manager in their newsroom, while 24% planned to appoint one shortly, highlighting the uneven integration of this technology in different regions of the world.

The survey also reveals a growing adoption of IAG among journalists in Puebla, driven by the time optimization and efficiency that this technology offers. However, its implementation presents a marked contrast between the individual and business spheres. The findings show that more than 50% of journalists affiliated with ASPEC have integrated generative AI into their personal practices. However, when exploring its use at the organizational level, the percentages decrease significantly. Forty-one point nine percent of respondents say their media outlets have not yet adopted this technology, while 24.3% indicate that it is in the exploration phase. These results suggest a possible line of research in which journalists may be using generative AI unofficially within their institutions. Hidalgo and Portas (2025) highlight that the lack of specific regulations on the use of artificial intelligence in organizations and companies has led those who apply this technology in their daily tasks not to report its use to their superiors, despite the fact that a high percentage of them claim to use it ethically and responsibly.

Obstacles to its integration in the media

Although IAG stands out as a valuable tool in the field of journalism in Puebla, Mexico, its adoption in the media faces considerable obstacles, including training, time availability, and economic constraints. 72.6% of respondents report a lack of support in acquiring the necessary skills to use this technology. In this context, Gutiérrez *et al.* (2023) emphasize the importance of "implementing continuous training programs for active professionals, as well as the need for continuous control and supervision of the processes carried out by AI in the field of journalism" (p. 4). This integration of technology and the creation of journalistic content is driving the evolution of professional roles and the emergence of new concepts to understand the impact of AI on the sector, such as the term *exo-journalism*, proposed by Spanish theorist Santiago Tejedor. These challenges are also present in Latin America, where it has been found that editors and news media managers are slower to adapt to these technological advances (López Linares, 2024).

Due to a lack of training and the nascent implementation of generative AI in the media,

53.4% of respondents indicate that they only use free tools. In contrast, 26% resort to options that combine free and paid services, and only a minority choose to pay a subscription to access all the benefits offered by the available applications.

The analysis reveals that 35.1% of study participants use generative AI tools, mainly for activities characterized as routine, mechanical, and time-consuming, such as audio and video editing. Likewise, 33.8% apply this technology to content generation, including news, reports, and summaries. This finding is in line with Amy Ross's report *Public Attitudes Toward the Use of AI in Journalism* (2024), which highlights the prolonged use of artificial intelligence by communication professionals in "behind-the-scenes" tasks, such as monitoring current topics in the online world, transcribing interviews, and personalizing recommendations for readers (para. 15).

The journalists surveyed use generative AI tools for a variety of activities, including audio and video transcription (31.1%), research and data verification (21.6%), identifying trends and relevant news (18.9%), and basic text review and editing (16.2%).

%), as well as analyzing user behavior and interest on social networks and social media (13.5%).

As for the monetization of products developed using AI, only 8.2% of the journalists surveyed reported having done so, while the remaining 91.8% have not transformed the products they create into a source of income. To illustrate a case in point: the Colombian media outlet Cuestión Pública has begun to experiment with language models tailored to its own investigations, paving the way for more sophisticated editorial development (Roba, 2024).

The Puebla journalists who participated in the survey agreed that IAG has become a useful tool for carrying out their reporting work; however, the majority of them (78.1%)

%) believe that this technology will not replace the work of reporters, compared to 21.9% who believe that humans could be completely replaced by machines, as suggested by Boczkowski (2018), who points out that automation in journalism optimizes processes without replacing *human* intervention and analysis.

The reporter believes that the use of AI has advantages and benefits in the news production process, among which time savings stand out with more than 80%, followed by operational efficiency with 39.7% and, to a lesser extent, greater accuracy in results and higher revenues. On the other hand, journalists identify risks in the use of IAG in news reporting, mainly the loss of creativity and human focus (60.3%), followed by the lack of ethics in presenting results as their own (53.4%). They also see the advancement of generative AI as a threat to jobs that may be lost with the intensive implementation of this technology (47.9%), in addition to concerns about excessive dependence on these tools (46.6%). These results are reinforced by those of the European Commission study (2024), which emphasizes the priority of labeling content generated by artificial intelligence, especially *deepfakes* or texts of public interest, in order to preserve the trust of consumers of news content.

Journalists are in favor of using UAVs in their work (78.1%) compared to 21.9% who oppose the implementation of this technology. Finally, the majority of respondents (79.5%) believe that UAVs are a useful tool for improving the quality of their work.

% who oppose the implementation of this technology. Finally, the majority of respondents (79.5%)

%) considered ethics and honesty (79.5%) to be fundamental values that they must possess when relying on IAG to carry out their work, followed, to a lesser extent, by respect for copyright, data confidentiality, and intellectual property.

Regarding the integration of IAG in the Puebla media, 41.1% of respondents said it is not used, while 24.7% said it is partially applied, 19.2% said it is in the exploration phase, and only 9.6% acknowledged that it is widely used.

CONCLUSIONS

Currently, the use of technological tools is imminent. The important thing is to use them responsibly and ethically, as they were created to facilitate the work of professionals in various sectors, such as journalism.

The results of this research indicate that, although some journalists affiliated with ASPEC have begun to incorporate generative AI into their professional practice, there are still challenges in terms of access, training, and appropriation of these tools. In relation to the overall objective of the study, it is observed that the preparation of communication professionals in Puebla, Mexico, with regard to generative AI is heterogeneous, with a clear division between those who have adopted these technologies and those who are still unaware of how they work or are resistant to their use.

It should be noted that 9.2% work as empirical journalists, with a basic level of academic training. Another interesting finding is that none of the journalists indicated that they belong to a gender other than male or female.

In terms of specific objectives, it was found that most respondents have basic or intermediate knowledge of IAG and use it mainly for audio and video editing, content generation, and research. but more than half (63.2%) work in a digital environment, indicating that most are familiar with AI and that it is becoming increasingly important in the journalism sector for optimizing routine activities such as audio and video transcription or searching for relevant information. However, although it saves time and resources, it can lead to excessive dependence on technology and a decline in analytical skills, critical thinking, and human focus.

In ethical terms, the marked contrast between individual and organizational appropriation of this technology is worrying, as there is no similarity between the percentage of people who use it on their own and within the media. This highlights the absence of regulatory frameworks governing its use in media companies, which means that some journalists are using generative AI tools without authorization from their superiors, even though more than half of those surveyed considered it unethical to present content created using this branch of computer science as their own.

This phenomenon should not be ignored, as 25 international organizations worldwide, with the support of the Inter-American Press Association, designed an ethical framework to establish the principles

that should guide the "development, implementation, and regulation of AI systems and applications in matters related to intellectual property, transparency, accountability, quality and integrity, fairness, security, design, and sustainable development" (Alianza de Medios MX (2024, para. 3).

Thus, the results show that communicators in Puebla, far from considering generative AI as an adversary, perceive it as an ally in their professional practice, given that its use contributes to improving operational efficiency and optimizing time, which can positively influence the quality and productivity of journalistic work.

FUTURE WORK

Taking into account the results of the survey, two lines of future research can be proposed along the same lines, given that these are the points where instability is observed, which would provide an opportunity for research to understand and address the concerns of the respondents:

- Ethics and regulation of the use of AI in journalism and
- Training on the professional use of IAGs

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