

AI-Powered Recruitment in the Media and News Industries - A Study

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Abstract

In recent days recruitment process has transformed to another dimension across various industries. Media and journalism is one of the witness of this transformation. Recruitment with Artificial intelligence assistance systemize various activities like resume screening, automotive interview process and better decision making process. Media and news industry is One of the highly competitive industry, so employees with creativity and technical know how played crucial role. Recruitment process with artificial intelligence provide vital competitive edge then its competitors by selecting right people for right job with minimizing time and resource wastage. Media and news industries highly dependable on human creativity. This is one of the importance consideration for adopting artificial intelligence based recruitment process. With help of technology the recruiter select highly talented people without bias and develop personnel skills with technology. But ethical concerns are biggest challenges in technology based recruitment process. AI-driven chatbots and automated assessments also enhance the candidate experience, ensuring seamless interactions and timely feedback. AI technology continues to evolve; its integration into media recruitment is expected to expand, balancing automation with human intuition.

Keywords: Effectiveness of AI in Recruitment, Candidate Experience in AI-Powered Hiring, AI and HR Professionals in Media Hiring, Ethical & Privacy Concerns in AI-Based Recruitment, Future of AI in Media & News Industry Hiring

Introduction

The media and news industries are undergoing rapid digital transformation, and AI-powered recruitment is playing a crucial role in reshaping how organizations attract and retain top talent. With the increasing demand for multimedia journalists, content creators, data analysts, and digital marketing specialists, media companies are leveraging artificial intelligence to streamline hiring processes, improve efficiency, and enhance decision-making.

AI-driven tools help media recruiters by automating resume screening, identifying relevant skill sets, predicting candidate success, and reducing hiring biases. NLP and ML examine portfolios, past work, and writing styles to match candidates with roles that align with their expertise. Technology based tools helps to make interactions with

candidates regarding information gathering, convenient time for interview to create conducive environment for both employer and applicant and ensure good experience for both.

As a ever changing industry, it need a dynamic, innovative persons with punctuality. Technology based hiring practices are able to select the people who satisfied the conditions which are required for this industry like familiar with recent development. At the same time meet the social and environmental expectations, satisfy governmental and non-governmental pressure, escape from bias are the important aspects of technology based selection process.

Technological development is continues process and it make a pressure to the industries to select the people who update their knowledge based on developments. Like other industries , Media and news industries also try to build their team which meet the industry requirements. So systemized technology based recruitment and hiring process helps to achieve their recruitment objectives.

Review of Literature

Chris Collins, (2020), explained that the recruiters face challenges to evaluate the candidates when the receive large number of applications. Artificial intelligence help to the recruiters to make interactions with the candidates and gather required information like salary, experience and other details through chatbots. In order to address screening, human bias, and best-fit candidates, three primary subjects were considered.

J.Fraij (2021) stated that advance knowledge on artificial intelligence and its influence on human resource management. For better application of artificial intelligence in hiring process , academic papers , magazines, and websites are wellexamined.. The results and conclusions were nearly exact in stating that the use of AI is beneficial in the field of hiring since here is where technology may be most useful. Additionally, time, effort, and tedious daily duties are replaced by electronic ones, creating enough room.

Research Methodology

Statement of the Problem

The media and news industries face significant challenges in their recruitment processes, including inefficiencies in candidate screening, bias in hiring decisions, and difficulty in identifying top talent with the right mix of journalistic expertise and digital skills. Traditional recruitment methods often struggle to keep pace with the fast-evolving landscape of media, where roles increasingly demand proficiency in AI-driven content creation, data analytics, and multimedia storytelling. AI-powered recruitment presents an opportunity to enhance efficiency, objectivity, and precision in hiring. When implementing technology in selection the recruiter faces some problems like ethic in selection necessity of innovative people in editorial board and so on. This research try to reveal the recruiter facing challenges while adopting artificial intelligence associated process and measures to overcome that.

Need of the Study

In recent days, All industries witnessed for dramatically changes in all processes, from manufacturing to sell the product. Like wise recruitment and training department also face changes in their process. To satisfy the wants and achieve competitive edge in the industry the ready to adopt latest techniques for recruitment and training for their employees. Artificial intelligence powered recruitment process is one of recent trends. Like all other industries news and media industry also move towards technology based process which reduce cost and improve efficiency in recruitment process. Compare with other industry, media industry highly human sensitive industry as it require highly innovative and creative people need to this industry. Technology based process offer various benefit to the industry at the same time it rises issues regarding various considerations in hiring like ethics, openness and equality to all. It will also create lack of confident in employer mind like

job displacement and other issues. This study try to address all these issues and will create in depth understanding about technology based processin hiring and ins role in future

Objectives of the study

The followings are the Objectives of the Study

1. To identify the benefits of AI-Powered hiring process in the Media and News Industries.
2. To define respondents personal characteristics.
3. To Examine various factors of AI-Powered Recruitment in the Media and News Industries.
4. To find out the ways to improve the AI-Powered Recruitment in the Media and News Industries..

Design of the study

- Descriptive type research designused for this study.

Techniques used for sample collection

- Convenience Sampling method used for this study

Sample size

- Sample size: 78.

Study Period

- This study was carried out for the period of Jan 7th to Feb6th 2025.

Table 1 One way ANOVA Media sector classification and AI-Powered Recruitment in the Media and News Industries

S. No	Source	Df	SS	MS	\bar{X}	Statistical Inference
1. Effectiveness of AI in Recruitment						
					G1=18.74	F=156.594
	In Two Groups	4	4270.737	1067.684	G2=26.56	P < 0.001
	In one Groups	73	497.725	6.818	G3=31.45	Significant
					G4=35.50	
					G5=38.63	
2. Candidate Experience in AI-Powered Hiring						
					G1=10.41	F=226.660
	Between Groups	4	3394.481	848.620	G2=16.75	P < 0.001
	Within Groups	73	273.314	3.744	G3=20.64	Significant
					G4=25.13	
					G5=28.75	
3. AI and HR Professionals in Media Hiring						
					G1=9.96	F=96.826
	Between Groups	4	679.428	169.857	G2=13.19	P < 0.001
	Within Groups	73	128.060	1.754	G3=14.91	Significant
					G4=16.63	
					G5=18.00	

4. Ethical & Privacy Concerns in AI-Based Recruitment						
					G1=17.26	F=151.915
	Between Groups	4	2157.299	539.325	G2=22.94	P < 0.001
	Within Groups	73	259.162	3.550	G3=26.45	Significant
					G4=29.31	
					G5=31.13	
5. Future of AI in Media & News Industry Hiring						
					G1=23.62	F=210.126
	Between Groups	4	2163.434	540.858	G2=20.22	P < 0.01
	Within Groups	73	187.900	2.574	G3=25.13	Significant
					G4=28.64	
					G5=32.31	
6. AI-Powered Recruitment in the Media and News Industries						
					G1=76.5926	F=184.236
	Between Groups	4	58780.103	14695.026	G2=104.5625	p < 0.001
	Within Groups	73	5822.615	79.762	G3=122.0909	Significant
					G4=138.8750	
					G5=150.7500	

G1=Print media, G2= Broadcast media, G3=Digital Media, G4=Investigative journalismand G5=Corporate & Public Relations

Table 1:There is a importantdiscrepancyamongst the respondents' type of media sector classification tovarious aspects of Effectiveness of AI in Recruitment,Candidate Experience in AI-Powered Hiring, AI and HR Professionals in Media Hiring, Ethical & Privacy Concerns in AI-Based Recruitment, Future of AI in Media & News Industry Hiring andAI-Powered Recruitment in the Media and News Industries.

Findings and Suggestions

Findings based on socio-demographic profile

1. Maximum respondents (45.3%) age group 31 to 40 yrs.
2. Majority of the respondents were male(73%).
3. Majority of the respondents were married (71.4%).
4. 38.8% of the participants had experience 15 years and above.
5. 47.8 of the participants were qualified with Journalism & Mass Communication
6. Majority (83.7%) of the participants were full-time employees.
7. One-third (i.e.) 34.6 percent of the respondents were working in print media.

Findings based on AI-Powered Recruitment in the Media and News Industries

1. 50% of the participants areEffective in AI based Recruitment.
2. Majority (51.3%) of the participants are agreedthat Candidate Experience in AI-Powered Hiring.
3. Majority(52.6%) of the participants obtained high to AI and HR Professionals in Media Hiring.
4. Majority (52.9%) of the participants had high level to Ethical & Privacy Concerns in AI-Based Recruitment.
5. Majority (51.7%) of the participants had high level to Future of AI in Media & News Industry Hiring.
6. 50.0 of the participants had low level to AI-Powered Recruitment in the Media and News Industries.

Suggestions of the Study

Based on the findings and analysis of AI-powered recruitment in the media and news industries, the following suggestions are given:

1. Enhancing AI Transparency and Ethical Use

- Media organizations should implement transparent AI recruitment systems that provide clear explanations of how candidates are assessed and selected.
- AI developers should prioritize ethical AI models that minimize biases in candidate selection by using diverse training datasets.

2. Balancing AI and Human Judgment

- Even, it systemizes the process, end of the process decision made by manager to assure there is need for human creativity in editorial board
- Select people and provide training to them to work with artificial intelligence system with human touch..

3. Ensuring Fairness and Diversity in Hiring

- AI powered tools regularly audit to ensure fairness in recruitment and avoid biases.
- Even it is a systemized process, organization focused on their fundamental principles for recruitment.

4. Addressing Employee Concerns About AI in Hiring

- Organizations make awareness about technology assisted process and eliminate fear in employee mind.
- Organizations Ensure that opportunities are there to employees for express their complaints and grievances about AI assisted process.

5. Improving AI Adaptability for Media-Specific Roles

- AI based process should be personalized to satisfied the unique requirement of media such content creating, narrative skills, and updation of technology.
- Integration of traditional and new technology based recruitment model helps to select better candidates.

6. Strengthening Data Privacy and Security

- Organizations must follow guidelines and mechanism which protect candidates information from unauthorized access.
- Everyone in the organization should be educated about working model of AI based system.

7. Encouraging Industry-Wide Best Practices

- Companies must associated with experts and professionals to establish systemized practices for new hiring.
- With a particular interval, companies must review the current process and development in the environment. Based on that they ready to update their process.

Conclusion

The combination of existing model and new model always create mixed impact on the organization. The new combination will create opportunities for growth as well as challenges in the organization and working force. AI Technology based recruitment is way avenue for gain various advantages to company for reducing expenditure increase efficiency , it is also the reason for facing problems like bias, low level human judgement and ethics. Even Ai powered recruitment process helps to identify right person for media with skills like analytical ability, knowledge

about digitalization of media, it is not fully substitute of human recruiter who have expertise in editing, creativity. As we considered these kind of issues, a balanced method, as initial steps in recruitment performed by AI powered tools and final decision made by human is the suitable strategy for better results. Organization must ensure that there is clarity, openness and multiplicity in their technology driven process. Safeguarding candidates personal information is also one of the important consideration. In future, Artificial intelligence played significant role in acquisition of talent and right workforce for right place in the media sector is the scope of this study.

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