

# Appendix

Table 1: Qualitative Coding Codebook

No.	Variable	Description
<b>Formal level</b>		
1	Professional roles	List all professional roles such as ‘editor-in-chief’ or ‘legal team’ which are mentioned in the guidelines
<b>Thematic level</b>		
<b>Journalistic values and goals of AI deployment</b>		
2	Values	Name all journalistic values, e.g. ‘trust’ and ‘accuracy’ which are included in the document
3	Goals	Collect all wordings where the organisation refers to the specific goals it wants to achieve by deploying AI
<b>Allowed and prohibited AI applications</b>		
4	Allowed applications	List all AI applications allowed according to the policy
5	Prohibited applications	List all AI applications prohibited according to the policy
6	Mentioned pitfalls	Collect each possible pitfall mentioned that can be associated with the deployment of AI
7	AI engines	Name all AI engines such as LLMs or image generators that are explicitly called
<b>Transparency</b>		
8	Applications relevant for transparency	Collect all wordings where the guidelines mention AI uses cases that should or must be made transparent to the audiences
<b>Responsible AI</b>		
9	Elements of data privacy	Name all elements of data privacy that are included in the document
10	Elements of Responsible AI	Include all references to elements of Responsible AI
11	Elements of algorithmic bias	Collect all phrases where the guideline refers to elements of algorithmic bias associated with the deployment of AI
12	Elements of source protection	Search for text elements where the guidelines say something about possible risks in source protection associated with the use of AI
<b>Cooperation</b>		
13	Professional roles involved	Name each professional role that is named in terms of possible internal cooperation on AI projects
14	Institutions involved	Collect each institution that is named when the guideline makes statements about external cooperation
<b>Dependency</b>		
15	Types of dependency	Include all references to possible risks of dependency on platform companies associated with the deployment of AI

Table 2: Quantitative Coding Codebook

No.	Variable	Values	Description
<b>Formal level</b>			
1	Title keyword	Guideline, Guidance, Framework, Principles, Letter, Note, Policy, How-to, Charter, Position paper, Statement, Other, None	How is the document labelled according to the keyword used in the title?
2	Remit	Newsroom/Journalists, Business development, Other, All departments, Not specified	Which part of the news organisation falls under these guidelines?
3	Accountability	Yes, No	Do the guidelines mention an accountability mechanism, e.g. how guidelines will be enforced?
4	Audience	Internal, External, Both, Not specified	Are the guidelines meant for internal, external consumption or both?
5	Reference to professional roles	Yes, No	Do the guidelines mention certain professional role(s) within the organisation?
6	Reference to dynamization	Yes, No	Do the guidelines state that they might be updated one day?
7	Interval	Specified, Unspecified	If so, is the interval specified?
<b>Thematic level</b>			

<i>Journalistic values and goals of AI deployment</i>			
8	Reference to values	Yes, No	Do the guidelines refer to journalistic values at some point? In the following, Deuze's concept of five core values will be adapted
9	...Public service	Yes, No	Definition: 'Journalists provide a public service (as watchdogs or 'news-hounds', active collectors and disseminators of information)'
10	...Objectivity	Yes, No	Definition: 'Journalists are impartial, neutral, objective, fair and (thus) credible.'
11	...Autonomy	Yes, No	Definition: 'Journalists must be autonomous, free and independent in their work.'
12	...Immediacy	Yes, No	Definition: 'Journalists have a sense of immediacy, actuality and speed (inherent in the concept of 'news').'
13	...Ethics	Yes, No	Definition: 'Journalists have a sense of ethics, validity and legitimacy.'
14	...Trust	Yes, No	Do the guidelines mention possible trust issues associated with the deployment of AI?
15	...Accuracy	Yes, No	Do the guidelines mention possible accuracy issues associated with the deployment of AI?
<i>Allowed and prohibited AI applications</i>			
16	Reference to applications	Yes, No	Does the document state where AI shall be deployed in the journalistic process?
17	Reference to prohibition	Yes, No	Does the document state where AI shall not be deployed in the journalistic process?
18	Status: Access and observation	Yes, Partial, No, Not specified	Do the guidelines allow AI to gather information, angles, ideas and outlines (creative purposes)?
19	Status: Processing and filtering	Yes, Partial, No, Not specified	Do the guidelines allow to process and filter the editorial content (editing, updating, augmenting)?
20	Status: Distribution	Yes, Partial, No, Not specified	Do the guidelines allow to augment the editorial content with respect to distribution (headline generation, social media posts, summaries, content moderation)?
21	AI-generated text	Yes, Partial, No, Not specified	Is AI-generated text allowed according to the policy?
22	AI-generated images	Yes, Partial, No, Not specified	Are AI-generated images allowed according to the policy?
23	Reference to pitfalls?	Yes, No	Do the guidelines refer to possible pitfalls of AI/LLMs?
24	Reference to AI engines/LLMs	Yes, No	Do the guidelines name specific engines or LLMs?
<i>Transparency</i>			
25	Reference to transparency	Yes, No	Is it necessary to make transparent when AI is used at some point?
26	Method of creating transparency	Byline, Endnote, Box, Register Entry, Not specified	Are there any specific requirements set up in which way AI deployment has to be made clear?
<i>Human supervision</i>			
27	Reference to human supervision	Yes, No	Do the guidelines refer to human supervision of AI-generated content at some point?
28	...text/product supervision	Anytime, Sometimes, Never, Not specified	Is human supervision of AI-generated content required at some point?
29	...algorithmic supervision	Anytime, Sometimes, Never, Not specified	Is human supervision limited to checking the integrity of the algorithm deployed (instead of checking every AI-generated contribution)?
<i>Responsible AI</i>			
30	Reference to data privacy	Yes, No	Do the guidelines refer to data privacy at some point?
31	Reference to algorithmic bias	Yes, No	Do the guidelines refer to algorithmic bias at some point?
32	Reference to source protection	Yes, No	Do the guidelines specify which editorial content may be uploaded to LLMs?
<i>Cooperation</i>			
33	Reference to internal cooperation	Yes, No	Do the guidelines refer to cooperation between different parts of the organisation at some point?
34	Reference to external cooperation	Yes, No	Do the guidelines refer to cooperation with external entities at some point?
<i>Dependency</i>			
35	Reference to dependency	Yes, No	Do the guidelines mention possible dependencies for news organisations from platform companies developing AI engines?

Table 3: Reference to Allowed and Prohibited AI Applications, by Funding of News Outlets (in n)

Allowed/prohibited uses	Private	Public
Yes/Yes	30	4
Yes/No	5	6
No/Yes	0	1
No/No	4	2

Table 4: Reference to Elements of Responsible AI, by Organisation Type (in n)

	Data privacy		Algorithmic bias		Source protection	
	Yes	No	Yes	No	Yes	No
<b>Commercial Broadcaster</b>	2	1	2	1	3	0
<b>Digital-born media</b>	3	3	2	4	2	4
<b>Legacy newspaper</b>	8	5	5	8	9	4
<b>Magazine</b>	1	3	1	3	2	2
<b>Media group</b>	4	3	3	4	3	4
<b>News agency</b>	2	4	1	5	3	3
<b>Professional organisation</b>	3	1	1	3	1	3
<b>Public broadcaster</b>	5	4	4	5	5	4
<b>Total</b>	28	24	19	33	28	24

Table 5: Reference to Pitfalls of AI in Journalism, by Funding of News Outlets (in n)

	Yes	No
<b>Private</b>	29	10
<b>Public</b>	7	6
<b>Total</b>	36	16

Table 6: Reference to Transparency and Human Supervision, by Funding of News Outlets (in n)

Transparency/Human Supervision	Private	Public
Yes/Yes	31	10
Yes/No	4	2
No/Yes	3	0
No/No	1	1

Table 7: Reference to Algorithmic Supervision, by Funding of News Outlets (in n)

	Anytime	Sometimes	Not Specified
<b>Private</b>	5	5	29
<b>Public</b>	4	0	9
<b>Total</b>	9	5	38

Table 8: AI in the Journalistic Process, by Funding of News Outlets (in n)

	Access and observation				Processing and filtering				Distribution			
	Yes	Par-tial	No	Not Spe.	Yes	Par-tial	No	Not Spe.	Yes	Par-tial	No	Not Spe.
<b>Private</b>	19	0	2	18	17	1	3	18	22	0	1	16
<b>Public</b>	4	1	0	8	5	0	0	8	7	0	0	6
<b>Total</b>	23	1	2	26	22	1	3	26	29	0	1	22

Table 9: AI in the Journalistic Process, by Organisation Type (in n)

	Access and observation				Processing and filtering				Distribution			
	Yes	Par- tial	No	Not spe.	Yes	Par- tial	No	Not spe.	Yes	Par- tial	No	Not spe.
<b>Comm. Broad- caster</b>	0	0	0	3	1	1	0	1	0	0	1	2
<b>Digital- born media</b>	3	0	1	2	5	0	0	1	3	0	0	3
<b>Legacy newspaper</b>	9	0	1	3	6	0	2	5	9	0	0	4
<b>Magazine</b>	1	0	0	3	1	0	1	2	3	0	0	1
<b>Media group</b>	1	0	0	6	1	0	0	6	2	0	0	5
<b>News agency</b>	5	0	0	1	3	0	0	3	5	0	0	1
<b>Prof. Organi- sation</b>	2	0	0	2	3	0	0	1	3	0	0	1
<b>Public broad- caster</b>	2	1	0	6	2	0	0	7	4	0	0	5
<b>Total</b>	23	1	2	26	22	1	3	26	29	0	1	22

Table 10: Reference to Journalistic Values, by Organisation Type (in n)

	Yes	No
<b>Commercial Broadcaster</b>	2	1
<b>Digital-born media</b>	5	1
<b>Legacy newspaper</b>	9	4
<b>Magazine</b>	2	2
<b>Media group</b>	4	3
<b>News agency</b>	4	2
<b>Professional organisation</b>	4	0
<b>Public broadcaster</b>	7	2
<b>Total</b>	37	15

Table 11: Reference to Journalistic Values, by Country (in n)

	Yes	No
<b>Belgium</b>	3	0
<b>Brazil</b>	0	1
<b>Canada</b>	2	0
<b>Finland</b>	3	1
<b>Germany</b>	9	2
<b>India</b>	1	0
<b>Netherlands</b>	3	1
<b>Norway</b>	2	2
<b>Sweden</b>	3	4
<b>Switzerland</b>	3	1
<b>United Kingdom</b>	4	0
<b>United States</b>	4	3
<b>Total</b>	37	15

Table 12: AI Permission in the Journalistic Process, by Country (in n)

	Access and observation				Processing and filtering				Distribution			
	Yes	Partial	No	Not spe.	Yes	Partial	No	Not spe.	Yes	Partial	No	Not spe.
<b>Belgium</b>	2	0	0	1	2	0	0	1	2	0	0	1
<b>Brazil</b>	1	0	0	0	1	0	0	0	1	0	0	0
<b>Canada</b>	1	1	0	0	0	0	1	1	1	0	0	1
<b>Finland</b>	2	0	0	2	3	0	0	1	3	0	0	1
<b>Germany</b>	3	0	1	7	5	0	0	6	5	0	0	6
<b>India</b>	0	0	1	0	1	0	0	0	1	0	0	0
<b>Netherlands</b>	2	0	0	2	1	0	0	3	2	0	0	2
<b>Norway</b>	2	0	0	2	3	0	0	1	2	0	0	2
<b>Sweden</b>	3	0	0	4	2	1	1	3	3	0	1	3
<b>Switzerland</b>	1	0	0	3	1	0	0	3	2	0	0	2
<b>United Kingdom</b>	2	0	0	2	1	0	0	3	2	0	0	2
<b>United States</b>	4	0	0	3	2	0	1	4	5	0	0	2
<b>Total</b>	23	1	2	26	22	1	3	26	29	0	1	22

Table 13: Reference to Pitfalls of AI in Journalism, by Country (in n)

	Yes	No
<b>Belgium</b>	1	2
<b>Brazil</b>	1	0
<b>Canada</b>	2	0
<b>Finland</b>	2	2
<b>Germany</b>	8	3
<b>India</b>	1	0
<b>Netherlands</b>	3	1
<b>Norway</b>	4	0
<b>Sweden</b>	4	3
<b>Switzerland</b>	1	3
<b>United Kingdom</b>	4	0
<b>United States</b>	5	2
<b>Total</b>	36	16

Table 14: Reference to Transparency and Human Supervision, by Country (in n)

	Yes/Yes	Yes/No	No/Yes	No/No
<b>Belgium</b>	2	1	0	0
<b>Brazil</b>	1	0	0	0
<b>Canada</b>	2	0	0	0
<b>Finland</b>	3	1	0	0
<b>Germany</b>	8	2	1	0
<b>India</b>	1	0	0	0
<b>Netherlands</b>	4	0	0	0
<b>Norway</b>	3	0	1	0

<b>Sweden</b>	6	1	0	0
<b>Switzerland</b>	4	0	0	0
<b>United Kingdom</b>	4	0	0	0
<b>United States</b>	3	1	1	2
<b>Total</b>	<b>41</b>	<b>6</b>	<b>3</b>	<b>2</b>

Table 15: Reference to Elements of Responsible AI, by Country (in n)

	Data privacy		Algorithmic bias		Source protection	
	Yes	No	Yes	No	Yes	No
<b>Belgium</b>	1	2	1	2	1	2
<b>Brazil</b>	0	1	0	1	0	1
<b>Canada</b>	2	0	0	2	2	0
<b>Finland</b>	2	2	0	4	2	2
<b>Germany</b>	8	3	4	7	5	6
<b>India</b>	1	0	0	1	1	0
<b>Netherlands</b>	3	1	3	1	1	3
<b>Norway</b>	2	2	1	3	3	1
<b>Sweden</b>	1	6	2	5	7	0
<b>Switzerland</b>	1	3	2	2	1	3
<b>United Kingdom</b>	3	1	3	1	3	1
<b>United States</b>	4	3	3	4	2	5
<b>Total</b>	<b>28</b>	<b>24</b>	<b>19</b>	<b>33</b>	<b>28</b>	<b>24</b>

