

Artificial Intelligence, Hypercommodification of Journalism, and Content Quality: Asystematic Literature Review

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Abstract: The intensification of hypercommodification in professional journalism has coincided with news organizations growing dependence on platform logic, and this trend has intensified as artificial intelligence (AI) enters newsroom routines. The rise of AI raises a distinct concern, particularly about the declining quality of information in new media. This study examines how the hyper-commodification of professional journalism interacts with the growing adoption of artificial intelligence (AI) and affects the quality of journalistic content. We used a Systematic Literature Review (SLR) method to analyse 50 articles published between 2021 and 2025, indexed in the reputable Scopus and SINTA 2 databases, selected through a systematic screening process. The findings indicate that hyper-commodification, driven by reliance on high digital metrics, audience engagement, and production pressures, can diminish the quality of journalistic content. AI adoption can reinforce commercial priorities by accelerating content production and shaping news distribution patterns through algorithms. The interplay between these processes has significant implications for journalistic professionalism and the quality of information available to the public. The study's novelty lies in integrating hyper-commodification, AI adoption, and journalistic content quality into a unified analytical framework for understanding how commercial and technological pressures are reshaping contemporary journalism.

Keywords: Artificial Intelligence, Commodification, Content, Journalism, Media.

Introduction

News media no longer operate primarily as public service institutions that provide accurate and relevant information to citizens, but rather as economic entities integrated into an algorithm-based digital platform ecosystem. The integration of digital technology into journalism has transformed the operational methods of media organizations. The media industry relies on infrastructure and commercial systems developed by digital platforms. Search engines, social media, and digital advertising services play a pivotal role in how media outlets distribute content, monetize audience engagement, and generate revenue (Nielsen & Ganter, 2022; Schneiders, 2023). Furthermore, the use of audience analytics enables news organizations to monitor audience behavior and engagement in real time, making audience metrics increasingly relevant to editorial decision-making and news production processes (Dodds et al., 2023). Social media platforms also shape the relationship between news organizations and their audiences by influencing how journalists understand audience expectations and incorporate audience responses into news production (Dvir-Gvirsman & Tsurriel, 2022). In addition, the platformization of news has reshaped the relationship between journalism and advertising, as media organizations increasingly navigate digital platforms and native advertising as part of their revenue-generation strategies (Ruggiero et al., 2024).



Operating within digital platforms has transformed journalistic practices ranging from how information is discovered and verified and news is produced, to how audience responses are measured and content value and performance are assessed. The structure of the new media ecosystem creates what many researchers describe as an attention economy, in which audience attention becomes a scarce and highly valued resource, so that news production and distribution are oriented towards capturing public attention as quickly as possible.

Journalistic values such as public interest, analytical depth, balanced perspective, and source verification are often disadvantaged in comparison with the demands of speed, compelling visuals, and the potential for viral circulation (Napoli, 2021; van Dijck et al., 2018). This condition makes digital metrics simultaneously a performance evaluation tool and a mechanism for controlling editorial decisions. The shift in orientation marks a fundamental change in the logic of editorial work, since quantitative indicators such as clicks, impressions, reading duration, and social media engagement increasingly measure the success of news. Editors who rely heavily on metrics tend to align their news agendas with algorithmic preferences and measurable audience behavior rather than with considerations of newsworthiness in the normative journalistic sense (Schneiders, 2023). This condition shifts the role of journalists from determining the public agenda towards managing content performance.

This transformation has been particularly intense in the context of digital media in Indonesia. Since around 2015, the national online media business model has shown an increasing reliance on click-based advertising traffic and revenue. That reliance has driven clickbait strategies, rapid content production, and search engine optimization as dominant practices within the newsroom (Hanitzsch & Vos, 2023; H. Nugroho, 2022). Daily article quantity targets have risen significantly, while the time and resources allocated for in-depth, investigative, and data-driven coverage have become increasingly limited (Tapsell, 2021). The phenomenon cannot be separated from the process of media commodification, which the political economy of communication perspective understands as the transformation of social and symbolic practices into commodities of economic value.

In journalism, commodification occurs simultaneously in news content as a product, audiences as a commodity for advertisers, and journalistic labor as a production resource (Hesmondhalgh & Baker, 2023). Contemporary digital journalism compels journalists to generate content at high volume, manage multiple platforms concurrently, and continuously adjust their writing style to align with algorithmic preferences. Such demands bear directly on the quality of the news ultimately produced. Studies of Indonesian online media point to an increasing tendency toward news that is brief, repetitive, and sensational in order to attract rapid clicks, a practice that frequently comes at the expense of thorough verification, diversity of sources, and sufficient contextual depth (Fitriani & Yuliana, 2022). Journalistic quality is therefore being redefined from normative standards towards performative standards determined by algorithms and markets.

The multi-layered intensification of commodification has developed into a condition of hypercommodification. The concept describes a situation in which all elements of journalism,



from production and distribution to performance evaluation and the professional identity of the journalist, are absorbed into the logic of the digital market (Lindén, 2021). This condition positions journalists not only as producers of information but also as actors who continuously negotiate professional values against commercial demands. Research in Indonesia shows that hypercommodification is reflected in the normalization of clickbait, disguised advertorials, and the blurring of boundaries between editorial and commercial interests. Profit pressures in the national media industry have shifted editorial priorities from the public interest towards market interests (Shidqi & Jamiati, 2022), while ownership structures and digital economic pressures reinforce quantity-based news production practices (Muslikhin et al., 2021).

The literature on digital journalism, media commodification, and artificial intelligence has developed rapidly in recent years. Studies that systematically integrate these three aspects nevertheless remain relatively limited, especially in the Indonesian context. Local research tends to discuss AI from a technical perspective or commodification from a political economy perspective separately (Rachmah, 2024). Approaches that link commercial pressures, technology adoption, and the professional experience of journalists within a single analytical framework are still rare. These hypercommodification pressures have coincided with the rapid development of artificial intelligence in the media industry, where global media organizations increasingly adopt AI for automated data-driven news writing, big data processing, content curation and recommendation, and personalis algorithm-based news distribution (Carlson & Lewis, 2022; Graefe, 2023). Such adoption is often presented as an efficiency solution amid the crisis of the media economy and limited human resources, and similar practices have begun to develop in Indonesia. AI adoption frequently proceeds faster than the development of an adequate ethical and professional framework, so its use in journalism carries direct implications for the relationship between humans, technology, and editorial decisions. Automated journalism enables the rapid and consistent production of routine news, particularly for data-driven reporting. Recent literature shows that this approach is effective for certain tasks but tends to produce content that is homogenous, shallow, and lacking in social context (Molla, 2025). The limitations of AI in grasping social, political, and cultural nuance mean that the role of human journalists remains crucial.

The use of recommendation algorithms in news distribution raises serious issues concerning the quality of public information. Algorithms are designed to optimise engagement, so they tend to priority content that triggers emotion, conflict, or sensation, and research shows that editorial decisions are gradually shifting from journalists to automated systems that lack transparency and accountability (Bucher, 2021; Mehmood, 2024). The convergence of commercial pressures and AI-driven journalism has led to a decline in public trust in the media. Audiences are less confident in news produced through AI processes (Newman et al., 2024). Half of the news readers surveyed by the Ministry of Communication and Informatics (2023) scrutinize the credibility of AI-assisted news reporting.

This situation demands a rethinking of journalistic professionalism in the age of AI. Journalistic professionalism encompasses independence, accuracy, balance, social responsibility, and a focus on the public interest. The potential of AI to strengthen data



verification and in-depth analysis has been identified in several studies (Hollanek et al., 2025), yet the pressures of hypercommodification may shift the function of AI into a new instrument of commercialization that priority algorithmic performance over journalistic quality (Sonni, 2025). Understanding how professional journalists negotiate metric demands, economic pressures, and the use of AI in their daily routines is therefore central to assessing the real impact of hypercommodification and AI on the quality of journalistic content (Brennen, 2024). Recent research further demonstrates that AI is reshaping the economic and organizational structures of news organizations, including their business models, competitive strategies, and approaches to financing journalism (Sjvaag, 2024). At the newsroom level, journalists are incorporating generative AI into various stages of news production, including news gathering, production, verification, and distribution, while concerns remain regarding accuracy, credibility, algorithmic bias, and human oversight (Cools & Diakopoulos, 2024). Furthermore, journalists exercise individual agency in determining how and why AI tools are incorporated into their everyday work, indicating that AI adoption is shaped not only by organizational strategies but also by professional values and journalistic practices (Wu, 2024). Research on journalists' responses to generative AI further shows that journalists actively defend human judgment and professional authority when confronted with the increasing capabilities of AI in news production (van Dalen, 2024). AI is also being used for practical journalistic tasks such as research, transcription, generating story ideas, and fact-checking, although organizational and economic constraints, including cost, can limit its formal integration into newsroom practices (Adjin-Tettey et al., 2024). These findings suggest that the impact of AI on journalism is not determined solely by technological capabilities but also by journalists' professional norms, organizational conditions, and concerns about accuracy, credibility, and ethical responsibility (Cools & Diakopoulos, 2024). The question is particularly relevant in Indonesia, which faces platform competition, resource constraints, and the distinctive dynamics of media political economy.

Departing from that gap, this study systematically examines the relationship between the hypercommodification of professional journalists, the adoption of artificial intelligence, and the quality of new media information content through a Systematic Literature Review approach. The study is directed at identifying and analysing hypercommodification practices in professional journalism, examining the role and function of AI adoption in the processes of news production and distribution, and explaining the implications of the interaction between hypercommodification and AI for the quality of journalistic content in new media. In doing so, the study positions itself at the intersection of two major pressures, namely the commercial pressure generated by hypercommodification and the technological pressure generated by AI disruption, and seeks to account for both within one analytical frame.

Methods

This study uses a Systematic Literature Review (SLR) approach to examine comprehensively the relationship between the hypercommodification of professional



journalism, the adoption of artificial intelligence, and the quality of new media information content. The SLR approach was chosen because it permits the identification, evaluation, and synthesis of research findings in a systematic, transparent, and replicable manner across contexts and disciplines (Snyder, 2019). The analysis employed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) 2020 framework, which provides a structured basis for identifying, screening, and selecting relevant studies (Page, McKenzie, Bossuyt, Butron, Hoffmann, Mulrow, Shamseer, Tetzlaff, Akl, Brennan, et al., 2021). The researchers adopted this guideline not merely as a matter of convention but on methodological grounds, since its reporting framework helps keep every stage of selection from identification and screening through eligibility assessment to the final determination of inclusion, traceable and openly accountable.

The literature search was conducted through the Scopus database together with nationally indexed journals listed in SINTA 2, in order to encompass both internationally reputable and nationally credible publications pertinent to the research topic. To maintain relevance to recent developments in digital journalism and the growing use of artificial intelligence within newsrooms, the search was confined to publications appearing between 2021 and 2025. Eligible studies were required to be peer-reviewed journal articles that engage with professional journalism or news media, address dimensions of commodification or content quality, and situate artificial intelligence within the broader context of news production. Articles that did not meet these criteria were excluded from the analysis with systematically documented reasons, an approach intended to maintain consistency in selection and to minimise bias in the review process (Page, McKenzie, Bossuyt, Butron, Hoffmann, Mulrow, Shamseer, Tetzlaff, Akl, Brennan, et al., 2021; Snyder, 2019). All literature searches were carried out during December 2025, with the final database search completed in the same month.

At the identification stage, a total of 533 records were retrieved, comprising 426 records from Scopus, 97 records from SINTA 2, and 10 records obtained through manual searching. Once 220 duplicate records had been removed, 313 records remained available for title and abstract screening. During this screening stage, 193 records were excluded on the grounds that they did not align with the objectives of the study, leaving 120 articles for full-text assessment. All 120 reports were successfully retrieved and evaluated individually. Of these, 70 articles were subsequently excluded for failing to satisfy the established eligibility criteria, resulting in their removal from the study. The elimination rested on four distinct grounds, twenty did not explicitly address artificial intelligence, ten focused more on AI-generated content than on journalistic practice itself, thirty did not connect AI to communication processes, and the remaining ten were methodological literature reviews that did not meet the inclusion criteria. Following this staged screening, 50 studies met all eligibility criteria and formed the basis for the final thematic synthesis.

This study examines 50 selected articles using a thematic synthesis approach. This Systematic Literature Review (SLR) method systematically organizes interpreted findings, enabling the identification of key themes and conceptual relationships across the literature (Braun & Clarke, 2006). The stages of the selection process, together with the number of



articles retained and excluded at each stage, are summary in Table 1 and visual in Figure 1. The summary is presented to increase methodological transparency and to enable replication of the study by other researchers (Page, McKenzie, Bossuyt, Boutron, Hoffmann, Mulrow, Shamseer, Tetzlaff, Akl, & Brennan, 2021). Each stage of exclusion is accompanied by a clearly stated rationale, allowing readers to trace how the final corpus was progressively refined from the initial pool of records. This systematic documentation strengthens the credibility of the subsequent thematic analysis by demonstrating that the selected articles were derived through a rigorous and auditable process rather than arbitrary selection. The complete breakdown of each selection stage from initial identification through to the final set of eligible articles is summary in Table 1 below:

Table 1. Stages of literature selection based on PRISMA 2020 guidelines

No.	Selection stage	Number of records	Description
1	Identification	533	Scopus (n = 426); SINTA 2 (n = 97); manual searching (n = 10)
2	Duplicates removed	220	Records identified as duplicates across databases
3	Title and abstract screening	313	Records screened after duplicate removal
4	Records excluded at screening	193	Not corresponding to the research objectives
5	Full-text assessed for eligibility	120	All reports successfully retrieved
6	Full-text excluded	70	No explicit treatment of AI (n = 20); AI-generated media content rather than journalism (n = 10); AI not examined in relation to communication processes (n = 30); methodological reviews (n = 10)
7	Studies included in thematic synthesis	50	Meeting all eligibility criteria

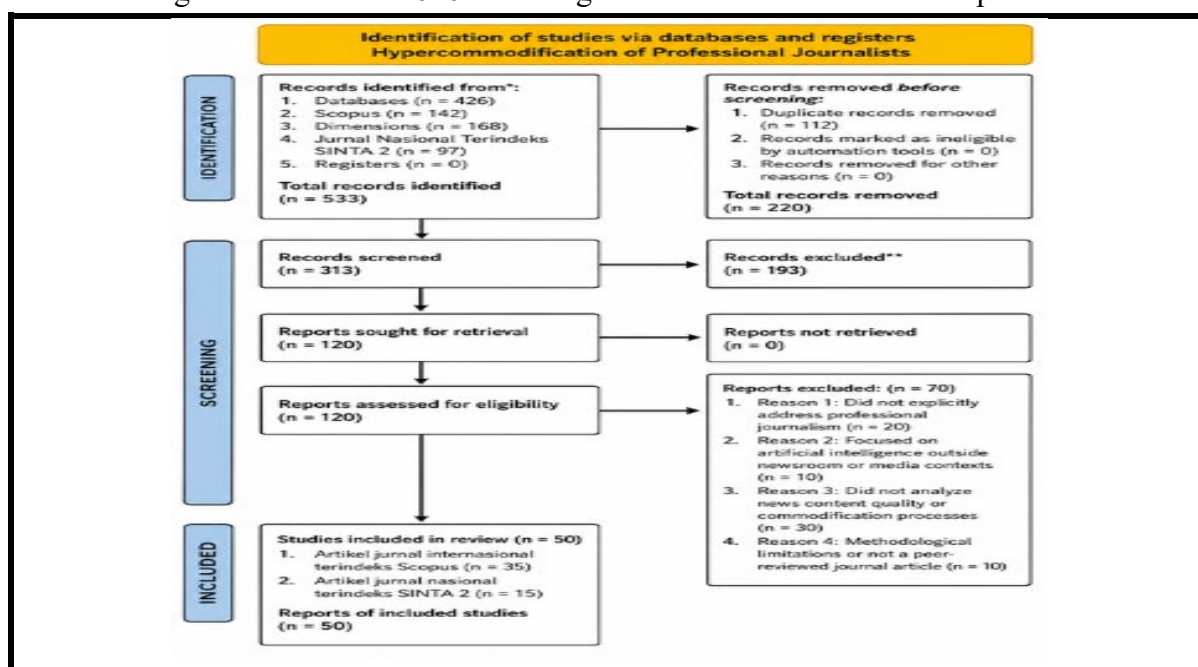
Source: research findings

The literature search was conducted through the Scopus, Dimensions, and SINTA 2-indexed national journal databases to capture reputable international and national publications relevant to the research topic. This Systematic Literature Review (SLR) draws upon research conducted between 2021 and 2025 to capture developments in digital journalism and AI-driven news production. The selected studies met established criteria having undergone analysis by reviewers from various publishers and address topics such as professional journalism or news media, content commodification or quality, and the role of AI in news production (Page, McKenzie, Bossuyt, Boutron, Hoffmann, Mulrow, Shamseer, Tetzlaff, Akl, Brennan, et al., 2021). Technological innovation and commercial pressures are reshaping media governance and audience perspectives, thereby influencing the quality of journalism in the social media



era. This approach aimed to maintain consistency in selection and minimize bias in the literature review process (Snyder, 2019). This staged approach was designed to ensure transparency and replicability in the article selection process while minimizing subjective researcher bias in determining literature relevant to the topics of digital journalism and AI-driven news production. From the total articles identified through the Scopus, Dimensions, and SINTA 2-indexed national journal databases, a number of articles were eliminated during the initial screening stage for failing to meet the inclusion criteria related to thematic relevance, publication year range, and publication type. Articles that passed the screening stage were then assessed for eligibility in full before being determined as the final studies analyze in this review. This entire selection pathway, from the initial database search through to the determination of studies meeting the eligibility criteria, is presented schematically in the PRISMA 2020 flow diagram below:

Figure 1. PRISMA 2020 flow diagram of the literature selection process



Results and Discussion

Hypercommodification In Professional Journalism Practice

Hypercommodification constitutes an increasingly dominant structural characteristic of professional journalism practice in new media. Digital journalism is increasingly shaped by platform-based market logic and algorithms oriented toward conventional services. The concept of a shift toward hyper-commodification expands the scope of work ranging from news content creation to the restructuring of journalistic labor by mandating multitasking and embedding commercial interests into news production (Hesmondhalgh & Baker, 2023; Lindén,

2021). In the era of media convergence, hypercommodification has transformed into a driving force behind operational mechanisms and the performance evaluation of journalists.

A review of 50 prior studies indicates that hypercommodification serves as a strategy to attract audiences and sustain media businesses amidst intense competition from social media. Furthermore, the collective literature reveals that algorithm-based digital platform distribution has become a key determinant of editorial decisions for conventional media in the digital age; specifically, algorithm driven assessments impact fundamental journalistic principles such as serving the public interest, verification, and editorial independence due to the higher metrics associated with social media-active audiences.

The first layer of hypercommodification pertains to journalistic content itself, whereby news is produced and packaged as a digital commodity whose value is determined by performance metrics such as clicks, viewing duration, and social media engagement. Several studies report that clickbait, sensational headlines, and the fragmentation of news into short articles have become institutional strategies within newsrooms for maintaining visibility and advertising revenue (Nielsen & Ganter, 2022; Schneiders, 2023). In this environment, news values shift from social relevance towards algorithmic appeal.

Beyond content, audiences also undergo an intensive process of commodification. Within the new media ecosystem, audiences are positioned not merely as readers but as sources of data that can be monetization through behavioral advertising. The studies analysis show that editors increasingly rely on audience analytics to determine topics, perspectives, and publication times (Napoli, 2021; van Dijck et al., 2018). This dependence narrows editorial space, since editorial decisions come to be driven by measurable audience preferences rather than by considerations of public value. The pattern illustrates how the audience commodity, long theorised within the political economy of communication, acquires a new operational form once behavioral data become continuously available in real time.

Hypercommodification also bears significantly on the commodification of journalistic labor. Other studies have identified uncertainty coupled with mounting workloads stemming from multiplatform demands such as news production, social media management, and the need to monitor and accommodate audience metrics and viewing behaviors (Deuze & Witschge, 2022; Muslikhin et al., 2021). The role of journalists as digital content producers driven by excessive, market-oriented workloads compromises professional autonomy and institutional protection in the era of new media competition.

Several studies emphasized that hypercommodification results from the economic structure of digital media rather than from individual editorial choices. Concentrated media ownership, reliance on global platforms, and the decline of traditional advertising revenue compel media organizations to adopt aggressive commercialization strategies in order to survive (Y. Nugroho, 2022; Tapsell, 2023). In this context, journalists are frequently placed in a subordinate position and must negotiate professional values against institutional economic demands. In the Indonesian context, hypercommodification patterns align with global trends while retaining distinct local characteristics. National and local online media face strong metric pressure that encourages rapid and repetitive news production (Shidqi & Jamiati, 2022;



Sulkhan, 2024), and the practice of covert advertorials that blur the line between editorial and commercial interests offers a further indication of the condition.

Hypercommodification carries direct consequences for editorial autonomy. Editorial teams prioritize content that attracts high engagement over controversial issues that are important for the public to know; however, commercial targets actually constrain the autonomy of mainstream media editorial boards (Schneiders, 2023). The shifting of journalistic principles driven by commercial commodification is beginning to erode the role of journalists as watchdogs. From a professional perspective, hypercommodification poses a serious ethical dilemma, since journalists must meet production targets while maintaining standards of accuracy and balance. Time pressure and production volume increase the risk of factual error, reliance on unverified secondary sources, and the oversimplification of complex issues (van der Haak et al., 2023).

The thematic synthesis further shows that hypercommodification normalises grey areas in professional journalism. Light clickbait, emotional framing, and the adjustment of perspective for the sake of engagement are frequently perceived as strategies of survival rather than as ethical violations. Such normalization demonstrates a shift in the professional norms of journalism under the structural pressures of digital media (Hesmondhalgh & Baker, 2023). Taken together, the results confirm that hypercommodification operates as a structural condition shaping professional journalism practice in new media. The layered commodification of content, audiences, and journalistic labor produces an increasingly market-oriented and algorithm-oriented journalistic ecosystem, and it provides the necessary foundation for understanding how technology, including artificial intelligence, comes to operate within hypercommodified newsrooms.

Adoption of Artificial Intelligence in Professional Journalism Practice

The results of the systematic review indicate that the adoption of artificial intelligence in professional journalism has grown rapidly over the past decade, particularly in digital media newsrooms. The analysis literature reveals the use of AI at various stages of journalistic work, from data collection and automated news writing to editing, distribution, and content personalization. This development is often positioned as a response to the economic crisis of the media and to the demand for production efficiency amid increasingly fierce competition on digital platforms (Carlson & Lewis, 2022; Graefe, 2023). The framing matters, because it determines which criteria are used to judge whether an AI implementation has succeeded. The application of AI based on algorithms in the journalism profession can increase production speed for structured, data-driven reporting, covering areas such as finance, weather, and sports (Graefe, 2023). The use of AI in journalistic workflows tends to yield outputs that are descriptive and context-heavy yet diverse, struggling to capture critical perspectives; this results in reduced informational depth and a decline in the essential quality of journalism. (Mehmood, 2024; Molla, 2025). Further research demonstrates that automated journalism can affect how audiences evaluate the credibility and trustworthiness of news, indicating that the integration of AI into news production has implications beyond production efficiency



(Lermann Henestrosa et al., 2023). Research on science journalism similarly highlights the importance of maintaining journalistic quality when AI becomes increasingly embedded in the media environment (Dijkstra et al., 2024). A broader review of AI and journalism research also shows that AI is being integrated across newsgathering, production, and distribution, while raising concerns about journalists' roles, professional authority, ethics, and the potential effects of automation on news quality (Ioscote et al., 2024). Moreover, the implementation of AI-based automated publishing in social media journalism has been associated with economic dependence on platforms, work intensification, and concerns about editorial control, content diversity, and the quality of audience engagement (Petruccio et al., 2025).

Beyond news production, AI is also widely adopted in content management and distribution. Recommendation algorithms are used to personalize news according to audience preference, while AI-based analytics systems monitor reader behavior in real time. The literature shows that these practices increase distribution efficiency and potential engagement but simultaneously narrow the spectrum of information that reaches audiences (Bucher, 2017; van Dijck et al., 2018). Algorithmic personalization contributes to the formation of filter bubbles and echo chambers, which carries the potential to undermine the democratic function of the media. The consequence is not confined to individual news texts but extends to the architecture through which public information circulates.

Within the newsroom, AI also serves as a tool assisting journalists in grammar checking, interview transcription, data retrieval, and the initial verification of information. Several studies report that such tools can improve productivity and technical accuracy, especially under conditions of high time pressure (Hollanek et al., 2025). The use of these tools is nonetheless often conducted without clear ethical guidelines, which generates technological dependency and the potential for human editorial judgement to be overridden. The gap between the speed of adoption and the maturity of governance thus emerges as a recurrent theme across the reviewed studies, and it appears in both established and emerging media systems.

The review further finds that AI adoption is not institutionally neutral. Most studies indicate that decisions to adopt AI are driven by considerations of cost efficiency, traffic growth, and the optimization of advertising revenue rather than by an agenda for improving journalistic quality (Diakopoulos, 2019; Westlund & Carlson, 2023). AI is positioned as a technological solution to the economic pressures of the media, so its use tends to follow the market logic that already dominates newsrooms. In developing countries, including Indonesia, AI adoption displays different dynamics while aligning with global trends. Its use in Indonesian media remains at an early and often experimental stage, with journalists employing AI tools to assist writing and editing while editorial policies and ethical regulations have not yet been systematically developed (Hafied, 2023; Rachmah, 2024). AI adoption in newsrooms also involves the automation of journalistic work and the reconfiguration of established journalistic practices and professional logics (Sirén-Heikel et al., 2023). In addition, the development of AI-related guidelines in news organizations reflects growing concerns about the ethical and responsible use of AI in journalistic practice (De-Lima-Santos & Gehrke, 2024). Research on news organizations also shows that AI adoption can fundamentally reshape journalistic



processes, including the roles and interactions between news workers and AI systems within the newsroom (Schmalenbach & Zabel, 2025).

From a professional perspective, AI adoption has generated ambivalence among journalists. Journalistic efficiency can be improved by using AI to accelerate work routines and even facilitate deeper data research, although the technology may stifle creativity and influence editorial decisions due to the strong influence of data-driven control (Westlund & Carlson, 2023). Technological systems trigger a conflict of interest between journalistic professional norms and the logic of orienting behavior toward the audience that constitutes the media's market share. Overall, the results indicate that AI in professional journalism functions primarily as an instrument of efficiency and optimization within a competitive digital media ecosystem, and that the meaning and use of AI are largely determined by the hypercommodified economic and cultural structures of media organizations.

The Impact of Hypercommodification and AI Adoption On New Media Content Quality

The interaction between hypercommodification and the adoption of artificial intelligence bears significantly on the quality of new media information content. Within the reviewed literature, journalistic quality is understood to encompass not only factual accuracy but also analytical depth, balanced perspective, social relevance, and contribution to public discourse. Within hypercommodified digital media, however, these indicators are frequently overridden by the logic of algorithmic performance and market demand (Napoli, 2021). The review further shows that hypercommodification generates structural pressures that encourage the use of AI as a means of accelerating news production and distribution to pressures that, in turn, contribute to the simplification of content, the fragmentation of complex issues, and a growing reliance on secondary sources.

Several studies find an association between high production pressure and an increase in factual error, minimal independent verification, and the reduction of context in reporting (van der Haak et al., 2023). AI adoption in such contexts often reinforces the tendency towards declining quality. Automated journalism produces news that is fast and consistent but frequently neglects the interpretive and critical dimensions that lie at the heart of professional journalism. The literature shows that when AI is used to determine popular topics and distribution priorities, the news agenda comes to be determined by past patterns of audience consumption rather than by considerations of importance, which narrows the diversity of issues and viewpoints available in the public sphere (Bucher, 2017; Westlund & Carlson, 2023).

Extreme content personalization tends to isolate audiences within a homogenous information space and thereby reduces exposure to alternative views. The resulting polarization entails a decline in content quality not only at the level of the news text but also at the level of the information distribution system. The practices of established media companies and digital platforms operate in synergy and generate a cycle of polarization in information distribution. In the digital context, these practices illustrate the shift of digital platforms into new profit-oriented gatekeepers of information through commodification, a position that often clashes



with the democratic function of the media in providing balanced information and fostering healthy public discourse (Napoli, 2021; van Dijck et al., 2018).

Indonesian literature shows that national online media face a dilemma between maintaining journalistic quality and meeting traffic demands. The use of AI and audience analytics is often oriented towards increasing clicks and engagement, while investment in in-depth coverage remains relatively limited (Shidqi & Jamiati, 2022). This situation suggests that the decline in content quality constitutes a structural consequence rather than solely a failure on the part of individual journalists. At the same time, the review identifies that AI does not always affect content quality adversely. When AI is deployed through a human-in-the-loop approach, the technology can support data verification, large-scale document analysis, and the tracing of patterns of corruption or disinformation (Hollanek et al., 2025).

In this respect, AI holds the potential to strengthen investigative and data-driven journalism, although such practices remain limited and require a firm institutional commitment to the public value of journalism. The key finding of this review is therefore that the quality of new media information content is determined largely by the manner in which AI is integrated into hypercommodified work structures. Where AI is used primarily to optimize market performance, journalistic quality tends to suffer; where AI is governed within a clear ethical and professional framework, the technology can contribute positively to content quality. The literature suggests that these differences depend on editorial policy, the organizational culture of the media, and external regulation (Westlund & Carlson, 2023).

Taken together, the results demonstrate that hypercommodification and AI adoption cannot be separated when analyzing the quality of journalistic content in new media, since the two form a mutually reinforcing relationship within the political economy of digital media. Without adequate normative and policy intervention, this relationship carries the potential to deepen the crisis of journalistic quality and to undermine the role of the media as a provider of credible and meaningful public information. The discussion accordingly underlines the novelty of this study in integrating the hypercommodification of professional journalists, the adoption of artificial intelligence, and the quality of new media information content within one unified analytical framework. Unlike previous studies that tend to treat media commodification and artificial intelligence separately, this study shows that AI operates as an accelerator of hypercommodification within the economic structure of digital media, and its methodological novelty lies in combining the PRISMA 2020 approach with an analysis of journalistic quality, thereby offering conceptual and empirical contributions to digital journalism studies in the context of Indonesian and Global South media.

Conclusion

This study has systematically examined the relationship between the hypercommodification of professional journalists, the adoption of artificial intelligence, and the quality of new media information content through a Systematic Literature Review of 50 articles indexed in Scopus and SINTA 2 for the period 2021–2025. The synthesis demonstrates



that digital transformation has not only altered the technology of news production but has also fundamentally reconstructed the working logic and professional values of journalism.

Hypercommodification displaces the public service value of journalism, driven by metrics, algorithms, and monetization alongside the rise of clickbait, accelerated production, and performance-based distribution. Journalists' professional identities, newsroom practices, and editorial priorities are influenced by commodification in the era of digital media disruption. The adoption of artificial intelligence in newsrooms tends to occur within this same logic: AI is widely used to automate routine news writing, to conduct audience analytics, and to optimize algorithm-based distribution, and although the technology offers efficiency and acceleration, the literature shows that it is more often deployed to satisfy market performance demands than to strengthen journalistic quality, with attendant risks of content homogenization, algorithmic bias, and reduced editorial transparency and accountability.

The interplay between hypercommodification and AI adoption has thus contributed substantially to the decline in the quality of informational content within new media, as production pressures and algorithmic orientation diminish analytical depth, weaken verification processes, and narrow the diversity of perspectives in reporting. Journalistic quality tends to be reduced to a matter of digital performance metrics, while journalism's function as a provider of accurate, contextual, and critical public information is progressively undermined. The study confirms that artificial intelligence is not an autonomous driver of the transformation of journalism but rather a technology operating within a hypercommodified media economic structure, so that the sustainability of professional journalism in the new media era depends heavily on the capacity of media organizations, journalists, and policymakers to govern AI adoption within a framework of professional values, public interest, and social accountability.

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