

PhD Thesis Project Offer

(valid during the calendar year 2025)

Provisional Title of the Doctoral Thesis

AI-driven journalism: algorithmic influence on digital media narratives and audience behavior

Subject area* / Research line

SOCIAL SCIENCES / Communication and Media Studies

Summary of the Doctoral Thesis (maximum 300 words)

This doctoral thesis investigates the impact of artificial intelligence and algorithmic systems on digital journalism, focusing on their effects on news production, professional routines, and audience behavior. The project aims to critically examine how algorithmic personalization, content recommendation systems, and automated news writing are reshaping editorial decision-making, redefining the concept of journalistic autonomy, and influencing the public's access to information. Through a mixed-methods approach—combining content analysis, in-depth interviews with media professionals, and experimental studies with audiences—the research will explore how AI technologies mediate the relationship between media, information, and democracy. It will also consider the ethical and regulatory challenges raised by opaque algorithmic systems in news environments.

Is the development of this thesis associated with the execution of any research project? If so, provide details of the project (title, funding entity, and execution period)

Not at this stage. However, the thesis could be linked to the research project *IAMEDIA. Impacto de la inteligencia artificial y los algoritmos en los cibermedios, los profesionales y las audiencias* (Ref. PID2022-138391OB-I00), funded by the Ministry of Science and Innovation (MCIU) under the 2022 Call for Oriented Research Projects (ORI). The supervisor of the thesis is a member of the IAMEDIA research team.
Execution period of the project: 01/09/2023 to 31/08/2027.

Academic Profile of the Student (maximum 200 words)

Candidates should hold a degree in Communication, Journalism, or related fields, with a strong academic background and interest in the intersection between technology, media, and society. Familiarity with qualitative and/or quantitative research methods, and prior experience with digital tools, media analysis, or AI-related topics will be valued.

Contact: institutional email of the Supervisor

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*See the Subject Areas at <https://www.urjc.es/informacion-practica#oferta-proyectos-de-tesis>.
Each project will be included in a single subject area.