

Journal of Management Information Systems

Call for Papers for the Special Issue:

Generative AI as Driver of Change in Media

Submission deadline: April 30, 2026

Guest Editors

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Motivation

Generative AI (GenAI) has rapidly become a general-purpose technology that reshapes how information is created, curated, and consumed. GenAI broadly refers to a class of AI models that generate seemingly new content in the form of text, images, audio, or video [1, 10, 13]. In the media context, where value is built around the provision and use of content, GenAI has attracted particular attention. For instance, it enables the near-instant creation of journalistic articles, marketing texts, or audiovisual material, and it supports personalization by dynamically adapting media offerings to individual user preferences.

The advent of the Internet had already marked a profound transformation in the delivery and consumption of content. It made user-generated content possible, catalyzed multi-sided platforms, and enabled unprecedented personalization. This transformation brought new players into the media sector, as technology companies entered the market and traditional media firms were forced to develop significant digital competencies for the first time [2, 8, 9]. GenAI is expected to have an equally profound impact on the media industry by expanding complementary innovation, lowering barriers for content creation, and altering the economics of matching and recommendation at scale.

Despite recent advances, our knowledge is still limited. Existing research has begun to shed light on the impact of GenAI on textual news app users' willingness to pay [11], yet it is unknown whether similar effects extend to audiovisual content. Moreover, there are initial indications of how journalists' productivity may change with the use of GenAI [6]. At the same time, the potential for entirely new GenAI-based products remains largely unexplored. In particular, little is known about the extent to which audience discussions can be moderated and managed, or about the new forms of public media provision that GenAI might enable. These questions are especially pressing given the central role of media in shaping public opinion and broader societal developments, including political attitudes.

The aim of this special issue is to advance IS research on this emerging field. We invite contributions that examine the role of GenAI in the provision and use of media offerings. Analyses may focus on individuals, organizations, or industries. Studies may address GenAI on the level of systems, their effects, or their management. Submissions should be firmly grounded in the technology itself and its implications for media ecosystems.

Focus

This special issue aims to stimulate innovative investigations of the transformative role of GenAI in the provisioning and use of public media [13]. In contrast to closed settings, such as private messaging services, the recipients of public communication cannot be predetermined or exhaustively specified in advance. Accordingly, the domain of interest spans both online media, including digital platforms and social media, and traditional media such as print and television. We welcome qualitative and quantitative empirical studies as well as design-oriented research. Submissions should provide a clear academic contribution by advancing theory and knowledge in the Information Systems discipline. While practical relevance and managerial implications are highly valued, they are not sufficient on their own; academic advancement is essential. Potential starting points for contributions could be:

I. Provision of Content for the Media

GenAI is transforming the way media content is created, curated, and distributed. Algorithms that generate text, images, audio, and video at scale reduce production costs and enable new entrants to participate in content markets. At the same time, professional routines in journalism and broadcasting face challenges of authenticity, quality assurance, and credibility. IS research has shown how platform infrastructures shape complementary innovations and content provision [9, 10]. In the context of the media, these dynamics require new theorizing on how GenAI reconfigures editorial workflows, the economics of content provision, and the value structure in the media sector [2, 6, 15].

II. Use of Content provided by the Media

On the user side, GenAI also alters the experience of media consumption by enabling hyper-personalized recommendations, synthetic influencers, and interactive co-creation. These developments blur the boundaries between producers and consumers. Existing IS research has highlighted how algorithmic management, personalization, and recommender systems affect user engagement and perceptions of fairness [3, 4, 12]. In the media context, GenAI adds new layers of opacity and raises questions about how trust and credibility can be maintained when content is increasingly AI-generated [1, 13].

III. Embedding of the Media in Society

GenAI not only reshapes how media content is produced and consumed, but also how the media is embedded in society at large. By altering cost structures and lowering entry barriers, it has the potential to disrupt established market dynamics and reinforce the dominance of powerful platforms. At the same time, it raises pressing societal and regulatory concerns, including labor substitution, copyright protection, bias, and misinformation. Prior IS research has highlighted how digital innovation and ‘technochange’ transform organizational fields and societal practices [5, 8, 14]. Building on this foundation, research is needed to understand how GenAI redefines the societal role of media, how it interacts with regulatory and institutional frameworks, and which new governance mechanisms may be required [7, 12, 13].

Possible Topics

The focus of this special issue is to stimulate innovative investigations of the transformative role of GenAI in media provisioning and media use. We are particularly interested in how GenAI reshapes the creation of media offerings, the ways audiences consume and interact with

content, and the broader societal and regulatory implications. The empirical setting should encompass both traditional media organizations (e.g., print and television) and digital platforms (e.g., social media and streaming services), as GenAI is likely to affect them in distinct ways. We encourage inquiries from diverse perspectives: strategic, organizational, behavioral, economic, and technical. Contributions may be theoretical, analytical, or empirical, including surveys, experiments, simulations, qualitative research, and secondary data analyses. Consistent with JMIS policies, submissions should make a significant and novel contribution to the IS field. Possible research areas include, but are not limited to:

- **Using GenAI for producing and transforming content**
 - How does GenAI reshape editorial workflows and the division of labor between humans and machines?
 - What mechanisms ensure quality, credibility, and authenticity of AI-generated content?
 - How do professional and user-generated content dynamics change when GenAI becomes pervasive?
- **Recommending content with GenAI-based solutions**
 - How does GenAI influence personalization and user engagement compared to traditional recommender systems?
 - What are the trade-offs between accuracy, diversity, and transparency in GenAI-powered recommendation?
 - How do users perceive fairness and bias in AI-based curation of media content?
- **Integration of GenAI in Content Management Systems**
 - How can GenAI functionalities be effectively embedded into existing content management workflows?
 - What organizational capabilities are required to manage hybrid human–AI content pipelines?
 - How does integration affect efficiency, creativity, and governance in media firms?
- **Willingness to pay for GenAI-based content**
 - Does the disclosure of GenAI involvement affect user valuation and willingness to pay?
 - How do audience segments differ in their acceptance of AI-generated versus human-generated media?
 - What pricing models emerge when GenAI reduces the marginal costs of content production?
- **GenAI in the digital transformation strategies of media companies**
 - How do firms balance efficiency gains with risks of over-reliance on GenAI?
 - What strategic roles does GenAI play in restructuring media business models?
 - How does GenAI adoption reshape competitive positioning within media industries?
- **Using AI for selecting content**
 - How do editorial teams use GenAI to filter, prioritize, or gatekeep content streams?
 - What are the implications of AI-assisted selection for diversity of viewpoints in media ecosystems?
 - How does algorithmic content selection affect trust in traditional versus digital media outlets?

- **Evaluating content with GenAI**
 - How effective is GenAI in detecting misinformation, fake news, or manipulated media?
 - What sociotechnical arrangements are needed to integrate AI-based verification into newsrooms?
 - To what extent can GenAI reduce the costs and delays of fact-checking processes?
- **Signals for trusted content**
 - What design features (labels, watermarks) foster trust in GenAI-mediated media?
 - How do users interpret and respond to trust signals by digital platforms?
 - How do new trust signals interact with existing credibility heuristics such as source reputation?
- **Changes in the value chain of media driven by GenAI**
 - How does GenAI alter traditional stages of media value creation, from production to distribution?
 - Which new actors and complementarities emerge in GenAI-enabled ecosystems?
 - What are the implications for incumbents versus entrants when GenAI reshapes industry boundaries?
- **GenAI and the organization of media ecosystems**
 - How does GenAI reshape the organization of media ecosystems and their components?
 - What new forms of collaboration and competition emerge among traditional media firms, digital platforms, and new entrants?
 - Which institutional responses and governance mechanisms are required to ensure diversity, trust, and societal value creation?

Timeline

The editorial timeline will proceed as follows:

Full paper submission opens: **December 1, 2025**

Full paper submission closes: **April 30, 2026**

Desk check: **June 30, 2026**

Feedback on the first version: **September 30, 2026**

Submission revision 1: **January 31, 2027**

Feedback on revision 1: **April 30, 2027**

Submission revision 2: **June 30, 2027**

Final decision: **July 31, 2027**

Submission

All submissions must be original and not under review elsewhere. Papers published in conference proceedings are welcome, but they must be significantly developed further. For the format of the papers, please follow the guidelines on the JMIS website jmis-web.org. Please send your paper or questions to jmis@som.lmu.de.

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