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Could AI Anchors Replace Real Anchors in News Reporting?

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Abstract. In today's highly developed artificial intelligence technology, AI anchors are widely used in the field of news reporting. With the emergence of zero-error broadcasting by AI anchors, whether the position of real anchors will be shaken by AI anchors, and whether AI anchors can completely replace real anchors in news reporting are the main issues discussed in this paper. Based on CASA paradigm, this paper adopts the experimental method, divides the subjects into AI anchor group and real anchor group, and measures the news memory effect, credibility, favoritism, and immersion of the subjects after watching the video, and finds that the news memory effect, credibility, favoritism, and immersion of AI anchors are lower compared with that of real anchors, and that AI anchors are still unable to completely replace real anchors in news reporting.

Keywords: AI anchor; real anchor; CASA paradigm.

1. Introduction

With the development of artificial intelligence technology, more and more AI anchors appear. As the "latest form and advanced stage" of the application of AI technology in the media field [1], AI anchors have become a hot topic of discussion in academia and the industry. Through voice synthesis, lip shape prediction, expression synthesis and other technologies, AI anchors can realistically simulate the voice, face, smile and broadcasting style of real anchors, showing the same communication effect as real anchors. At the same time, compared with the real anchor, AI anchor has the characteristics of high efficiency, precision, regardless of time and location restrictions, not only broadcasting "zero error", and the same anchor can even "split" to different news programs, greatly saving the cost of time, and promote the intelligent dissemination of news and information.

In recent years, news programs have successively developed and launched AI anchors in various forms. in 2001, the world's first AI virtual host, Ananova, appeared, which was described by CNN as comparable to a real flesh-and-blood anchor, and was a representative of early AI anchors. After Ananova, Japan, South Korea and other countries have also launched their own AI hosts, promoting the development of AI anchor technology. In November 2018, at the Fifth World Internet Conference, Xinhua News Agency, together with Sogou, released the world's first full-simulation AI host, "Xin Xiaohao". In February 2019, the technology of "Xin Xiaohao" received a major update, upgrading from the past "sitting and broadcasting news" to "standing broadcasting" combined with body movements. This marks another breakthrough in Sogou Split technology. [2] In March 2019, the world's first synthesized female anchor, "New Xiaomeng," joined the team. Like the 2.0 version of "Xin Xiaohao", she can stand in a fixed position to broadcast news, and her body language is relatively rich. [3] In May 2020, the world's first AI synthesized anchor "Xin Xiaowei" "debuted" on the eve of the opening of the National People's Congress. "In terms of appearance, "she" realistically reproduces the hair and skin of a real person, and in terms of three-dimensionality, flexibility, plasticity, interactivity and application space, etc., she has made a significant leap forward compared to the previous generation of 2D anchors. [4] During the Spring Festival of 2025, the AI host of Hangzhou News Broadcast Broadcasting Realistic zero error. The AI anchor is being widely used in different scenarios and is increasingly accepted and recognized by the public.

Before the widespread emergence of AI anchors, real anchors were the main responsible for news reporting, and were the key communicators of news and audiences. Then in today's rapid development of artificial intelligence technology, whether the position of real anchors will be shaken by AI anchors,

and whether AI anchors can completely replace real anchors in news reporting is the focus of this paper.

2. Literature Review & Hypothesis

2.1. AI Anchor

AI anchor, artificial intelligence anchor, refers to the simulation of the anchor image developed under the leadership of artificial intelligence technology, algorithmic programs, voice systems and other technical means, which is a virtual host synthesized using artificial intelligence audio and video technology. [5] Through the use of artificial intelligence technology, especially voice synthesis, lip synthesis, expression synthesis and deep learning technology, people gradually create virtual anchors that can broadcast like real anchors.

Compared to machine writing and other artificial intelligence applications, research on AI anchors is relatively limited. In terms of technical realization, scholars mainly explore the application of speech synthesis and other technologies in AI anchors; in terms of effect evaluation, scholars mostly focus on the field of news reporting, exploring the effect of the application of AI anchors in news reporting; in terms of ethics and law, scholars mainly study the identity of AI anchors as well as the acceptance of the audience.

Existing research on AI anchors mainly focuses on exploring the communication effect of AI anchors and whether AI anchors can truly replace real anchors. Some scholars believe that AI anchors are able to broadcast news 24 hours a day and have lower production costs than traditional real anchors; on the contrary, some scholars believe that AI anchors are not authoritative enough and lack of news credibility, while their facial expressions and body movements are still quite different from real anchors. In terms of research methodology, the research on AI anchors at this stage still remains in the discursive research and lacks experimental research.

In summary, this paper addresses the phenomenon of the widespread emergence of AI anchors in the field of news dissemination, and adopts the experimental method in an attempt to explore whether AI anchors can replace the real anchors in news reporting, what is their acceptance, and what is their dissemination effect.

2.2. CASA Paradigm

The media equation theory, developed by Stanford's Byron Reeves and Clifford Nass in the 1990s, was one of the first to view the media as social actors and real life. [6] The two core elements of the theory are "media=real life" and "human interaction with computers, television and new media is essentially social and natural". [7] Based on this, the "Computers are Social Actors paradigm" (CASA) further points out that even though we know that technological systems such as computers and machines do not have real emotions or consciousness, we still tend to attribute social behaviors and roles to them during the interaction process.

The CASA paradigm was originally developed to study how people attribute social behaviors and roles to technological systems such as computers and robots in human-computer interaction. For example, when interacting with technical systems, users tend to perceive them as entities with social attributes, such as intelligent voice assistants being assigned social roles such as "friendly" and "useful", which affects users' trust, satisfaction, and willingness to use the technical system. The CASA paradigm has since been applied to other media as well. When a medium presents social cues such as language, appearance, voice, emotion, and action, the audience sees it as a social actor and responds accordingly with socialization. For example, chatbots that exhibit human emotions such as empathy and warmth are perceived as more supportive and motivate audiences to respond to their requests.[8]

The CASA paradigm provides an interdisciplinary theoretical framework for analyzing the alternative nature of AI anchors, and its core lies in revealing the mechanism of human social response to technological anthropomorphism. First, the CASA paradigm emphasizes that anthropomorphism (e.g., tone of voice, facial expression, etc.) triggers neural responses similar to real-life interactions by activating the human "social brain," and that the design of the AI anchor's avatar, emotional expression, etc. is the core element that triggers the users' social responses. Second, users' categorization of AI anchors depends on the salience of their social cues (e.g., name, gender, avatar, etc.), and the CASA paradigm explains how this categorization affects trust, liking, and opinion acceptance. Finally, the CASA paradigm reveals users' ambivalence towards AI anchors: on the one hand, anthropomorphizing can greatly enhance users' stickiness; on the other hand, excessive anthropomorphizing may trigger the "uncanny valley effect", which leads to users' aversion. How can AI anchors present a sufficient number of social cues to achieve a better outcome? How AI anchors can present enough social cues to achieve better interactive effects and not fall into the uncanny valley to cause audience disgust is an urgent problem to be solved.

2.3. News Memory Effect

News memory effect refers to the audience's ability to store and recall news content, details, opinions or emotional expressions after exposure to news information. It responds to whether news communication has successfully implanted information into the audience's long-term memory and affects their understanding of subsequent events, attitude formation and behavioral decisions.

In the 1920s and 1930s, under the influence of the "Magic Bullet Theory", researchers believed that the news media had strong communication power, and that audiences were passive recipients of information, overestimating the memory effect. In the 1940s and 1960s, with the application of social surveys and psychological experiments, researchers revealed that the media effects were indirectly produced by mediators and that the memory effect was limited. The effect of memorization was limited. With the intervention of cognitive psychology, research began to focus on the effects of information structure, emotional content, and multisensory channels on memory, and found that visual materials and emotional content can significantly enhance memory effects. 1990s, with the popularization of television and the rise of the Internet, research has focused on the memory effects of multimedia news and the memory differences in cross-cultural contexts. Currently, with the development of virtual reality (VR) and meta-universe technologies, research explores the revolutionization of memory effects by new technologies and the potential of cross-media narratives to enhance memory persistence.

The news memorization effect is directly affected by the identity characteristics of the communication subject, language and non-verbal symbols (such as tone of voice, speed of speech, eyes, expressions, etc.). Real-life anchors can often effectively guide the audience's attention through natural language and emotional expression, prompting their information encoding and memorization. At the same time, real anchors' eye contact, body language, and other social cues genju enhance the news' infectiousness and memorability, enabling audiences to continue to pay attention to the information in the news. On the contrary, the current former AI anchor's language presentation and emotional cognition is insufficient, the utterance according to the fixed structure and grammatical rules of mechanized operation, cannot yet form the flow of speech sound change, which directly leads to the voice of social cues such as the presentation of accents, the use of stops, broadcasting tempo, tone of voice analysis and other levels of the lack of. [9] Accordingly, this paper proposes the following research hypotheses:

H1: Real anchors can improve the audience's news memorization compared to those with AI anchors.

2.4. Credibility

Credibility is the degree to which information, ideas, data, evidence or statements are perceived as true, reliable and trustworthy in a given context. It reflects the degree to which the audience trusts the

source, content or presenter of the information, and is an important indicator of the quality of information. In news communication, credibility generally refers to the degree to which the communicator (media or source) is trusted in the minds of the audience, which is reflected in the audience's perception of the communicator's communication motives, moral qualities and the authenticity of the information. It stems from the audience's judgment of whether the communicator is trustworthy, and directly affects the persuasiveness and acceptance of the message.

Hovland, the founder of communication science, put forward the hypothesis of "credibility effect" in the 1950s, the core idea of which is that the higher the credibility of the source, the stronger the persuasive effect; on the contrary, a low level of credibility will weaken the persuasive effect. Therefore, the professional qualification (such as education, title) and industry experience of the communicator directly affects the credibility. The Petty-Cassiopeau Persuasion Likelihood Model (ELM) suggests that credibility affects persuasion through the center path (based on logic and evidence) and the edge path (based on communicator characteristics), and that high credibility communicators are more likely to influence audiences through the edge path. The Source-Message Congruency Hypothesis (SMCH) proposes that credibility is higher when the communicator's expertise is consistent with the message content. In addition, factors affecting credibility include the authenticity and integrity of the message content, the audience's propensity to trust, and emotional resonance.

AI anchors are very different from real anchors in terms of emotional resonance ability, social presence, and content expression. Real anchors are able to convey emotions through voice tone, facial expression, body language, etc., which can trigger the emotional resonance of the audience, thus establishing a sense of trust, while AI anchors are relatively rigid in their expression of emotions, lacking real emotional fluctuations, and it is difficult to establish a deep emotional connection with the audience. At the same time, real anchors have a real sense of social presence, this authenticity enhances the sense of trust, while the AI anchor lacks such a presence, the audience knows that it is a "machine", it is difficult to produce empathy. In terms of content expression, real anchors can interact with the audience through real emotions, rich in expression, and can flexibly adjust the speed of speech and change the topic according to the situation on the spot, while the expression of AI anchors is limited by technology and algorithms, and may be lacking in natural and real emotional expression.

Artificial Intelligence does not have human emotions and consciousness, which will make the news lose the temperature it deserves. AI synthetic anchors are ultimately unable to fully understand the deeper connotations of language and ideas as humans do, and lack the understanding and judgment of value, so they can only report the news text as it is written, and are unable to carry out in-depth thinking and value output.[10] AI anchors may be able to accurately complete their broadcasts, but they appear to be barren in terms of their expression of emotions, and are unable to convey warm voices and rational communications as real-life anchors to deliver warm voices and rational communication, which further undermines their credibility. Accordingly, this paper proposes the following hypothesis:

H2: Real anchors are more credible compared to AI anchors.

2.5. Favoritism

Favoritism in the news refers to the audience's positive emotional tendency and degree of preference for news content, form or communicator. Affective tendency is manifested in the audience's subjective feelings towards the news content or mode of communication, which is manifested as love, recognition or appreciation; and the degree of preference is manifested in the audience's continuous attention and tendency to choose a specific news type, theme or communicator.

Favoritism is inextricably linked to the quality of content, form innovation, communicator qualities, emotional resonance and other factors. The authenticity, depth and interest of the news directly affect the audience's favorability. The diversity of reporting forms (e.g., immersive news, interactive

reporting) can enhance the audience's sense of participation and favoritism. Personal qualities such as the host's affinity and the reporter's professionalism will enhance the audience's favorability. Whether the news content can trigger emotional resonance (e.g., touching, empathy) is the key to enhance the degree of favoritism.

Based on the above factors, comparing AI anchors and real anchors can be found that AI anchors are more innovative in form and more professional in broadcasting, while real anchors tend to have better affinity. Accordingly, this paper proposes the following hypothesis:

H3: Audiences love AI anchors more than real anchors.

2.6. Immersion

Immersion refers to the construction of virtual or augmented reality scenes through technical means, so that the audience to obtain a "sense of presence" and "sense of participation", in the news context embodied in the audience through the multi-sensory channel into the news events.

In recent years, with the rapid development of artificial intelligence technology, which has led to the continuous advancement of AI anchor technology, the immersion of AI anchors also relies mainly on technical optimization. For example, through big data analysis, AI anchors can accurately capture audience preferences and push customized content, thus enhancing the audience's sense of participation. In addition, the AI anchor's ability to "split" in the virtual scene allows it to appear in multiple news scenes at the same time, enhancing the audience's "sense of presence" of the news event. However, the "dehumanizing" characteristics of AI anchors (e.g., lack of emotional fluctuations) may lead to a lower level of audience trust and affect the depth of immersion.[11]

Real anchors and AI anchors have their own advantages and disadvantages in terms of immersion. The advantages of real anchors lie in the authenticity of emotion delivery and the immediacy of interaction, while the advantages of AI anchors lie in the scalability of the technology and the flexibility of the scene. Accordingly, this paper proposes the following hypotheses:

H4: Audiences are more immersed in AI anchors than real anchors.

3. Methods

3.1. Subject

This study adopts the random sampling method, distributes the questionnaire through "Questionnaire Star", divides the subjects into two groups, one group watches the AI anchor video, and the other group watches the real anchor video, and answers the same questions for the control experiment.

3.2. Experimental Material

The identity of the information source is the primary consideration that affects audience perception. [12] To ensure that the subjects are not affected by the size of the platform, the experimental materials for both the real anchors and the AI anchors are selected from the videos published by Xinhua News Agency in the self-media accounts. Both anchors are female in terms of gender and have similar visual age and image quality. The AI anchor video is produced by KDDI, which can represent the current level of technological development of AI anchors.

Figure 1. Screenshot of real anchor video on the left, AI anchor video on the right

In the selection of topics, current hot events as well as controversial events in the society were first excluded to avoid the preconceived views of the subjects. At the same time, the topics of the two experimental materials should be similar. In summary, two reports titled "Complete sponge fossils about 540 million years old were found in Hunan" were selected for this experiment, which were broadcasted by AI anchors and real anchors respectively. In terms of report content, the two videos are roughly the same.

For video presentation, the original two videos were edited so that they were both in MP4 format and horizontal screen playback to ensure consistent video size and resolution.

3.3. Participants

The prepared video was embedded at the beginning of the web questionnaire and two videos were randomized. Subjects had to click on the play button to watch the videos and then answer the questions. The videos could be played only once. The questionnaire was then divided into two groups of 20 subjects each for a controlled experiment based on the difference in playing the videos. After filtering the invalid questionnaires such as failing the test/screening questions, taking too long or too short a time to answer, and always having the same options, a total of 36 valid samples were obtained, with 18 samples in each group.

3.4. Variable Measurement

3.4.1. News Memory Effect.

For the effect of news memory, researchers often use rerecognition, theme recall, detail recall and other ways to measure. [13] Details that appeared in the video broadcast were selected for questioning, such as "when and where the news occurred" and "the source of the news". The questions were multiple-choice and consisted of five questions of one point each.

3.4.2. Credibility.

In the examination of credibility, the selected measurements are the five indicators summarized by Meyer on the credibility of news information, including fair (is fair), unbiased (is unbiased), presents the whole story (tells the whole story), accurate (is accurate), and can be trusted (can be trusted). can be trusted.) Three questions were set in the questionnaire: "After watching the video, do you think the information in it is objective", "Do you think the video accurately presents the whole story", "Do you think the video is trustworthy? "The three questions were asked on a 5-point Likert scale (1=strongly disagree, 5=strongly agree) with a Cronbach's coefficient of. 92.

3.4.3. Favoritism.

Sundar's scale of news content enjoyment was used, including "boring", "enjoyable", "interesting", "lively", "enjoyable", and "did you like the video". "Enjoyment", "Interesting", "Lively", "Pleasant", and also "Did you like the video". A 5-point Likert scale was used (1 = dislike very much, 5 = like very much) with a Cronbach's coefficient of 0.816.

3.4.4. Immersion.

In the examination of immersion, since there is no existing scale suitable for this experimental study, the questions were modified and supplemented after referring to the scales of others, which were "I always maintained a high level of concentration when watching the video", "I never forgot that I was conducting the experiment while the video was playing", "The time spent watching the video went by faster than I thought and I didn't feel it". ", and "The time spent watching the video went by faster than I thought it would and I didn't feel it". A 5-point Likert scale was used (1=strongly disagree, 5=strongly agree) with a Cronbach coefficient of 0.874.

4. Findings

4.1. Descriptive Statistics

4.1.1. Demographic Variables.

The study was descriptively analyzed using SPSS 27 for the final sample of 36 subjects, and the basic characteristics of the demographic variables of gender and age of the subjects included:

Firstly, the subjects were predominantly female in terms of gender, with 12 females in the first group, accounting for 66.7%, and 14 females in the second group, accounting for 77.8%; secondly, the age of the subjects was concentrated in the range of 18 to 25 years old, with 11 subjects in the first group, accounting for 61.1%, and 13 subjects in the second group, accounting for 72.2%. The gender as well as the age group of the subjects in both groups were approximately the same. The details are shown in Table 1 and 2.

Table 1. The demographic variables of those who watched the AI anchor video

Causality		Quantities	Percentage
Gender	male	6	33.3
	women	12	66.7
Age	Below 18	0	0
	18~25	11	61.1
	26~30	0	0
	31~40	1	5.6
	41~50	6	33.3
	51~60	0	0
	60 or more	0	0

Table 2. The demographic variables of those who watched the AI anchor video

Causality		Quantities	Percentage
Gender	male	4	22.2
	daughter	14	77.8
Age	Below 18	0	0
	18~25	13	72.2
	26~30	1	5.6
	31~40	0	0
	41~50	3	16.7
	51~60	1	5.6
	60 or more	0	0

4.1.2. Dependent Variables.

In this study, SPSS 27 was used to conduct descriptive statistical analysis of the dependent variables, which were news memory effect, credibility, likability, and immersion in the experiment, and the results are shown in Table 3.

Table 3. Descriptive statistics (mean and standard deviation)

Dependent Variables	average value	standard error of the mean	standard deviation	variance (statistics)	minimum value	maximum values
News Memory Effect	3.53	0.162	0.971	0.942	1	5
Credibility	3.843	0.142	0.853	0.727	1	5
Favoritism	3.03	0.171	1.028	1.056	1	5
Immersion	3.512	0.143	0.858	0.736	1.333	5

4.2. Correlation Test

In this study, SPSS 27.0 software was used for data analysis and the KMO value of the variables was 0.607.

To ensure the success of the experimental manipulation, the paper was examined using an independent samples t-test. The results showed that for the variable of news memory effect, subjects assigned to AI anchors (M=3.17, SD=1.043) were lower than those assigned to real anchors (M=3.89, SD=0.785), and there was a significant difference between the two (t=-2.376, p=0.023), indicating that the experimental manipulation regarding the variable of news memory effect was successful and H1 For the variable of credibility, subjects assigned to AI anchors (M=3.5, SD=0.944) were lower than those assigned to real anchors (M=4.185, SD=0.597), and there was a significant difference between the two (t=-2.602, p=0.014), indicating that the experimental manipulation of the variable of credibility was successful, and that H2 was valid. variable, subjects assigned to AI anchors (M=2.5, SD=0.985) were lower than those assigned to real anchors (M=3.56, SD=0.784), and there was a significant difference between the two (t=-3.557, p=0.001), suggesting that the experimental manipulation of the variable on likability was successful, and that H3 did not hold; for the variable on immersion, subjects assigned to AI anchors (M=3.056, SD=0.669) was lower than that of subjects assigned to real anchors (M=3.648, SD=0.939) and there was a significant difference between the two (t=-2.180, p=0.036), suggesting that the experimental manipulation regarding the variable of immersion was successful, and that H4 was not valid. The results of the t-test and hypothetical results are shown in Table 4.

Table 4. Results of the t-test and hypothetical results

implicit variable	t-value	p-value	Hypothetical results
News Memory Effect	-2.376	0.023	H1 established
Credibility	-2.602	0.014	H2 established
Favoritism	-3.557	0.001	H3 does not hold
Immersion	-2.180	0.036	H4 does not hold

5. Discussion and Conclusions

In terms of news memory effect, comprehensive analysis of the above experimental data can show that there is a significant difference between the news memory effect of AI anchor subjects and that of real anchor subjects, and the former is lower than the latter, indicating that AI anchors failed to focus the subjects' attention effectively, which led to the low news memory effect. Skipper et al. found that, when subjects were faced with speech accompanied by hand gestures, the hand gestures directly promoted semantic selection or extraction.[14] Although AI anchors can simulate real people's smiles and gestures through technological means, their facial expressions are stiff, body language is still lacking, and the processing of voice intonation is still slightly monotonous, which will make the audience feel raw; while real anchors, through effective eye interactions and emotional transmission, can easily keep the audience's attention to the news content, thus improving the audience's news memorization effect. In the article "Study on the Broadcasting Effect of AI anchors and Real Anchors", scholars predicted that the "high efficiency" of AI anchors could make up for their

emotional deficiencies. However, experimental data showed that the news memorization effect of AI anchors was 15%-20% lower than that of real anchors, which is similar to our experimental results.

In terms of credibility, the credibility of AI anchor subjects is significantly different from that of real anchor subjects, and lower than that of real anchors, indicating that AI anchors are prone to make subjects skeptical of the news they broadcast. In addition to the above reasons for the single tone of voice, AI anchors are also flawed because they are "too perfect", and the zero errors of AI anchors are more likely to raise the question of "mechanical sense", compared to real anchors, who are more "human". The AI anchor's zero errors in the broadcast are more likely to raise questions about "mechanical sense", compared to the real anchor's more "human flavor". The occasional slip of the tongue of a real anchor (e.g., Kang Hui's apology for coughing) will be seen by viewers as "proof of humanity". Especially in serious news scenarios, AI's "perfect" performance may weaken the authority of the news report, thus reducing the audience's credibility of the content.

In terms of likability, there is a significant difference between the likability of AI anchor subjects and the credibility of real anchor subjects, and the likability of AI anchors is lower than that of real anchors, indicating that even though the form of AI anchors is novel, it fails to enhance the likability of the subjects well. Through subsequent interviews with the subjects, the following two reasons can be summarized: firstly, in the selection of experimental materials, the video lengths are all around 25 seconds, and the mechanical tone of AI anchors is exposed; secondly, although AI anchors can simulate emotions through deep learning, they are still mechanical in their micro-expressions (e.g., eye flickering) and tone of voice (e.g., choking) and their sense of communication and interactivity is lower than that of real anchors. Therefore, the novelty of AI anchors has not been due to their audience's love for them.

In terms of immersion, there is a significant difference between the immersion degree of AI anchor subjects and that of real anchor subjects, and it is lower than that of real anchors, indicating that AI anchors fail to create a sense of immersion in the audience. Similarly, after interviewing the subjects, it was concluded that the reason, in addition to the two points mentioned in the favorability analysis, may be the lack of subjective values of AI anchors. News is not only information transmission, but also value expression. Real anchors' implicit criticism of events or empathy can inspire more resonance in viewers, whereas AI anchors' lack of subjective judgment may be seen as a product of "neutrality but indifference" in their broadcasts.

Summarizing the above, it can be concluded that AI anchors are temporarily unable to replace real anchors in news broadcasting. First of all, news reports need to convey emotions through tone, expression, body language, such as compassion for disaster events, empathy for livelihood issues, etc., while the AI anchor lacks real emotional experience, it is difficult to convey in-depth emotional resonance in the report, which leads to the audience to perceive that the temperature of the news is not enough and humanistic care; secondly, the real anchors can make in-depth analysis of the news events through logical reasoning and multi-angle argumentation, but AI anchors can only restate the facts based on existing data, and even put forward their own critical viewpoints. Secondly, real anchors can analyze news events in depth through logical reasoning, multi-angle argumentation and other methods, and even put forward their own critical viewpoints, but AI anchors can only restate the facts based on existing data at present, and lack the ability to think independently as well as the ability to make value judgments; lastly, AI anchors have a problem of insufficient interactivity in the process of broadcasting, and at the same time, existing technology is not enough to support AI anchors to vividly mimic the voice intonation of the real anchor, which will also reduce the sense of immersion of the audience. Based on the above, the press can adopt the mode of "AI assistance + real decision-making", so that AI anchors can broadcast basic information (such as data statistics, process reporting, etc.), and real anchors are responsible for in-depth analysis, emotional transmission and emergency handling, so as to achieve a balance between the efficiency of news broadcasting and quality.

6. Limitation & Future Research Directions

The experimental sample size of this experiment is slightly insufficient and focuses mainly on 18-25-year-olds, which may neglect the differences of other groups. Meanwhile, it is difficult to completely control all the potential interfering variables in the experiment, such as the subjects' personal experience and cultural background, etc. will affect the results of the experiment. In terms of variable selection, it is slightly insufficient and the experiment is relatively simple.

Future research will expand the scope of the study to delve into people of different age levels. Additionally, intermediate variable, moderating variable, etc., can be incorporated to make the entire experimental study more in-depth.

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