

From Gatekeepers to Algorithms: “Reimagining Credibility and Ethics in Digital Journalism”

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Abstract: *The digital transformation of journalism has fundamentally reshaped the production, distribution, and consumption of news. This paper investigates the shift from traditional editorial gatekeeping to algorithmic curation, analysing how credibility and ethics are being redefined in an era dominated by platform algorithms, user-generated content, and real-time engagement metrics. Drawing on secondary literature and primary research conducted among journalism students and media professionals, the study explores the implications of algorithmic bias, the proliferation of misinformation, and the erosion of editorial standards that once upheld journalistic integrity. While algorithms enhance personalization and reach, they often prioritize virality over veracity, fostering echo chambers and filter bubbles. This shift challenges conventional notions of credibility, as audiences increasingly rely on social media platforms and influencers rather than institutional news sources. The research reveals a growing tension between speed and accuracy in digital newsrooms, driven by the competitive attention of the economy. Although digital tools help participatory journalism and democratized storytelling, they also demand a rethinking of ethical frameworks. The paper advocates strong media literacy initiatives, algorithmic transparency, and renewed editorial accountability to restore public trust in journalism. It concludes that journalism education must evolve to equip future journalists with critical skills to navigate and challenge algorithmic systems, while upholding the core values of truth, fairness, and responsibility. By reimagining credibility and ethics in the context of digital journalism, this study contributes to ongoing debates about the role of technology in shaping public discourse and democratic engagement.*

Keywords: Digital journalism, algorithmic curation, media ethics, credibility, misinformation

