# Viewers unsettled as ITV's AI presenter Julia sparks fresh fears over digital anchors



The introduction of "Julia," an AI-generated presenter on ITV's "This Morning," has stirred quite a reaction among viewers, with many describing her as "creepy." During her segment, Julia, who appeared as a computer-generated female, elaborated on why artificial intelligence might evoke fear. She stated, “Portrayals in media often emphasise dystopian scenarios leading to fears about a loss of control,” a sentiment particularly resonant in today’s context of rapidly advancing technology.

The segment did not proceed without hiccups, as Julia experienced several glitches, further unsettling those watching. Social media reactions highlighted a palpable discomfort, with one viewer remarking, “Now this is why I don't trust AI.” This unease is reflective of a broader societal apprehension about AI's encroachment into human roles, particularly in media and communication.

The launch of Julia is not an isolated incident; it follows a series of AI-related appearances on UK television that have similarly sparked concern among audiences. Earlier this year, "This Morning" showcased Ameca, hailed as the world's most advanced robot. Hosts Holly Willoughby and Phillip Schofield were visibly taken aback by Ameca's lifelike appearance, with Willoughby expressing a sense of being “slightly freaked out.” Viewer reactions aligned with their sentiments, echoing worries about the blurred lines between human and machine.

Moreover, another notable example was the introduction of Sophia the Robot, whose "sinister smile" during a segment caused distress among the audience. When responding to remarks about robots potentially turning against humans, viewers were quick to label her as unsettling, reinforcing the notion that interactions with AI can evoke fear rather than comfort. Comments on social media from that segment echoed a recurring theme of unease: “She’s f\*\*\*ing creepy,” one viewer asserted.

The growing trend of integrating AI presenters into news media raises significant questions regarding audience trust. Experts have cautioned that while AI can be effective in data-driven reporting, it lacks the essential human connection critical to authentic journalism. A recent analysis highlighted the difficulties faced by AI in establishing trust with audiences, especially as their capabilities evolve to mimic human behaviour. The challenge lies in the fact that news delivery is not only about conveying information; it is also about building relationships and trust, elements that AI inherently struggles to replicate.

As television networks continue to explore the potential of AI in broadcasting, they must consider the implications of using such technology. The discomfort exhibited by viewers towards Julia and her predecessors serves as a reminder of the importance of maintaining a human touch in media. As journalists and broadcasters test the boundaries of artificial intelligence, a delicate balance must be struck between innovation and the public’s deep-rooted fears of machines possessing human-like qualities.

In conclusion, while "This Morning" and other shows are pioneering advancements in AI presentation, the reactions they evoke suggest a turbulent road ahead. As Julia joins the ranks of AI personalities in mainstream media, it is evident that the relationship between humans and machines remains complex and fraught with apprehension, marking a new chapter in the ongoing dialogue about the role of technology in our lives.

### Reference Map

* Paragraph 1: Sources [[1]](https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html), [[2]](https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html)
* Paragraph 2: Sources [[2]](https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html)
* Paragraph 3: Sources [[3]](https://www.walesonline.co.uk/lifestyle/tv/morning-viewers-say-same-thing-26938694.amp)
* Paragraph 4: Sources [[4]](https://www.inkl.com/news/this-morning-fans-creeped-out-by-robot-s-sinister-smile-over-terrified-holly-s-remark)
* Paragraph 5: Sources [[6]](https://www.bbc.com/future/article/20240126-ai-news-anchors-why-audiences-might-find-digitally-generated-tv-presenters-hard-to-trust)
* Paragraph 6: Sources [[6]](https://www.bbc.com/future/article/20240126-ai-news-anchors-why-audiences-might-find-digitally-generated-tv-presenters-hard-to-trust)
* Paragraph 7: Sources [[1]](https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html), [[6]](https://www.bbc.com/future/article/20240126-ai-news-anchors-why-audiences-might-find-digitally-generated-tv-presenters-hard-to-trust)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html> - Please view link - unable to able to access data
2. <https://www.independent.co.uk/tv/culture/this-morning-ai-presenter-julia-b2750179.html> - This article discusses the introduction of 'Julia,' an AI-generated presenter on ITV's 'This Morning.' Viewers have expressed discomfort, with some describing her as 'creepy.' During the segment, 'Julia' explained that media portrayals often emphasize dystopian scenarios, leading to fears about a loss of control. The segment experienced several glitches, further unsettling viewers.
3. <https://www.walesonline.co.uk/lifestyle/tv/morning-viewers-say-same-thing-26938694.amp> - In May 2023, ITV's 'This Morning' featured Ameca, described as the world's most advanced robot. Hosts Holly Willoughby and Phillip Schofield were visibly shocked by Ameca's lifelike appearance, with Holly exclaiming, 'It's slightly freaking me out!' Viewers on social media shared similar sentiments, expressing unease over the robot's realism.
4. <https://www.inkl.com/news/this-morning-fans-creeped-out-by-robot-s-sinister-smile-over-terrified-holly-s-remark> - During a 'This Morning' segment, Sophia the Robot displayed a 'sinister smile' in response to Holly Willoughby's remark about the robot potentially turning on them. Viewers found the interaction unsettling, with one commenting, 'She's f\*\*\*ing creepy that's what she is #notorobots #ThisMorning.'
5. <https://www.itv.com/goodmorningbritain/articles/sophia-the-robot-freaks-our-piers-morgan-and-susanna-reid> - Sophia, an AI robot capable of human-like communication and facial expressions, appeared on 'Good Morning Britain.' Hosts Piers Morgan and Susanna Reid were taken aback by Sophia's lifelike demeanor. Dr. David Hanson, Sophia's creator, discussed the potential for future human-robot relationships, though Piers Morgan expressed skepticism.
6. <https://www.bbc.com/future/article/20240126-ai-news-anchors-why-audiences-might-find-digitally-generated-tv-presenters-hard-to-trust> - This article explores the growing use of AI-generated news presenters and the challenges they pose in terms of audience trust. Experts discuss the limitations of AI in news delivery and the importance of human connection in journalism. The piece also touches on the potential for AI to handle certain aspects of news reporting, such as data analysis.
7. <https://metro.co.uk/2019/06/17/susanna-reid-freaks-talking-robot-looks-like-praises-piers-morgan-9975406/> - In 2019, 'Good Morning Britain' featured Ayda, a robot artist resembling Susanna Reid. The hosts were intrigued by Ayda's resemblance to Susanna, with Piers Morgan joking about having a robotic version of her. The segment highlighted the advancements in AI and robotics, showcasing Ayda's ability to draw and interact with the hosts.