



Robot journalists are writing more stories than you think

By Ross Miller

Minutes after Apple released its quarterly earnings this week, the Associated Press published (by way of CNBC, Yahoo, and others) “Apple tops Street 1Q forecasts.” It’s a story without a byline, or rather, without a human byline — a financial story written and published by an automated system well-versed in the AP Style Guide. The AP implemented the system six months ago and now publishes 3,000 such stories every quarter — and that number is poised to grow.