

Covering AI in Danish business: What Danish media report on – and how the coverage can improve

By Trine Marie Hildebrandt Vestergaard (Børsen), Knud Lind (DR) and Andreas Leer Scharnberg (DMJX), AI Explorers at Constructive Institute, Aarhus, spring 2026

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1. Before you ask AI: Here is the report on one page

This study maps how Danish media covered AI in Danish companies in 2025. It is based on a manual content analysis of 498 relevant articles from a cleaned dataset of 1,189 articles: print articles from Danish media and online articles from dr.dk and tv2.dk. Each article was coded for sentiment, main category and media type.

Here are six key findings:

- 1** The coverage was more often positive than negative: 47 % of the articles were coded as positive, 32 % as neutral and 21 % as negative.
- 2** AI was most often covered as Strategy and positioning. This was the largest category, accounting for 33 % of the articles.
- 3** Two categories dominated the coverage. “Strategy and positioning” and “Technology and development” together made up more than half of the relevant articles.
- 4** Tone varied by theme. AI was most positive around economy, operations, strategy and technology – more critical on regulation, employees or limited adoption.
- 5** Media type mattered. Trade media were more positive, while national news media offered a broader mix of AI stories, including Working life and employees and Regulation and frameworks.
- 6** Companies that do not use AI received little attention. Stories about Limited or absent adoption were rare and often framed negatively.

Together, the findings point to a coverage that is often opportunity-oriented, but could become more nuanced and useful by testing promises, widening perspectives and giving more space to barriers and non-use.

We suggest four ways to improve the coverage:

-  Let more types of sources be heard
-  Investigate AI promises in practice
-  Give more space to non-use, barriers and limitations
-  Create democratic conversations about AI in companies

If you want to go further, you can read the full report – and access our material. We have made the project transparent by sharing our search string, our Excel sheet with all media and media codes, our final codebook and the full dataset behind the analysis.

2. Introduction

In just a few years, artificial intelligence has moved from being a technological niche to becoming part of everyday life in Danish companies. Generative AI has made the technology visible to many people. The development has been driven especially by major tech giants, but it is increasingly entering the operations of smaller companies through tools used by employees. In 2025, Danish companies ranked at the top in Europe, with 42 % of Danish companies using AI technologies, according to figures from the European Commission's statistics database, Eurostat.¹

An analysis from the business organisation Dansk Erhverv supports this picture. It shows that the use of artificial intelligence in Danish companies has grown significantly in recent years. According to its latest analysis from 2025, 70 % of Dansk Erhverv's members use AI tools.²

The companies themselves point to increased efficiency as the biggest gain, while a lack of skills, knowledge and time are the biggest barriers.

Large language models such as ChatGPT and Claude are among the most widely used AI tools. The technology can be used directly to produce texts, provide customer service, support programming and automate administrative tasks.

But the technology also raises major questions about competitiveness, productivity, the labour market and ethics. It offers companies new opportunities, but it also creates uncertainty. The technology is extremely complex, and journalism can help make it easier for companies to navigate the AI revolution that is already under way.

This is the background for Constructive Institute's AI Explorer programme, which is supported by Industriens Fond. The project runs for 18 months and is based on two overall questions:

How do Danish companies use AI? And how can media coverage of companies' use of AI be improved?

Both questions are important, because technological development is shaped not only by companies, researchers and authorities. It is also shaped by the way we, as a society, talk about the technology.

In autumn 2025, the programme's first three fellows examined how a number of small and medium-sized companies in Denmark work with AI. Their report showed a business community in which some companies already use AI strategically, while others are still curious about or hesitant towards the technology. One of the report's main points was that several companies called for more concrete and useful media coverage that does

¹ Eurostat figures: <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20251211-2>

² Dansk Erhverv: "[Danish companies' use of artificial intelligence \(AI\) i 2025](#)"

not only describe AI as a “threat” or as something that can “revolutionise”, but also shows how the technology is used inside companies.

Our study builds on that work. While the first team of fellows looked closely at companies’ own experiences, we examine how Danish media covered AI and companies in 2025.

The aim of our study is to create a concrete knowledge base before discussing how the coverage can be improved. We have therefore mapped and analysed 1,189 articles from Danish media in 2025. Read more about the mapping in section “4. Method”.

Taken together, the study provides a picture of the narratives about AI and companies that characterised Danish media coverage in 2025. The study therefore creates a knowledge base. It matters which stories are told, which themes are given space and how readers, managers and employees come to understand the technology.

If the media are to cover AI more precisely, constructively and critically, this requires knowledge both of companies’ realities and of the image journalism creates.

This study shows how Danish media in 2025 described the encounter between AI and the business community, and it offers suggestions for how the coverage can develop so that it better helps the public and companies understand a technology that is already transforming Danish business.

3. Background

Although all three authors of this study are trained journalists, we have very different experience with, approaches to and knowledge of AI. This includes both the journalistic use of AI tools and the coverage of AI-related topics in journalism.

3.1 About the authors

Through her business beat as a journalist at Dagbladet Børsen, Trine Marie Vestergaard has in recent years written many news articles about the prospects for running companies at a time when AI both opens unforeseen opportunities and challenges industries and jobs with a technology whose full future consequences no one can yet truly grasp.

Through his role as a radio host on nationwide public service radio in DR P4’s Formiddag På 4’eren, Knud Lind has mainly approached AI from a consumer and societal perspective.

As an associate professor at the Danish School of Media and Journalism, DMJX, Andreas Leer Scharnberg has taught, researched and developed projects on AI in the media industry.

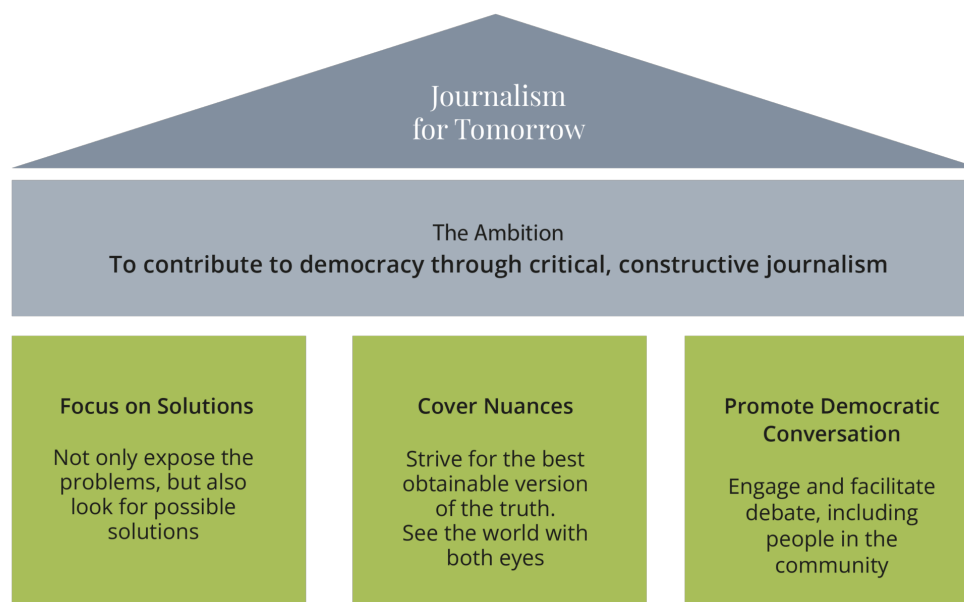
3.2 AI and (constructive) journalism

As fellows at Constructive Institute during the spring semester of 2026, the authors of this study attended courses at Aarhus University. At the Department of Political Science, we jointly attended the course Decoding AI: Politics, Inequality, and the Promise of a Better Society, taught by Associate Professor Tobias Widmann. The course covered both the opportunities that the expected AI revolution is expected to bring globally and the challenges that the technology's arrival has already begun to create at the societal level and for individuals.³

There are many thought-provoking nuances in the perspectives on the expected AI revolution facing the world and Denmark, which one might wish received more attention in media coverage – especially as a journalist working with constructive journalism.

AI also has consequences for the journalism of the future and has therefore been a recurring theme in the professional discussions when fellows at Constructive Institute gathered for talks, discussions and teaching throughout the spring of 2026. While AI can, in principle, deliver lightning-fast answers to almost anything, constructive journalism (see Fig. 1), with its three pillars, searches carefully for more nuance, solutions and user involvement – none of them with the purpose of finding quick answers.

FIGURE 1



³ Read the course description here: <https://kursuskatalog.au.dk/en/course/136769/253F26-Decoding-AI-Politics-Inequality-and-the-Promise-of-a-Better-Society>

For media and media coverage, there is also a fundamental problem in what the use of AI does to media credibility. This is also examined in an international study from 2025 that was discussed in the course Decoding AI: Politics, Inequality, and the Promise of a Better Society. Based on 12,000 respondents in six countries – including 2,000 respondents from Denmark – the study shows that users of journalism believe journalists' use of AI makes journalism cheaper (39 % of respondents say this) and more up to date (22 % say this), while 39 % of respondents say that the credibility of the same journalism declines. This obvious credibility problem clearly justifies half of the question posed by Industriens Fond: "... how can media coverage of the use of AI in Danish companies be improved?"⁴

4. Method

How can media coverage of the use of AI in Danish companies be improved?

This is a large question that requires more than general impressions of the coverage. If we want to discuss how Danish media can cover artificial intelligence in Danish companies better, we first need to examine how they already cover the topic.

That is the starting point for this study. It is intended to provide a systematic picture of the coverage in 2025, so that we can point to possible improvements and discuss how media can cover AI in Danish companies in a more nuanced and constructive way in the future.

The study is therefore not about how Danish companies use AI, but about how the media present and frame companies' use of AI.

To make the large question more concrete, we worked with two research questions which, together, aim to provide as precise a picture as possible of the media coverage in 2025:

- 1. With what tone did Danish media cover AI in Danish companies in 2025?**
- 2. Which topics dominated Danish media coverage of AI in Danish companies in 2025?**

⁴ Newman, N., Fletcher, R., & Nielsen, R. K. (2025). What does the public in six countries think of generative AI in news? Reuters Institute for the Study of Journalism: <https://reutersinstitute.politics.ox.ac.uk/what-does-public-six-countries-think-generative-ai-news>

To answer the two questions, we conducted a manual quantitative content analysis of 1,189 articles from Danish media. The articles were collected through Retriever, a media database that provides access to articles from Danish media.

The analysis was carried out in three overall steps.

1. First, we collected and cleaned a dataset of articles from Retriever (the Nordic region's largest digital media archive with access to Danish media, formerly known as Infomedia).
2. We then assessed the relevance of the articles. The relevant articles were manually coded for sentiment – positive, neutral or negative presentation of AI in the headline and subheading – and for main thematic category using a shared codebook.
3. Finally, we analysed the distribution of sentiment, categories and media types in order to identify dominant patterns in the coverage.

In the following sections, we review data collection, cleaning and relevance assessment, the pilot phase and codebook, coding and analysis.

4.1 Data collection

The articles in the study were collected through Retriever because the database made it possible to search systematically across a broad sample of Danish media coverage and to find articles across different media types.

The search covered articles published from 1 January to 31 December 2025. We chose the full year of 2025 because our fellowship began in February 2026, which meant we could examine a completed calendar year. To delimit the search to the project's focus, we developed a search string intended to find articles in which artificial intelligence was linked to Danish companies. The search string was developed in collaboration with an information search specialist from AU Library at Aarhus University.

In short, the search string consisted of several elements.

1. First, "AI" or "artificial intelligence" had to appear in the headline, subheading or at the beginning of the body text (also called 'intros' in Retriever).
2. Second, the article had to contain at least one word pointing to companies or business, such as company, firm or business. The words were truncated in order to include more inflections and compounds in the search.
3. Third, we used geographical search terms to limit the results to Denmark. We did this because the initial test searches also captured articles about AI in, for example, the United States and China, which were not relevant to the project.
4. Fourth, the search was limited to 2025.

The search string was deliberately broad because we preferred to include too many articles at first rather than risk excluding relevant articles already at the search stage. The full search string is provided as a separate file accompanying this report.

We primarily chose to search print editions of Danish media because we had full access to these through Retriever. Online articles also appeared in the initial test searches, but several were behind paywalls and therefore could not be read and coded systematically. However, we added online articles from dr.dk and tv2.dk because they were accessible and because DR and TV 2 are central media outlets in Danish news coverage.

The dataset included articles from six media types. For the six types, we used Retriever's own classification of media as our starting point:

- national news media (e.g. Politiken and Børsen)
- regional media (e.g. Nordjyske Stiftstidende and Horsens Folkeblad)
- local media (e.g. Helsingør Dagblad and Ugeavisen Esbjerg)
- magazines/periodicals (e.g. Bo Bedre and Mandag Morgen)
- trade media (e.g. Ingeniøren and Motormagasinet)
- news agencies (e.g. Ritzau and MarketWire).

The media types were delimited in the search string using codes for the specific media included in the study. The purpose of including several media types was to examine the coverage of AI in Danish companies across the Danish media landscape – and not only in the largest national media. This is important because AI in companies can be covered as a national business and societal agenda, as a local or regional story about specific workplaces, and as a more specialised topic in trade media and magazines.

The study is therefore limited to Danish media coverage of AI in Danish companies in 2025. Articles about AI in, for example, schools, research, culture, health or politics are included only if they also have a clear connection to Danish companies.

An overview of the specific media outlets and media codes in our search string is attached as an appendix alongside this report.

4.2 Cleaning and relevance assessment

The search string was deliberately broad, and the next step was therefore to clean the dataset and assess which articles were relevant to the study. This was necessary because a search using AI terms, business-related words and geographical markers inevitably captures articles that match the search technically but are not about what we wanted to examine.

The search in print editions of Danish media produced 1,102 articles, while the search in online articles from dr.dk and tv2.dk produced 101 articles. The raw dataset therefore consisted of 1,203 articles. From this dataset, we excluded 14 articles from Økonomisk Ugebrev because they turned out to be behind a paywall, even though they appeared in the search of print editions. This meant that we coded 1,189 articles in total.

TABLE 1 – data collection and data cleaning

Steps in data collection and data cleaning	Number of articles
Print articles from Danish media	1102
Online articles from dr.dk and tv2.dk	101
Raw dataset in total	1203
Articles from Økonomisk Ugebrev behind a paywall	-14
Articles coded in total	1189
Relevant articles	498
Relevant duplicates identified during manual coding	83
Non-relevant articles	608

Note: Retriever also showed “similar mentions” in the search result.

These are not included in the raw dataset.

We manually reviewed the 1,189 articles and assessed them as relevant, non-relevant or relevant duplicates. The relevant duplicates were articles that Retriever had not caught in its filtering, but which we found during the manual coding. They are therefore not included as independent articles in the further analysis.

An article was assessed as relevant if artificial intelligence was linked to a Danish company. Conversely, articles were excluded if AI was only mentioned peripherally, if the article was not about Danish companies, or if the mention of AI had no real connection to business.

After cleaning and relevance assessment, we ended with 498 relevant articles. These are the articles included in the further analysis of sentiment, categories and media types. The final dataset therefore does not consist of all articles in which the words “AI”, “artificial intelligence” and “company” appear, but of the articles in which there is a clear connection between AI and Danish companies.

4.3 Codebook and pilot phase

Before coding the full dataset, we developed and tested a preliminary codebook in Excel. The codebook functions as the shared rule set that defines how the material should be assessed and categorised. In our case, the codebook served both as a definitions sheet and as a shared coding file, where the three of us AI Explorers could code articles in parallel using the same criteria for relevance, sentiment and thematic category.

The work on the codebook was inspired by the study “Global news media coverage of artificial intelligence (AI): A comparative analysis of frames, sentiments, and trends across 12 countries”, which examines, among other things, frames and sentiment in international media coverage of AI. We did not use the study as a finished category model, but as inspiration for working systematically with sentiment and overarching themes in AI coverage.⁵

To develop and test the codebook, we conducted two pilot codings. In both rounds, each of us coded the same 10 articles. These were the first 10 articles that appeared in our Retriever search. We coded the articles independently. Afterwards, we compared our codings of relevance, sentiment and category.

The first pilot coding showed that the relevance assessment worked relatively well, while sentiment and categories created greater problems. Here, all three coders agreed on relevance in 80 percent of the articles. By contrast, all three agreed on sentiment in only 25 percent of the articles and on category in 50 percent of the articles.

The biggest problem was the sentiment coding. In the first version of the codebook, we worked with five values: strongly positive, weakly positive, neutral, weakly negative and strongly negative. In practice, it proved difficult to determine the boundary between, for example, weakly and strongly positive or weakly and strongly negative. It was difficult to assess individually, and it was difficult to agree across the three coders.

Another problem was the nine preliminary categories we used to code the main theme of the articles in the first pilot coding. They were intended as an initial proposal for themes that could capture the media coverage, but several of the categories had unclear boundaries. Several articles could therefore be placed in more than one category. This was especially true of categories concerning business opportunities, competition, concrete use cases, organisation and employees. This made the coding less reliable because the categories did not sufficiently help us make the same choice.

⁵ Muhammad Ittefaq et al., “Global News Media Coverage of Artificial Intelligence (AI): A Comparative Analysis of Frames, Sentiments, and Trends Across 12 Countries,” *Telematics and Informatics* 96 (2025): 102223, <https://doi.org/10.1016/j.tele.2024.102223>

Based on the first pilot coding, we therefore adjusted the codebook. Sentiment coding was reduced from five to three values: positive, neutral and negative. This made the coding simpler and more stable, although it also meant that we lost some of the nuance between weak and strong assessments. At the same time, we reduced the nine preliminary categories to six final categories: “Economy and operations”, “Working life and employees”, “Strategy and positioning”, “Regulation and frameworks”, “Technology and development” and “Limited or absent adoption” (see Table 3 in section 4.5).

The second pilot coding was carried out with the adjusted codebook and the same 10 articles. The result showed a clear improvement. With the adjusted codebook, all three coders agreed on the relevance assessment in all 10 articles. For the articles that all three coders assessed as relevant, there was also a higher degree of agreement on sentiment and category than in the first pilot coding. The remaining disagreements concerned how individual relevant articles should be assessed in terms of sentiment and thematic category.

After the two pilot codings, we had a codebook that was simpler and clearer than the first version. It contained relevance criteria, sentiment definitions and category definitions. On that basis, we assessed that the codebook was clear enough to use for the full coding, even though it did not remove all interpretive choices.

Our final codebook, including the coding of 1,189 articles, is attached as a separate appendix alongside the report.

4.4 Sentiment coding

After cleaning the dataset and developing the final codebook, we proceeded to the full coding of the relevant articles. As described above, the relevance assessment was the first step in the coding. The next step was the sentiment coding, where we coded the 498 relevant articles for the tone they adopted in the presentation of AI in Danish companies.

By sentiment, we mean the tone that the headline and subheading together adopt in the presentation of AI in Danish companies. We therefore did not assess whether AI as a technology is positive or negative, but whether the article’s headline and subheading presented AI positively, neutrally or negatively.

Sentiment was coded based on the article’s headline and subheading. In the few cases where there was no subheading, we coded only based on the headline. We chose to code sentiment based on the headline and subheading because this is where the article’s angle is typically set most clearly, and because the headline and subheading are often the reader’s first encounter with the article’s presentation of the topic.

We used three sentiment values: positive, neutral and negative. An article was coded as positive if the headline and subheading primarily presented AI as an opportunity, a solution, progress, a competitive advantage or a source of efficiency, growth or innovation. An article was coded as negative if the headline and subheading primarily presented AI as a problem, a risk, a threat, a source of concern or as something that created negative consequences for companies, employees, customers or society. An article was coded as neutral if the headline and subheading were primarily descriptive, factual or balanced without a clear positive or negative assessment.

TABLE 2 – Sentiment coding example

Sentiment	Example headline	Explanation
Positive	“New AI technology improves the quality of food production” (Landbrug NORD, 2 April 2025)	AI is presented as a solution that improves quality in a specific industry.
Neutral	“How AI is changing the game in Danish organisations in 2026” (Børsen, 14 December 2025)	AI is described as a new technology in an industry without a clear positive or negative assessment.
Negative	“Missed robot gains are costly in the construction industry” (Automatik & Proces - Teknisk Udvikling, 10 March 2025)	AI is presented as something with hidden or problematic consequences.

The table shows examples of positive, neutral and negative sentiment coding. For reasons of space, only the headline is shown, even though the coding is based on both headline and subheading.

In cases where the headline and subheading pointed in different directions, we coded according to the overall presentation. If there was no clear positive or negative assessment, the article was coded as neutral. Non-relevant articles and relevant duplicates were not included in the sentiment analysis.

4.5 Category coding

After the sentiment coding, we placed each of the 498 relevant articles in one thematic main category. While sentiment coding concerned the tone of the headline and subheading, category coding concerned the article’s dominant topic: What kind of AI story about Danish companies is the article primarily telling?

We chose to code each article in one primary category. This was a necessary delimitation because several articles touched on more than one theme. An article could, for example, be about a company’s AI strategy, new technological solutions and

consequences for employees. In such cases, we coded the article according to the theme that took up most space and carried the article’s angle.

As described in section 4.3 on the codebook and pilot phase, we began with nine categories, but the pilot coding showed that several of them overlapped. The categories were therefore reduced and sharpened to six final categories. Table 3 below shows the six categories, their definitions and an example of an article from the dataset coded in each category. The examples are included to make the categories more concrete and show how they were used in the manual coding:

TABLE 3 – Category coding example

Code	Category	Definition	Example article
1	Economy and operations	The article primarily focuses on AI being linked to efficiency, cost savings, productivity, or financial results in the company.	“Director of car group wants to curb rising costs with AI” Jyllands-Posten, June 18, 2025
2	Working life and employees	The article primarily focuses on how AI affects jobs, employees, skills, or implementation in the organisation.	“AI will create more jobs than we lose. People just aren’t qualified for them” Politiken, January 9, 2025
3	Strategy and positioning	The article primarily focuses on companies’ plans, initiatives, investments, or market position in relation to AI.	“Aarhus-based AI company bets on real-world AI” Effektivt Landbrug, December 12, 2025
4	Regulation and frameworks	The article primarily focuses on legislation, responsibility, compliance, data security, or other external frameworks for the use of AI.	“This is how Novo Nordisk’s internal AI regulation works” Ingeniøren, August 15, 2025
5	Technology and development	The article primarily focuses on how AI works, is developed, or is described technologically – without focusing on effects.	“The agents are coming – but what is an agent?” Computerworld, October 31, 2025
6	Limited or absent adoption	The article primarily focuses on companies not using AI or only having adopted the technology to a limited extent.	“Companies in Zealand are lagging behind on AI” Frederiksborg Amts Avis, November 13, 2025

4.6 Media type coding

In addition to relevance, sentiment and category, we coded each article for media type. The purpose was to examine whether the coverage of AI in Danish companies varied across the Danish media landscape.

We used the six media types that Retriever itself operates with and that were also built into our search string: national news media, regional media, local media, magazines/periodicals, trade media and news agencies. To ensure consistent coding, we exported a checklist from Retriever showing which media type each individual outlet belonged to.

Media type coding differed from sentiment and category coding. While sentiment and category required a manual assessment of the article's content and angle, media type was not interpretive coding. It was simply a matter of placing the article in the media type to which the relevant outlet belonged according to Retriever.

Media type coding subsequently allowed us to compare coverage across media types. It enabled us not only to see which themes and sentiments were most prominent overall, but also whether there were differences in how national media, local and regional media, trade media, magazines/periodicals and news agencies covered AI in Danish companies.

4.7 Data analysis

After coding, we compiled the dataset in Excel, where we analysed the 498 relevant articles. The analysis was descriptive. This means that we examined distributions and patterns in the material but did not conduct statistical tests or attempt to measure causal relationships.

First, we made an overall statement of how the articles were distributed across the six categories. We then made an overall statement of the articles' sentiment. The two distributions were counted in number of articles to provide a simple overview of which themes and which tone were most prominent in the coverage.

We then created three cross-tabulations to examine patterns across the codings. The first crossed category and sentiment. The second crossed media type and category. The third crossed media type and sentiment. The three cross-tabulations were calculated in percentages because the purpose was to compare distributions across categories and media types that were not necessarily the same size.

Taken together, the analysis allowed us to examine which topics dominated the media coverage, what tone AI in Danish companies was covered with, and whether there were differences across the media types included in the study.

Our full dataset is attached as a separate Excel file alongside this report.

5. Methodological weaknesses and limitations

As described in the method section, the study is based on systematic, manual coding of a delimited article material. This provides a solid basis for examining patterns in the coverage, but the method also has several limitations. In this section, we review the most important methodological weaknesses and clarify how they affect the reading of the study's results.

5.1 Time period

We first worked with articles about AI from a period going all the way back to the launch of ChatGPT in November 2022. But at that time, in 2022, the relevance of articles about AI in Danish companies was extremely limited. It therefore quickly became a goal to focus on more recent articles, as Danish media have written more about the topic over time. We ended up limiting the study to articles from the most recent full calendar year, 2025.

It is an obvious weakness of this study that the included articles stop at the end of 2025. The development of AI, and everything AI is part of, continues to accelerate, and it must therefore also be expected that media coverage will follow this development into 2026 and beyond.

It is also a weakness that, by limiting the study to the calendar year 2025, the study provides a single snapshot that says nothing about developments over a longer period.

5.2 Source basis

The study primarily includes articles from print editions. All Danish print media are included, along with the two public service websites dr.dk and tv2.dk. It is an obvious weakness of this project that it does not include sources from radio and television, or more web sources than the two public service media DR and TV 2. However, with the chosen delimitation, we have ensured that the material consists of journalistic media that are all registered with and subject to the Danish Press Council's rules on good press practice.

5.3 Search string and relevance

With a deliberately "broad" search string, the study includes many relevant articles, but also many irrelevant articles. There may still be relevant articles from 2025 that our search string did not "catch" and they are therefore not included in the study.

Despite the effort put into designing the search string to provide an accurate picture of media coverage of AI in Danish companies, the result was that less than half of the articles we included turned out to be relevant to what we wanted to examine.

In our manual review, 83 articles were coded as "relevant duplicates". Regarding the "duplicates", Retriever unfortunately turned out to have an unintended weakness in sometimes including the same article twice (if the same article had, for example, been published in two different media or in two different lengths), even though Retriever has a function that should prevent this (see Fig. 2).

FIGURE 2: Example of article duplicates

The screenshot shows a search results interface with three identical article snippets. Each snippet has the title "EU og USA er på vej ud i opgør om stål og AI", a source icon and name, a date of "11. feb. 2025" or "12. feb. 2025", and a word count. The text of the snippets is: "EU og USA er på vej ud i opgør om stål og AI.... Vance, mens de to ventede på, at AI-topmødet i Paris skulle gå i gang. Men sådan gik det ikke." or "EU og USA er på vej ud i opgør om stål og AI.... Vance, mens de to ventede på, at AI-topmødet i Paris skulle gå i gang....amerikanske techselskaber og kunstig intelligens (AI...". The sources are Ritzau, Nordjyske Stiftstidende, and Dagbladet Ringsted. Below the snippets is a red button with the number "6", a link "Vælg alle", and a link "Fjern valgte". At the bottom, there are two more identical snippets with checkboxes, from Dagbladet Roskilde and Sjællandske - Næstved, Faxe, Vordingborg.

EU og USA er på vej ud i opgør om stål og AI
Ritzau | 11. feb. 2025 | 637 ord
EU og USA er på vej ud i opgør om stål og AI.... Vance, mens de to ventede på, at AI-topmødet i Paris skulle gå i gang.
Men sådan gik det ikke.

EU og USA er på vej ud i opgør om stål og AI
Nordjyske Stiftstidende | 12. feb. 2025 | side 17 | 919 ord
EU og USA er på vej ud i opgør om stål og AI.... Vance, mens de to ventede på, at AI-topmødet i Paris skulle gå i gang....amerikanske techselskaber og kunstig intelligens (AI...

EU og USA er på vej ud i opgør om stål og AI
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Sjællandske - Næstved, Faxe, Vordingborg | 12. feb. 2025 | side 9 | 700 ord

5.4 Article types and editorial form

In our study, we did not code the type of article in relation to cases where the writer/sender clearly takes a personal approach to the topic of the article. In concrete terms, this means that opinion pieces by experts and established opinion leaders are included in the pool together with editorial articles, while we excluded letters to the editor from ordinary citizens. These types of articles make up only a minimal number in the study overall, but it is still a weakness of the study.

Press releases about AI distributed by Ritzau were excluded from our study and were therefore coded as “non-relevant”. This choice can be debated. Based on ordinary journalistic principles, we excluded press releases, but during the review of the articles it turned out that the press releases in fact contained a few cases that would have been

interesting for the study and that otherwise seem underrepresented among the articles coded as “relevant”.

5.5 Manual coding by several people

Because we are three people, each with our own background and interpretation, who each coded hundreds of articles, there is a risk that we did not code with 100 % consistency. However, we assess that we minimised this risk sufficiently by first conducting two pilot codings of 10 articles and reviewing our disagreements, and subsequently by maintaining ongoing dialogue with each other during the final coding.

5.6 Sentiment and categories

Regarding sentiment, it can be debated whether only three values (positive, negative, neutral) draw an overly simplified picture of the “tone” in the articles we examined. But the alternative of using more sentiment values was tested (we initially had five sentiment values), and it created too many interpretive possibilities and therefore differences in the final result depending on which of the three AI Explorers coded a given article.

In our analysis, we chose to code each article for only one category. This was chosen even though many articles could obviously have been placed in several categories. With this choice, we aimed to get as sharp a picture of the media coverage as possible. However, one can rightly argue that by coding for only one category, we lose some nuances in our study of media coverage of AI in Danish companies in 2025.

6. Results

In this section, we answer the two research questions described in the method:

1. With what tone did Danish media cover AI in Danish companies in 2025?
2. Which topics dominated Danish media coverage of AI in Danish companies in 2025?

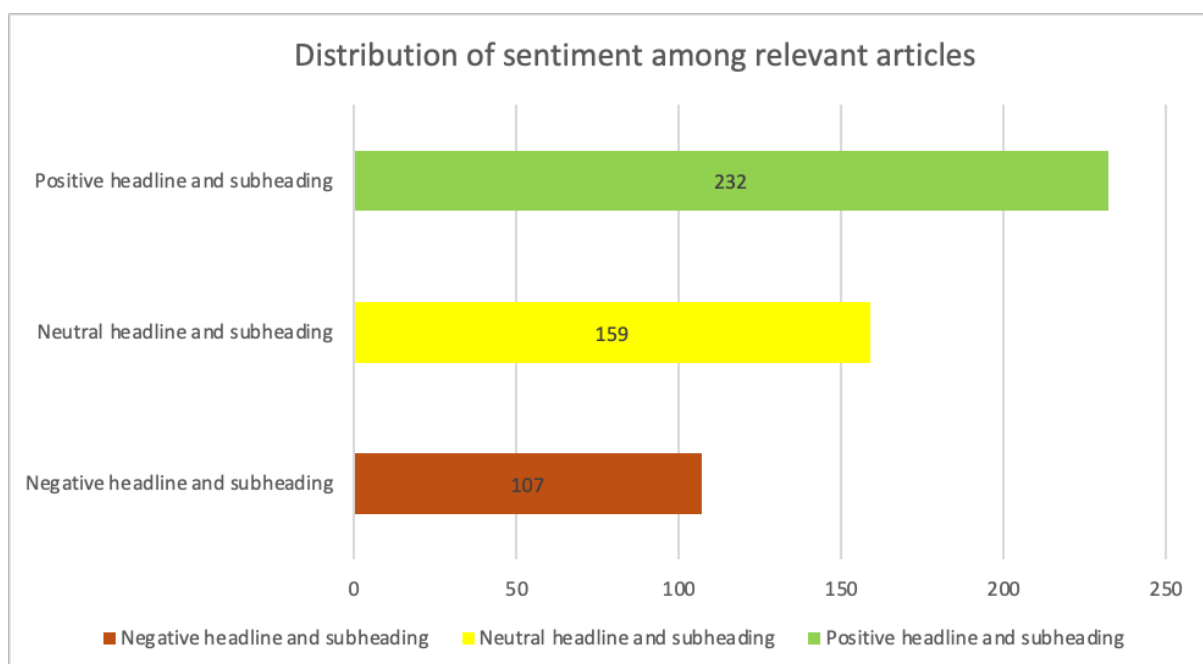
The results are based on the 498 articles in our dataset that we coded as relevant to the study.

6.1 Result: sentiment distribution

Overall, the coding shows that coverage of AI in Danish companies in Danish print media in 2025 most often had a positive tone. In total, 232 articles, corresponding to 47 %, were coded as positive in the headline and subheading. 159 articles, corresponding to 32 %, were coded as neutral, while 107 articles, corresponding to 21 %, were coded as negative (see Fig. 3).

The result suggests that Danish media coverage was characterised more by opportunity-oriented angles than by concern and criticism. At the same time, the relatively large neutral share shows that the coverage cannot be described as unambiguously positive or enthusiastic but also contains a significant share of articles with a more descriptive or factual tone.

FIGURE 3



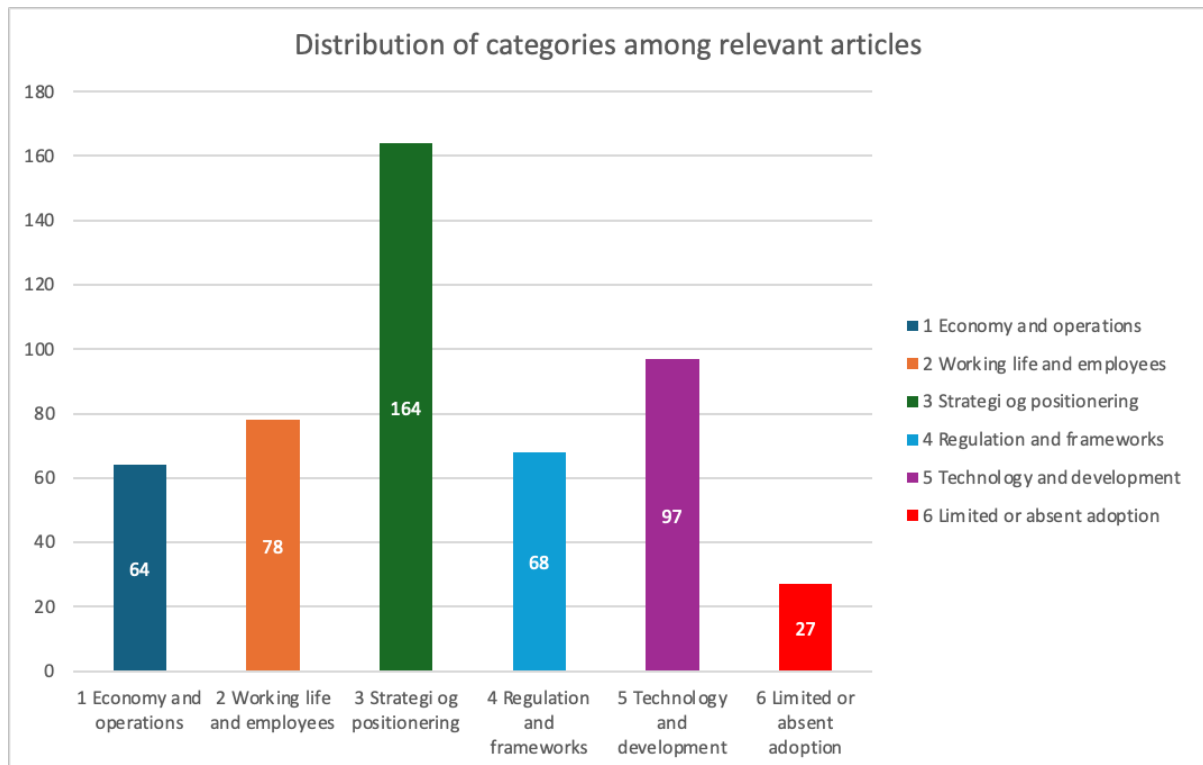
6.2 Result: category distribution

When we instead look at which topics the media covered in 2025, “Strategy and positioning” takes up the most space. 164 articles, corresponding to 33 %, fall into this category. It typically covers stories in which AI is described in relation to a company’s plans and the potential for better business or a stronger competitive position (see Fig. 4).

One example is this article from dr.dk with the following headline: “Danish companies rank at the top in the use of artificial intelligence”.

The second-largest category is “Technology and development”, with 97 articles, corresponding to 19 %. The category with the fewest articles is “Limited or absent adoption”, where 27 articles describe this theme.

FIGURE 4



6.3 Results from cross-tabulation of sentiment and categories

Our cross-tabulation of sentiment and category (see Fig. 5) shows that tone varies clearly according to the topic of the article. Articles that fall into the category “Economy and operations” are the most positive category; here, 72 % of articles were coded as positive.

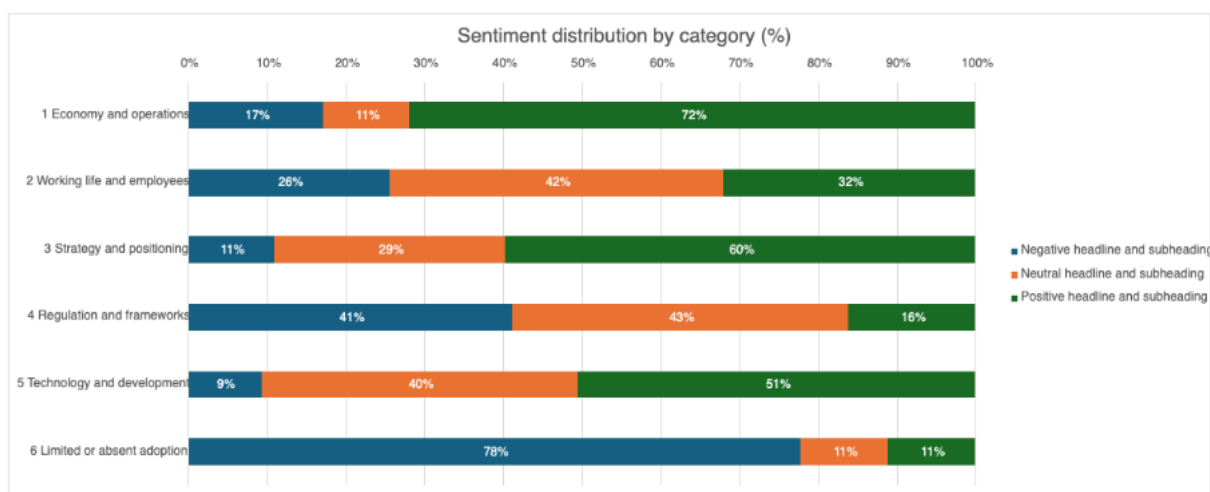
One example is the article “ChatGPT saves him ten hours of work a week”, which Dagbladet Børsen published in September 2025.

The same pattern appears in the category “Strategy and positioning”, where 60 % of the articles are coded as positive.

Conversely, the category “Limited or absent adoption” accounts for the largest share of negatively coded articles; 78 % of the articles in this category are coded as negative. The same tendency is seen in the category “Regulation and frameworks”.

One example is the article “When he first encountered AI, he got a ‘strange feeling in his stomach’: Now he has completely opted out of the technology in his company”, which Jyllands-Posten published in August 2025.

FIGURE 5



Figuren viser fordelingen af positivt, neutralt og negativt sentiment blandt relevante artikler om AI i danske virksomheder fordelt på kategorier (N = 498).

6.4 Results from cross-tabulation of sentiment and media types

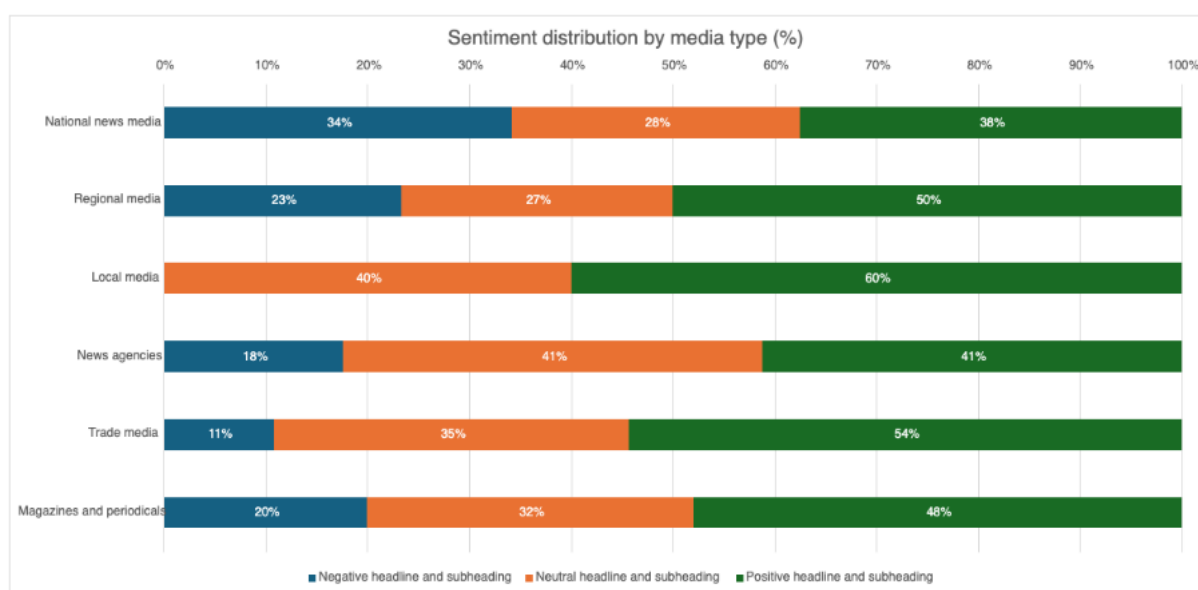
We can also see differences between media types and sentiment (see Fig. 6). Trade media account for a large share of the relevant articles, and a majority, 54 %, of the articles have a positive angle. By comparison, 11 % were coded as negative.

The national news media have more mixed coverage. Here, 38 % are positive, 28 % neutral, while 34 % are coded as negative.

By comparison, no articles in local media coverage were coded as negative.

This suggests that broader news coverage to a greater extent covers both opportunities and risks when it comes to AI and companies, while trade media more often cover AI as a path to development, efficiency and better positioning.

FIGURE 6



Figuren viser den procentvise fordeling af positivt, neutralt og negativt sentiment inden for forskellige medietyper blandt relevante artikler om AI i danske virksomheder (N = 498).

6.5 Results from cross-tabulation of media types and categories

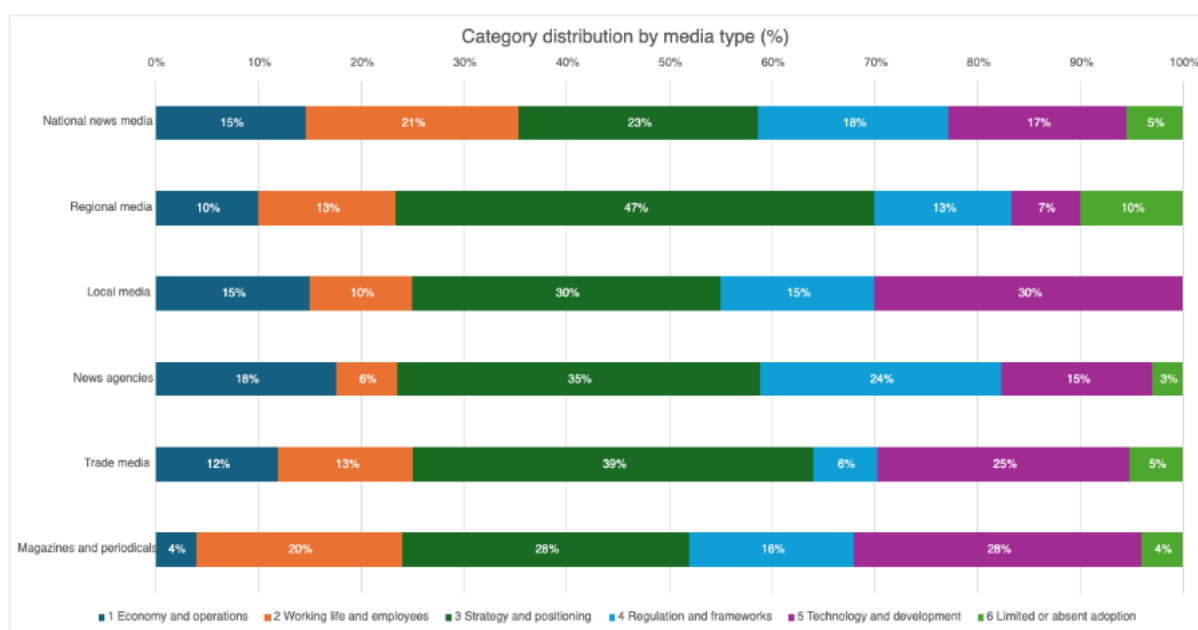
The cross-tabulation of media types and categories shows that AI in Danish companies is covered differently across media types (see Fig. 7). Although “Strategy and positioning” is the largest category overall at 33 %, its dominance is especially clear in regional media, where the category accounts for 47 %, and in trade media, where it accounts for 39 %. This suggests that AI is often covered here as business development, competitiveness and strategic transformation.

The national news media have the most balanced coverage. Here, “Strategy and positioning” accounts for only 23 %, while “Working life and employees” accounts for 21 % and “Regulation and frameworks” for 18 %. This suggests that national media to a greater extent treat AI as a broader societal, labour market and regulatory issue.

Trade media stand out with both a high share of articles in the categories “Strategy and positioning” (39 %) and “Technology and development” (25 %), but a low share in the category “Regulation and frameworks”, which is only 6 %.

Overall, the table shows that the media types contribute different AI narratives: national media cover the topic most broadly, while regional media and trade media are the most strategy- and business-oriented. Across all media types, the category “Limited or absent adoption” takes up very little space, which supports the finding that the media primarily cover companies that use, develop or bet on AI – and rarely those that hesitate, opt out or have difficulty implementing the technology.

FIGURE 7



Figuren viser fordelingen af kategorier blandt relevante artikler om AI i danske virksomheder fordelt på medietyper (N = 498).

7. Conclusion and discussion: What do the results mean?

Overall, the study's results show that Danish media in 2025 mainly covered AI in companies through strategic and technological angles, and that the coverage was more positive than negative overall.

At the same time, the cross-tabulations show that the picture varies considerably by both topic and media type: AI is covered most positively when it is linked to the categories “Economy and operations”, “Strategy and positioning”, and “Technology and development”, while the coverage is more reserved or critical when it concerns “Regulation and frameworks”, “Working life and employees”, or “Limited or absent adoption”.

The results therefore suggest more than simply positive or negative AI coverage. They also show which understandings of AI in companies receive the most space in the media, and which perspectives receive less attention.

In the following, we discuss what the results say about the media's view of AI in companies – first through the sentiment distribution, then through the categories and finally through the cross-tabulations.

7.1 Sentiment: Predominantly positive, but not uncritical AI coverage

The overall sentiment distribution shows that the coverage of AI in Danish companies in 2025 had a predominantly positive basic tone. Almost half of the articles are coded as positive, while approximately one in five is coded as negative. This suggests that AI in Danish print media, as well as online articles from dr.dk and tv2.dk, was more often presented as an opportunity than as a problem in 2025.

This may reflect that many companies are in fact working with AI as a source of innovation, efficiency and new business opportunities. But the result also raises a central journalistic question: Do the media sufficiently examine the consequences of companies' use of AI, or is the coverage shaped too much by companies' own narratives about innovation, efficiency and competitiveness?

The neutral share of articles, at around one third, adds nuance to the picture. The coverage therefore cannot be described as unambiguously enthusiastic. At the same time, neutrality is not necessarily the same as critical distance. An article may have a descriptive or factual tone while still being based on companies' own announcements, strategies and expectations.

7.2 Categories: Coverage dominated by strategy and technology

Our distribution of articles across the six categories shows that Danish media in 2025 first and foremost covered AI in companies as a question of strategy, positioning and technological development. The two largest categories, "Strategy and positioning" and "Technology and development", together make up more than half of the examined relevant articles and focus on journalistic questions such as: Which companies are betting on AI? Which technologies are on the way? And who can gain a competitive advantage?

The focus of the articles is, in one sense, not surprising. In a short time, AI has become an important competitive parameter in Danish business. As we described in the introduction, an analysis from Dansk Erhverv shows that 70 % of member companies use AI tools; in 2023, the figure was much lower, at 44 %. Today, the technology is therefore a concrete tool in many companies' everyday operations.

This makes the category distribution interesting, because when "Strategy and positioning" is the largest category, it may indicate that the media often write about companies' plans, ambitions and expectations for AI. This can of course be relevant journalism, because it shows something about where business is heading. Conversely, it also raises the question of whether AI coverage in Danish companies too often becomes coverage of ambitions rather than documented results.

This point is sharpened when we compare our results with another point from Dansk Erhverv's analysis. Here, 73 % of member companies using AI say that the technology has increased efficiency. But only 27 % experience that AI has directly improved revenue or earnings. This shows that there is a difference between experienced efficiency, strategic potential and financial results. In our study, articles in the category "Economy and operations" account for just over 12 % of the articles. If AI is often presented as crucial for companies' future, it is natural to ask why concrete financial results take up so relatively little space in the media coverage.

Our results also point to a possible blind spot in the coverage. The category "Limited or absent adoption" is by far the smallest category, at just under 6 % of the articles. This suggests that companies that do not use AI, or that are unsure how to get started, receive very little attention in the media picture. This contrasts with a point from Dansk Erhverv's analysis, which notes that a lack of skills, knowledge and time are the biggest barriers to getting started with AI tools.

If the media mainly write about companies that are already under way and have goals for the technology, the coverage may create the impression that AI technology is more widespread than it actually is for many companies in practice.

Constructive journalism can play an important role here. The constructive approach does not mean that journalism should be uncritical or positive. But constructive journalism can help ask sharper questions because nuance, solutions and user involvement are crucial. In media coverage of AI, this may mean that the media in future examine both potentials and barriers, both management's ambitions and employees' experiences on the ground. It may also lead to greater coverage of companies that succeed, but also of companies that have not yet got started.

A focus on solutions can generally help journalism get closer to concrete experiences inside companies. At the same time, user involvement can expand journalists' source networks. If the coverage is mainly based on managers, experts and companies already profiling themselves on AI, it risks overlooking the employees, smaller companies and professional groups that must use the technology in practice. More user-involving journalism can therefore give space to new voices, their questions, experiences and concerns. It can also make the coverage more useful for the companies and employees who do not only want to hear why AI is important but also want to understand what they should concretely do with the technology.

Keeping nuance in mind is especially important because coverage of AI in companies is often told either as an opportunity or as a threat. As mentioned earlier, the results of our study suggest that the coverage in 2025 was more positive than negative overall. More nuanced coverage would not necessarily mean more negative stories, but more stories

that examine the difference between potential, implementation and documented effects.

The discussion should therefore not be about whether the media should write less about AI strategies and technological development. What the results point to is that the coverage can become stronger if it more often follows up companies' ambitions with documentation of concrete results, more employee perspectives and greater attention to the companies that are not yet on board. More constructive AI coverage is about making the coverage more precise, more scrutinising and more useful for the people and companies that have to navigate the technology.

7.3 Cross-tabulations: When AI is seen from different angles

The cross-tabulations sharpen the picture that media coverage of AI in companies is not only about whether AI is presented positively or negatively. They also show that tone is closely connected to the perspective journalism applies. When AI is linked to strategy, technology, economy and operations, the coverage is more often positive. When AI is instead linked to "Regulation and frameworks", "Working life and employees", and "Limited or absent adoption", the coverage becomes more reserved or critical.

This suggests that AI appears most positive when the technology is seen from companies' own development perspective such as: What can AI do for competitiveness, efficiency and the business of the future? Conversely, coverage becomes more critical when journalism shifts focus to the conditions and consequences surrounding the use of AI such as: Who is responsible? Which frameworks apply? What does the technology mean for employees? And what happens to the companies that have not yet got started?

The same pattern is seen across media types. Trade media and regional media appear more positive and more oriented towards strategy, technology and business development, while national news media give more space to critical and society-oriented angles. The more neutral profile of news agencies also points to coverage that to a greater extent records and relays developments.

Taken together, the cross-tabulations suggest that Danish AI coverage does not necessarily lack criticism, but that the criticism often lies outside the stories where AI is presented as innovation, efficiency and growth. This raises an important question for future coverage: Can the media to a greater extent integrate questions of documentation, responsibility, employee consequences and limitations into the stories where companies' AI initiatives are otherwise presented as progress and future competitiveness?

8. Suggestions for more constructive media coverage

Based on the above conclusion and discussion, we offer four suggestions for how media coverage of AI in Danish companies can be improved in the future or at least become more constructive than it was in 2025 according to our study.

8.1 Let more types of sources be heard

When media coverage of AI is most positive, it is natural to look for the explanation in the sources on which the articles are based. The sources in the articles have not been the subject of an independent analysis in this study, but it is clearly our impression that the sources are predominantly company executives, people in power and experts with extensive specialist knowledge and enthusiasm for AI, all of whom often have an obvious motive to talk up the technology.

When the coverage often falls into the category “Strategy and positioning”, there is a risk that executives, companies and industry representatives take up a lot of space. To create more nuanced journalism, the choice of sources should be broadened.

AI stories can therefore benefit from having more perspectives than the company’s own as a starting point. This would support the second and third pillars of constructive journalism: more nuance and democratic conversation.

Relevant sources that could be included to a greater extent include:

- employees
- customers or users
- trade unions
- lawyers
- authorities
- companies that have opted out of AI

8.2 Investigate AI promises in practice

The study’s results show that “Strategy and positioning” is the largest category (33 %), and that articles in this category are also clearly the most positive (60 %). This suggests that the media often write about what companies want to do with AI: investments, initiatives, ambitions and competitiveness.

Media coverage could therefore benefit from examining to a greater extent what AI actually does – not only what companies say AI is supposed to do. This would lead to coverage that (cf. pillar 1 of constructive journalism) points to solutions while also examining those solutions critically.

To ensure a critical and at the same time solution-oriented focus, future media coverage can move beyond our question of “How do Danish media cover AI in Danish companies?” and, for example, ask the following questions:

- What problem is the AI solution trying to solve?
- How serious and well documented is the problem?
- Who does the solution help?
- Who might the solution harm?
- Can the solution be copied by others?

8.3 Give more space to non-use, barriers and limitations

The category “Limited or absent adoption” takes up very little space in the study (5 %), but in this category most articles are negatively angled (78 %). As a result, companies that do not use AI are largely portrayed as lagging behind, slow or threatened.

To create a more nuanced overall picture, the media could also cover when it does not make sense to use AI in a company, industry or specific task. In short, this is about avoiding false inevitabilities.

Interesting topics that appear to be largely absent (at least in 2025) from previous media coverage of AI in Danish companies could therefore include:

- Why do some companies opt out of AI?
- Which tasks are poorly suited to AI?
- When are ordinary automation, better organisation or more employees a better solution?
- What risks (for example financial risks) are there in implementing AI incorrectly?

The above can counter an implicit narrative that all companies necessarily ought to use AI as quickly as possible.

8.4 Create democratic conversation about AI in companies

AI in Danish companies is not only a question for management and experts to decide. It is also about employees, customers, citizens, society, education, data and power.

By inviting open dialogue about AI, media could help strengthen cohesion between the media, media users and society. This could be done, for example, by creating formats in which more social groups and individuals are given space for discussion and reflection on what kind of AI development we want in working life for the individual, for business in general and for all of us as a society.

In line with the third pillar of constructive journalism, user involvement and democratic conversation, media could facilitate AI events with, for example, the following items on the agenda:

- AI, working life and work-life balance
- Conversations between managers and employees
- Events with cases where companies openly talk about both successes and mistakes
- Debate events about AI in local companies