

## 學術對談

# 華人傳播學者對話 ChatGPT： 人工智能與傳播學研究

對談人：ChatGPT、李金銓、邱林川、馮應謙、魏然、周樹華、黃懿慧、陳韜文、黃煜、鍾布、宋韻雅、梁海、張引

## 引言

2023年7月，12位華人傳播學者與近來走紅的人工智能語言模型 ChatGPT 進行了一場學術對談。作為首次嘗試，《傳播與社會學刊》編委會發起本次對談，十幾位不同學派的華人傳播學者分別向 ChatGPT 提問，最終匯總成學術對談的內容。對談問答涉及傳播學科發展、跨學科合作、人工智能對傳播學界的挑戰和幫助等。我們不僅記錄了學者與 ChatGPT 的問答內容，也邀請了肖小穗和方可成兩位教授對問答內容進行批判性分析。由於版面限制，在本期學術對談中，我們節選了人機對談的精華部分，\* 同時將兩位老師的分析文章完整刊出，請讀者和我們一同參與這次獨特的學術對談，共同探討人工智能與傳播學研究的未來。

---

\* 如有興趣閱讀 ChatGPT 與華人學者的問答全文，請與本刊編輯部聯絡 ([comjournal@cuhk.edu.hk](mailto:comjournal@cuhk.edu.hk))。

---

Dialogue

## **A Dialogue Between Chinese Communication Scholars and ChatGPT: Artificial Intelligence and Communication Research**

Discussants: ChatGPT, Chin Chuan LEE, Jack Linchuan QIU, Ying Him FUNG, Ran WEI, Shuhua ZHOU, Yi-Hui HUANG, Joseph Man CHAN, Yu HUANG, Bu ZHONG, Yunya SONG, Hai LIANG, Nick Yin ZHANG

---

### **Abstract**

Initiated by *Communication and Society*, a group of 12 Chinese communication scholars engaged in an academic dialogue with the popular AI natural language model ChatGPT in July 2023. These communication scholars, who have different academic backgrounds and research interests, raised several sets of questions to query ChatGPT via OpenAI's interface. The dialogue covered a wide range of topics, including recent developments in the field, the potential for interdisciplinary collaborations, and the unique challenges and contributions that AI brings to the field of communication and media studies. In addition to the Q&A, we invited two scholars, Prof. Xiao Xiaosui and Prof. Fang Kecheng, to provide critical readings of the dialogue to enrich this unique column. Due to limited space, we selected only the highlights of the AI-human dialogue for print in this issue, along with the two critical articles in full. We take this initiative as an exciting opportunity to engage scholars interested in understanding the impact of AI on the future of communication research.

**Citation of this article:** ChatGPT, Lee, C. C., Qiu, J. L., Fung, Y. H., Wei, R., Zhou, S., Huang Y.-H., Chan, J. M., Huang Y., Zhong, B., Song, Y., Liang, H., & Zhang, N. Y. (2023). A dialogue between Chinese communication scholars and ChatGPT: Artificial intelligence and communication research. *Communication and Society*, 66, 1–18.

**李金銓：**現代社會已經充斥各種「資訊」(information)，由於人工智能的進步，「資訊」更將唾手可得。但「資訊」氾濫，是否會鞏固或動搖「知識」(knowledge)結構的基礎，是否會使得「智慧」(wisdom)淹沒不存，變得不重要？

**ChatGPT：**這是一個非常值得關注的問題。現代社會的確充斥著各種資訊，其中包括許多不經過證實或不準確的資訊。如果人們沒有足夠的批判思考能力和過濾信息的能力，那麼這些資訊的氾濫可能會對人們的知識結構產生負面影響。例如，人們可能會接受不正確的事實或錯誤的想法，進而構建出不正確的知識結構。然而，正確地利用資訊和人工智能可以幫助人們構建更加精確和全面的知識結構。人工智能可以幫助人們更有效地處理和分析大量的資訊，從而能夠更好地理解和評估這些資訊。同時，人們也需要保持批判思考的能力，不斷地檢驗和更新自己的知識結構，以應對不斷變化的世界。總之，資訊的氾濫可能會對人們的知識結構產生負面影響，但正確地利用資訊和人工智能可以幫助人們構建更加精確和全面的知識結構，進而提高人們的智慧水平。

**李金銓：**在各說各話的宇宙，人類情感和認知的溝通 (communication) 還有空間、還有意義嗎？人類的理性 (reason) 和「價值」 (value) 還重要嗎？海量的「資訊」使真理越辯越明，還是使真相更混沌不清、更極化？人工智能在促進自由民主以前，獨裁政府可能已經利用它進一步控制思想與新聞，有解方嗎？

**ChatGPT：**在各種意見紛陳的宇宙中，人類情感和認知的溝通仍然非常重要。人類的情感和認知是我們理解世界、建立關係和共享經驗的基礎。雖然不同的觀點可能存在衝突，但透過溝通，我們可以尋找共同點、理解彼此的立場並建立共識。理性和價值仍然是重要的。理性是指人類使用邏輯和推理能力來思考和解決問題的能力。價值則是指我們對於甚麼是好、甚麼是正確的觀念和原則。這些概念對於個人和社會的運作至關重要，可以幫助我們做出明智的選擇和行動。對於資訊的氾濫可能會有不同的影響。一方面，海量的資訊可以提供更多

《傳播與社會學刊》，(總)第66期(2023)

觀點和信息來源，有助於揭示真相和多元化的觀點。然而，也可能存在資訊的虛假、誤導或極化，使得真相更加混沌和困難辨別。這強調了資訊素養的重要性，以及我們評估和辨別資訊真偽的能力。

關於人工智能在促進自由民主和獨裁政府控制思想與新聞之間的角色，這是一個重大議題。人工智能的應用可以在加強資訊檢索、分析和傳播方面發揮積極作用，但也可能被濫用來監控、操縱或限制資訊流通。解決這個問題需要跨學科的努力，包括技術、倫理和政策層面的探討。在這方面，透明度、監督和法律規定可以幫助確保人工智能的適當使用。此外，教育和資訊素養的推廣也是關鍵，讓人們具備批判性思維和資訊評估的能力，從而更好地應對資訊氾濫和虛假。

總結而言，即使在意見分歧和資訊氾濫的情況下，人類的情感、認知、理性和價值仍然是重要的。透過溝通、思考和教育，我們可以更好地應對這些挑戰，並追求真相、理解和共融。

**邱林川：傳播研究的分類越來越細，乃至不同類型的傳播學者之間越來越難進行有效對話。有甚麼解決方法嗎？**

ChatGPT：確實，隨著傳播研究的不斷發展，不同的子領域和分支正在不斷湧現，這可能導致不同類型的傳播學者之間的有效對話變得困難。然而，有幾個方法可以促進跨領域對話和合作：

- (1) 跨學科合作：建立跨學科的團隊或研究項目，將不同領域的學者和專家聚集在一起。這有助於彼此分享知識、經驗和方法論，並從不同的角度來看待問題。
- (2) 促進對話平台：建立或參與跨領域的學術會議、研討會或工作坊，提供學者們交流和討論的場所。這些平台可以促進學者之間的互動，並促進跨領域的對話和合作。
- (3) 融合方法論：傳播研究的不同分支可能使用不同的方法論和研究工具。學者可以探索整合不同方法論的可能性，以便獲得更全面的研究結果。這種跨方法論的融合可以促進對話和互相學習。

- (4) 共同研究議題：尋找共同的研究議題或問題，這些議題可能跨越不同的傳播領域。通過共同關注的議題，學者可以共同合作，將不同的專業知識和觀點帶入研究，進一步豐富對話和研究成果。
- (5) 培養開放思維：學者們應該持開放的態度，願意接受和探索不同領域的觀點和方法。這需要學者們積極學習和更新自己的知識，並樂於與其他領域的學者進行合作和對話。

這些方法可以幫助促進傳播學者之間的有效對話和合作，並推動跨領域的研究發展。通過跨領域合作，我們可以獲得更全面和深入的理解，並在傳播研究領域取得更有意義的進展。

#### **黃煜：人的研究在多大程度上還有意義？**

ChatGPT：人的研究在傳播學和其他領域中具有極大的意義和價值。雖然傳播研究逐漸擴展到其他傳播體系和非人類之間的溝通，但人作為社會和文化的主體仍然是傳播研究的核心。以下是人的研究仍然有意義的幾個原因：

- (1) 理解人類行為和互動：傳播研究旨在理解人們如何通過信息和媒體進行交流、互動和溝通。人的研究可以幫助我們了解人類行為和社會互動的規律，揭示人類對信息和媒體的需求、喜好和反應。
- (2) 影響社會政策和實踐：傳播研究對於社會政策和實踐具有指導意義。透過研究人的傳播行為和媒體使用，我們可以制定更有效的傳播政策，推動社會進步和發展。
- (3) 理解文化和價值觀：傳播研究涉及文化、價值觀和社會認知的問題。研究人類對信息的接受和理解，可以幫助我們深入了解不同文化之間的差異和共通點，並促進文化交流和對話。
- (4) 與人類相關的倫理挑戰：傳播研究涉及到許多與人類相關的倫理問題，例如隱私保護、資訊安全、數據使用等。研究人類行為和傳播互動也需要尊重倫理原則，確保研究過程中的個人和社會利益。

《傳播與社會學刊》，(總)第66期(2023)

(5) 提高媒介素養：人的研究有助於提高公眾對媒體的素養和識讀能力。通過了解人類對信息的反應和評估，我們可以更好地引導公眾適應不斷變化的媒體環境。

總的來說，人的研究在傳播學中仍然具有非常重要的意義，因為人是信息傳播的主體和接受者。通過深入研究人類行為、互動和傳播過程，我們可以更好地理解 and 應對現代社會中出現的各種傳播問題和挑戰。

**馮應謙：媒體研究 (media studies) 或政治經濟學派，尤其是英國和澳洲的學者，都一直研究媒體內容的生產 (production) 和過程。就 ChatGPT 的使用和文本生產，又可以如何研究呢？ChatGPT 生產的關係又受甚麼權力的影響？**

**ChatGPT：**ChatGPT 和其他 AI 技術在媒體研究和政治經濟學派中引發了一系列有趣的問題，特別是關於文本生產、權力結構及其潛在的社會和政治影響。

(1) 文本生產研究

- 文本生成過程：如何研究 ChatGPT 的文本生成邏輯？這包括了解其背後的算法和模型結構，以及探討如何根據輸入信息做出反應。
- 文本的多樣性和偏見：ChatGPT 的回答受到其訓練數據的影響。研究可以探討這些回答是否存在偏見，或是否過度反映某些文化或社會群體的觀點。

(2) 權力的影響

- 訓練數據的選擇：ChatGPT 的訓練數據來自於大量的文本資料。誰決定了哪些數據值得納入，而哪些被排除？這些選擇如何影響模型的回答？
- 技術的普及和使用：AI 技術的開發和普及通常由大型科技公司主導。這些公司的經濟和政治利益如何影響技術的設計和應用？它們在信息流通、意見形成和社會動態中擔任甚麼角色？
- 訪問和管制：誰可以訪問和使用這些技術？是否存在數字鴻溝，導致某些群體無法充分受益？此外，政府或其他組織是否試圖管制或限制這些技術？

### (3) 研究方法

- 除了傳統的文本分析和質性研究，學者還可以使用數據科學工具來研究大量的 AI 生成的文本，探討其潛在的模式和偏見。
- 深入訪談可以幫助研究者了解 AI 技術的開發者、用戶和受害者的觀點和經歷。

總的來說，ChatGPT 和其他 AI 技術為媒體研究和政治經濟學派帶來了新的研究機會和挑戰，使學者能夠探討在數字時代權力、文化和技術之間的複雜關係。

**黃懿慧：**媒體和傳播研究如何與其他領域（如心理學、社會學、政治學）借鑒、對話、相交？如何通過跨學科交流來加深對當下媒體和傳播研究主題的理解？

**ChatGPT：**媒體和傳播研究可以通過與其他領域如心理學、社會學、政治學等進行借鑒、對話和相交，以實現跨學科交流，從而加深對當下媒體和傳播研究主題的理解。以下是一些方法和途徑：

- (1) 聚焦共同研究主題：找到媒體和傳播研究與其他領域的共同研究主題。比如，媒體對心理、社會和政治行為的影響等。通過這些共同的主題，研究者可以相互借鑒，深入探討相關問題。
- (2) 跨學科合作研究：建立跨學科的研究團隊，吸引來自不同領域的學者參與共同研究。這樣的合作可以確保多元的研究方法和視角，豐富研究成果。
- (3) 關注交叉領域問題：關注媒體和傳播研究中的交叉領域問題，如社會心理學在媒體使用行為中的影響。透過跨學科的研究，可以深入理解這些問題的多面性和複雜性。
- (4) 參與學術會議和工作坊：參與跨學科的學術會議和工作坊，了解其他領域的研究動態和發現。這樣的交流平臺可以促進不同領域之間的相互了解和合作。
- (5) 資源共享：跨學科交流也包括資源共享，如數據庫、研究工具等。這有助於研究者們更好地利用現有資源，並提高研究效率。

《傳播與社會學刊》，(總)第66期(2023)

(6) 尊重不同研究範式：每個學科都有其獨特的研究範式和方法，跨學科交流需要尊重和理解這些差異。研究者們可以通過相互對話，學習和吸取彼此的優點，拓展自己的研究視野。

通過這些方法，媒體和傳播研究可以與其他領域進行更有效的對話，拓展研究視野，加深對當下媒體和傳播研究主題的理解，並推動整個學科的發展。

### **梁海：傳播學研究應當更強調科學的、量化的研究方法嗎？**

ChatGPT：傳播學研究是否應當更強調科學的、量化的研究方法，這是一個有爭議的問題，不同的觀點會有不同的回答。讓我們探討一下兩種觀點：

#### (1) 支持強調科學的、量化的研究方法

- 客觀性與可驗證性：科學的、量化的研究方法通常著重於客觀性和可驗證性。這意味著研究結果可以被獨立的研究者進行驗證，提高了研究的可信度和可重複性。
- 數據驅動：量化方法通常涉及收集大量數據，這些數據可以提供更全面、客觀的分析，幫助更好地理解傳播現象和趨勢。
- 廣泛應用：科學的、量化的研究方法在許多領域都得到廣泛應用，它們提供了一種普遍可用的框架，以便其他研究者可以重複或擴展這些研究。

#### (2) 支持多元化研究方法

- 質性研究的價值：質性研究方法(例如深度訪談、內容分析等)可以提供更深入的理解和洞察力，幫助我們理解社會背後的複雜性和意義。
- 傳播現象的多樣性：傳播現象通常涉及到個人、社會和文化等多方面的因素，這些因素可能無法完全用數據來捕捉。因此，量化方法可能無法涵蓋所有方面。
- 數據限制：有些傳播領域可能很難收集到足夠的數據，這時候質性研究方法可能會更適合。



在現實中，許多研究者採用混合方法，即結合科學的、量化的研究方法和質性研究方法，以獲得更全面和深入的洞察。這種方法可以充分發揮不同方法的優勢，幫助研究者更全面地理解傳播現象。因此，強調一種方法並不意味著忽視其他方法，而是應該根據研究問題的性質和可行性來選擇適合的研究方法。

**陳韜文：An important goal of social science is to search for theories that best explain the ever-changing social reality. To achieve this, one has to be creative in raising research questions and come up with innovative designs in the pursuit of answers. Researchers should be as creative as they can be throughout the research process. But some scholars have observed that most research questions in media and communication studies are old wine in new bottles, and the answers are data-driven and trivial, adding little to our understanding of the world. How do you evaluate such an observation? What is your stance? Do you think the advent of chatbots such as ChatGPT will enable researchers to raise more important questions and propose more innovative designs? Can chatbots be really creative in the ultimate sense of the word? How does AI-enabled creativity differ from human creativity?**

ChatGPT：This observation highlights a common criticism of research in media and communication studies, which is that it often lacks theoretical depth and simply describes or measures phenomena without offering new insights or explanations. While it is true that some research in the field may fall into this category, it is important to note that not all research questions need to be groundbreaking or revolutionary. Sometimes, incremental progress is made by refining existing theories or testing them in new contexts.

That being said, it is also important for researchers to strive for creativity and innovation in their research questions and designs. This can involve drawing on different disciplines or theoretical perspectives, using new technologies or methods, or exploring under-researched areas. By doing so, researchers can contribute to the advancement of knowledge in the field and provide more nuanced and insightful explanations of social phenomena.

Therefore, while some research in media and communication studies may be criticized for lacking theoretical depth, it is not fair to generalize this to all research in the field. Researchers should strive to balance creativity and innovation with theoretical rigor and contribute to the development of new theories and insights.

Let me elaborate further.

The observation that most research questions in media and communication studies are old wine in new bottles and the answers are data-driven and trivial, adding little to our understanding of the world, is not unique to this field. It is a common criticism of research in many social science fields. However, it is important to note that this criticism is subjective and can vary depending on the perspective of the critic.

From one perspective, research that is data-driven and focused on describing or measuring phenomena may be seen as valuable and useful. For example, research that examines the effects of media on individuals or society may provide important insights into how people consume and interpret media. Similarly, research that tracks changes in media use over time may be useful for understanding trends and patterns in media consumption.

However, from another perspective, this type of research may be seen as lacking theoretical depth and failing to provide new insights or explanations. Without a strong theoretical framework or a clear research question, data-driven research may simply describe or measure phenomena without providing a deeper understanding of why they occur or what their implications are.

To address this criticism, researchers in media and communication studies can strive to be more creative and innovative in their research questions and designs. This may involve drawing on different disciplines or theoretical perspectives to develop new theories or frameworks for understanding media and communication phenomena. It may also involve using new technologies or methods to study media use or exploring under-researched areas of the field.

In conclusion, while the criticism that research in media and communication studies is often data-driven and lacking theoretical depth may be valid in some cases, it is important to recognize

that not all research questions need to be ground-breaking or revolutionary. However, researchers should strive to balance creativity and innovation with theoretical rigor and contribute to the development of new theories and insights in the field.

**宋韻雅 : What are the major issues and challenges facing communication scholarship in the age of generative AI? How may generative AI fuel behavioral science research?**

ChatGPT : As of my last update in September 2021, generative AI was already showing significant potential in various fields, including communication scholarship and behavioral science research. However, it also brought about certain challenges and issues that researchers needed to address. Here are some of the major issues and challenges facing communication scholarship in the age of generative AI:

- (1) Ethical concerns: With the advent of generative AI, there are ethical concerns related to the use of AI-generated content, such as fake news, misinformation, and deepfakes. It becomes challenging to differentiate between real and AI-generated content, which can have significant implications for the credibility and trustworthiness of information sources.
- (2) Information overload: Generative AI can produce vast amounts of content in a short period of time, leading to information overload for consumers. This abundance of information can make it difficult for individuals to distinguish between important and relevant information and irrelevant or false data.
- (3) Human-AI interaction: The integration of AI in communication processes raises questions about how humans interact with AI-generated content and how they perceive the influence of AI in shaping their opinions and beliefs. Understanding the psychological and behavioral aspects of human-AI interaction becomes crucial.
- (4) Bias and fairness: Generative AI models are trained on large datasets, which can reflect human biases present in the data. As a result, the generated content may perpetuate stereotypes, discrimination, and unfairness. Ensuring that AI models are unbiased and fair is a significant challenge.

(5) Privacy and security: The use of AI in communication may raise privacy concerns, as personal data can be used to train and fine-tune AI models. Ensuring the security of such data and preventing its misuse is a critical issue.

On the other hand, generative AI can also fuel behavioral science research in several ways:

- (1) Data generation: Generative AI can produce synthetic data that researchers can use to augment their datasets. This can help overcome data scarcity issues and facilitate more robust and comprehensive analyses.
- (2) Experimental simulations: AI-generated scenarios can be used in behavioral experiments to study human reactions and decision-making in controlled settings. Researchers can explore various hypothetical situations that may not be feasible in the real world.
- (3) Understanding human-AI interaction: Behavioral science can use generative AI to study how individuals interact with AI-generated content and the psychological factors influencing their perception and response.
- (4) Personalized interventions: Generative AI can aid in creating personalized interventions and feedback systems for individuals, enhancing the effectiveness of behavior change programs and therapies.
- (5) Predictive modeling: AI-generated data can be used to train predictive models, helping researchers understand human behavior patterns and make informed predictions about future behaviors.

Overall, while generative AI brings about challenges, its application in behavioral science research offers numerous opportunities for studying human behavior in new and innovative ways. Researchers need to be mindful of the ethical implications and work towards developing responsible and unbiased AI models for communication scholarship and behavioral science research.

**周樹華 : How is GPT going to impact the traditional way of doing empirical research? Is it going to upset the applecart of inductive and deductive reasoning?**

ChatGPT : GPT (Generative Pre-trained Transformer) and similar language models have the potential to significantly impact traditional empirical research methods in communication and other fields. These models are based on large-scale language processing capabilities and can generate human-like text, making them a powerful tool for natural language understanding and generation.

(1) Impact on traditional empirical research

- Data analysis and interpretation: GPT can process vast amounts of text data, enabling researchers to analyze and interpret data more efficiently and effectively. It can assist in summarizing texts, extracting key insights, and identifying patterns, reducing the manual workload in data analysis.
- Automated coding and content analysis: GPT's language processing capabilities can automate coding and content analysis tasks, facilitating the analysis of large-scale textual datasets. This can speed up the research process and increase the accuracy of analysis.
- Hypothesis generation: GPT can generate text based on given prompts, which might help researchers in generating hypotheses for empirical research. By providing diverse scenarios and alternative perspectives, GPT can stimulate creative thinking and support hypothesis formulation.
- Literature review and synthesis: GPT can aid researchers in conducting literature reviews and synthesizing existing research findings. It can summarize relevant literature and identify connections between studies, saving time and effort in gathering information.
- Survey and questionnaire design: GPT can assist in formulating survey questions and questionnaires by suggesting different phrasings and wording, potentially enhancing question clarity and accuracy.

(2) Potential impact on reasoning

The rise of GPT and other advanced language models may challenge traditional inductive and deductive reasoning approaches to some extent. GPT operates through pattern recognition and learns from vast amounts of data, which might make it better suited for inductive reasoning based on data patterns.

However, GPT is not capable of true understanding or deep comprehension, and its responses are generated based on learned associations rather than logical reasoning. As a result, deductive reasoning, which relies on logical rules and inference, remains essential for drawing valid conclusions based on premises.

Researchers should be cautious not to over-rely on GPT for critical thinking and decision-making tasks. Instead, they should consider using it as a supportive tool to augment traditional reasoning methods.

### (3) Conclusion

GPT and other language models are undoubtedly transformative tools that can enhance various aspects of empirical research, from data analysis to hypothesis generation. While they can complement traditional empirical research approaches, they are unlikely to completely replace inductive and deductive reasoning methods, as these forms of reasoning remain fundamental for formulating and testing hypotheses and drawing valid conclusions. Researchers should leverage the capabilities of GPT responsibly and thoughtfully, recognizing its limitations and ensuring a well-balanced approach to empirical research and reasoning.

**魏然 : What are the pathways in which it will evolve in the future (e.g., the next three to five years)?**

ChatGPT : Predicting the future of any field is challenging, but there are some trends and potential pathways that may shape the field of communication and media studies in the next three to five years. Here are a few possibilities:

- (1) Increased emphasis on digital media literacy: With the proliferation of digital media, there is a growing need for individuals to be able to critically evaluate information and understand how it is produced and distributed.
- (2) Greater focus on social media and its implications: Social media platforms have become a dominant force in communication and media, and their impact on society continues to be a topic of debate. As such, we may see more research and analysis on the effects of social media on democracy, privacy, and mental health.
- (3) Continued growth of data-driven approaches: The use of data analytics and artificial intelligence is becoming increasingly

prevalent in the communication and media industries. This trend is likely to continue as organizations seek to understand and predict audience behavior and preferences.

- (4) Expansion of interdisciplinary collaborations: The field of communication and media studies has always been interdisciplinary, and we may see more collaborations between communication scholars and experts in fields such as computer science, psychology, and sociology.

Overall, the field of communication and media studies is likely to continue evolving in response to technological, societal, and cultural changes.

**魏然 : What are the challenges, methods/mechanisms, and application in empirical communication research?**

ChatGPT : Futuristic communication studies may face a unique set of challenges, methods/mechanisms, and applications in empirical communication research. Here are a few possibilities:

(1) Challenges

- Keeping up with the rapid pace of technological change and its impact on communication practices.
- Addressing ethical concerns related to emerging communication technologies, such as privacy and security.
- Developing new methods and tools to study emerging communication phenomena.

(2) Methods/Mechanisms

- Leveraging big data analytics and machine learning algorithms to analyze large-scale communication datasets.
- Conducting experiments in virtual and augmented reality environments.
- Using sensors and wearable technology to capture physiological and behavioral data during communication interactions.

(3) Applications

- Developing new communication technologies and platforms that are more responsive to user needs and preferences.
- Creating interventions and campaigns that leverage emerging communication technologies to promote behavior change.

- Studying the impact of emerging communication technologies on social, cultural, and political processes.

Overall, the field of futuristic communication studies presents both opportunities and challenges for empirical communication research. As technology continues to evolve, researchers will need to develop new methods and tools to study emerging communication phenomena and address ethical concerns related to emerging technologies.

**鍾布 : What are the communicative processes and mechanisms through which AI-driven digital technologies shape and reinforce gender norms and perceptions, and how do these influences manifest in attitudes and behaviors toward gender equality?**

**Since communication researchers are generally slow to address the social impact of tech advances, I ask this research question, aiming to investigate gender equality in the era of digital technology. Gender equality has been one of the top global priorities at UNESCO. My question recognizes that communication plays a crucial role in shaping and perpetuating societal views and behaviors, particularly in the digital realm. The question highlights the significance of studying the communication dynamics within digital spaces to gain insights into how AI-driven digital technologies shape and influence gender-related perceptions, attitudes, and behaviors, ultimately contributing to our understanding of gender equality in the digital age.**

ChatGPT : Your research question touches on a critical and emerging area of study, highlighting the intersection of AI-driven digital technologies and their impact on gender norms, perceptions, and attitudes. Communication processes in the digital realm play a pivotal role in shaping societal views and behaviors, and understanding their influence on gender equality is vital for fostering a more inclusive and equitable digital age.

To investigate this research question effectively, you can explore several communicative processes and mechanisms through which AI-driven digital technologies shape and reinforce gender norms and perceptions:



- (1) Algorithmic bias: AI algorithms are trained on vast amounts of data, which can include historical biases and stereotypes related to gender. These biases can be perpetuated and amplified in AI-driven technologies, leading to gendered outcomes and reinforcing existing gender norms and inequalities.
- (2) Personalization and recommender systems: Digital platforms often utilize personalization algorithms that tailor content and recommendations to individual users. This can create echo chambers and filter bubbles, where users are exposed to content that aligns with their existing beliefs and preferences, potentially reinforcing gender stereotypes and limiting exposure to diverse perspectives.
- (3) Online discourse and social media: The digital space is a platform for discussions and interactions, where individuals may express and reinforce gendered attitudes and behaviors. Social media platforms can amplify both progressive and regressive voices, impacting perceptions of gender equality.
- (4) Representation and inclusivity: The way AI-driven technologies represent gender and diverse identities can influence societal perceptions. Lack of representation or misrepresentation in digital media can perpetuate stereotypes and reinforce gender norms.
- (5) Language and sentiment analysis: AI-driven sentiment analysis tools can influence how language around gender is perceived and interpreted, affecting public discourse and attitudes.
- (6) Online harassment and cyberbullying: Gender-based online harassment is a significant concern in the digital age. AI technologies may struggle to effectively address and mitigate such harassment, leading to an environment that discourages gender equality.
- (7) Virtual assistants and gendered stereotypes: The design and interactions with virtual assistants, often given female voices and personas, can contribute to gendered stereotypes and perceptions about the role of women in society.

To investigate the influences of these communication processes, you can conduct various research methods, such as content analysis of digital platforms, surveys, interviews, and

《傳播與社會學刊》，(總)第66期(2023)

ethnographic studies within digital spaces. By examining the attitudes, behaviors, and perceptions of users in the context of AI-driven digital technologies, you can gain insights into how these technologies impact gender equality.

Considering the significance of gender equality in global priorities at UNESCO, your research can provide valuable knowledge for policymakers, tech developers, and communicators in fostering a more inclusive digital space. Moreover, highlighting the role of communication researchers in studying and understanding these impacts emphasizes the need for interdisciplinary collaboration in addressing the social impact of technological advancements.

Remember to keep an open approach and critically assess the ethical implications of your research, ensuring that your investigation contributes to positive societal change and advancements in gender equality within the digital age.

## 本文引用格式

ChatGPT、李金銓、邱林川、馮應謙、魏然、周樹華、黃懿慧、陳韜文、黃煜、鍾布、宋韻雅、梁海、張引(2023)。〈華人傳播學者對話ChatGPT：人工智能與傳播學研究〉。《傳播與社會學刊》，第66期，頁1-18。