

对话 ChatGPT: AI 时代的新闻传播 It seems that overnight, ChatGPT has become a topic of heated discussion worldwide. This large language model, developed by OpenAI, has drawn widespread attention from all sectors of society with its powerful natural language processing capabilities and near-human conversation...

Authors: Chen Yu, Chen Yu

Date: 2023-10-25T00:00:00+00:00

Abstract

Purpose/Significance ChatGPT is a chatbot program developed by OpenAI in the United States. Engaging in dialogue with ChatGPT can provide insights for news communication in the AI era. **Method/Process** Currently, GPT-3.5 provides users with 30 free queries per day. Through carefully designing a dialogue outline, Chen Yu engaged in dialogue with ChatGPT on several issues concerning news communication. **Results/Conclusion** AI technology represented by ChatGPT is bringing tremendous impact to news communication. In the AI era, the news communication industry should enthusiastically embrace AI technology, responsibly apply AI technology, and provide better experiences for audiences. Simultaneously, governments, technology companies, civil society organizations, individuals, etc. should work together with the news communication industry to collectively address issues that AI technology may bring, such as fake news, online harassment, information cocoons, and other problems.

Full Text

Preamble

A Conversation with ChatGPT: The Media and Communications Industry in the Age of AI

Chen Yu

Abstract

[Purpose/Significance] ChatGPT is a chatbot program developed by OpenAI in the United States. Conversations with ChatGPT can shed light on the media and communication industry in the age of AI. **[Method/Process]** Currently, GPT-3.5 offers users 30 free query credits per day. By carefully designing a conversation outline, Chen Yu engaged in a dialogue with ChatGPT on various issues concerning the media and communication industry. **[Result/Conclusion]** AI technology, represented by ChatGPT, is having a tremendous impact on the media and communication industry. In the AI era, the industry should enthusiastically embrace AI technology and use it responsibly to provide better experiences for audiences. At the same time, governments, technology companies, civil society organizations, and individuals must work together with the media and communication industry to address potential problems such as fake news, online harassment, and information cocoons that may arise from AI technology.

[Keywords] ChatGPT; AI; Media and Communications; Fake News; False Information; Filter Bubbles; Information Cocoons; Echo Chambers; Deepfake; Digital Divide; Disinformation Campaigns; Digital Literacy

[Classification] TP18; G2

On September 16, 2023, Chinese scholar Chen Yu conducted a conversation in English with ChatGPT, a chatbot program developed by OpenAI, focusing on several questions regarding the media and communications industry. The dialogue was translated into Chinese on the same day using DeepL's online translation software. In the conversation, ChatGPT offered several thought-provoking perspectives for consideration.

Will the AI Era Be an Era of Fake News?

Chen Yu: Will the AI era be an era of fake news?

ChatGPT: The AI era could potentially facilitate the spread of fake news. AI technology can be used to generate and disseminate fake news articles, videos, and images on a massive scale, making it difficult for people to distinguish between true and false information. Additionally, AI algorithms can be manipulated to amplify misinformation and deliver tailored content to specific individuals or groups.

However, it is important to note that AI can also be used to combat fake news. AI systems can be developed to detect and flag misinformation, analyze patterns of false information spread, and improve fact-checking processes. Ultimately, the impact of AI on fake news dissemination will depend on how individuals, organizations, and governments develop, regulate, and use AI.

Chen Yu: In the internet era, the cost of fake news is much lower than in the era of newspapers, radio, and television. So in the AI era, will the cost of fake

news be reduced even further?

ChatGPT: Yes, the cost of fake news in the AI era may be even lower compared to the internet era. AI technology can automate the creation and dissemination of fake news on a large scale, reducing the time, effort, and cost required to produce false information. AI algorithms can generate convincing fake articles, videos, and images, making it easier for misinformation to spread rapidly.

Furthermore, AI can be used to deliver tailored false content to specific individuals or groups, amplifying the impact of disinformation campaigns. This targeted approach can more effectively manipulate public opinion and influence individual beliefs. However, it must be pointed out that the cost of fake news is not solely determined by technological advances. Other factors, such as media literacy, fact-checking efforts, and social awareness, also play crucial roles in mitigating the impact of fake news.

Chen Yu: In the AI era, how should ordinary people distinguish between true and false news?

ChatGPT: In the AI era, ordinary people must develop critical thinking skills and adopt various strategies to differentiate between true and false news. Here are some recommendations:

1. **Verify sources:** Check the credibility and reputation of news sources. Look for established, trustworthy sources with a track record of reliability.
2. **Cross-check information:** Seek multiple sources reporting the same news. If only one source reports a particular story, exercise caution and verify the information from other reliable sources.
3. **Evaluate content:** Carefully examine content for signs of bias, sensationalism, or exaggeration. Misleading headlines, grammatical errors, or poor formatting can also be red flags.
4. **Fact-checking:** Utilize fact-checking websites or organizations dedicated to exposing misinformation. Fact-checkers evaluate claims in news articles for accuracy and provide evidence-based assessments.
5. **Be cautious with social media:** Fake news often spreads rapidly on social media platforms. Be skeptical of information shared by unknown or unverified accounts. Verify whether the news is reported by credible news organizations before treating it as true.
6. **Consider context:** Analyze the broader context of news stories. Consider the motivations behind the information, potential biases, and whether it aligns with established facts or evidence.
7. **Media literacy education:** Learn about media literacy practices and techniques for identifying fake news. Educate yourself and others on critical thinking skills, source evaluation, and fact-checking methods.

Remember that even AI-generated fake news will always have indicators and clues that can help identify misinformation. Remaining vigilant, questioning information, and relying on credible sources are essential practices for navigating the AI era and combating fake news.

Chen Yu: In the AI era, will people become more rational or more emotional?

ChatGPT: The impact of AI on human rationality and emotion in the AI era is complex and may vary from person to person. Here are some considerations:

1. **Rationality:** AI can improve access to information, data analysis, and decision-making processes, potentially leading to more rational decisions. AI algorithms can provide objective insights and help individuals make informed choices based on data-driven analysis. However, this also depends on how individuals interpret and utilize the information provided by AI. People may still be influenced by their existing biases, beliefs, and emotions, which can affect their rationality.
2. **Emotional manipulation:** AI technology can be designed to understand and manipulate human emotions. AI algorithms can analyze user data and behavior to tailor content that evokes emotional responses. This can be used for both positive and negative purposes. Emotional manipulation through AI can influence people's decisions and behaviors, potentially facilitating the spread of misinformation or propaganda.
3. **Personalization:** AI-driven algorithms can personalize content and recommendations based on individual preferences, interests, and emotions. This can create filter bubbles where people are exposed only to information that aligns with their existing beliefs, reinforcing confirmation bias and potentially leading to more emotional rather than rational responses.
4. **Ethical considerations:** The design, development, and deployment of AI systems must consider ethical guidelines to ensure they do not exploit or manipulate human emotions. Transparency, accountability, and regulation are crucial to prevent AI systems from being used to manipulate or deceive individuals emotionally.

In summary, the impact of the AI era on rationality and emotion is multifaceted. While AI has the potential to enhance rational decision-making, it can also be used to manipulate emotions and create personalized experiences that affect people's objectivity. It is essential for individuals, policymakers, and developers to be aware of these dynamics and strive for responsible and ethical AI practices.

Chen Yu: Is AI technology beneficial or detrimental to the expression and dissemination of personal opinions?

ChatGPT: AI technology has both beneficial and detrimental effects on the expression and dissemination of personal opinions. Here are some considerations:

Beneficial effects:

- a. **Amplifying voices:** AI-driven platforms and social media algorithms can help amplify the reach of personal opinions, making them accessible to larger audiences and potentially creating greater impact.
- b. **Personalization:** AI algorithms can tailor content and recommendations to individual preferences, enabling people to access and engage with opinions that align with their interests and values.
- c. **Accessibility:** AI-driven language translation tools can help break down language barriers, enabling people to express and share their opinions across different cultures and languages.

Detrimental effects: a. **Filter bubbles:** AI algorithms can create filter bubbles where individuals are exposed only to content that reinforces their existing beliefs and opinions. This can limit exposure to diverse perspectives and create echo chambers. b. **Manipulation and misinformation:** AI can be used to manipulate and spread misinformation, amplifying false or misleading opinions. For example, deepfake technology can create convincing fake videos to spread false information. c. **Online harassment and hate speech:** AI-driven platforms may struggle to effectively moderate and prevent the spread of harmful or abusive opinions, leading to environments where individuals may face harassment or encounter hate speech.

Striking a balance is necessary to harness the benefits of AI technology for expressing and disseminating personal opinions while mitigating negative effects. Responsible design, regulation, and user awareness are crucial to ensure AI technology empowers individuals while minimizing harm.

Chen Yu: Will AI technology shrink or expand the social distance between people?

ChatGPT: The impact of AI on social distance between individuals can vary depending on how it is implemented and used. Here are some considerations:

Expanding social distance: a. **Filter bubbles:** AI algorithms can create filter bubbles where individuals are exposed only to content that aligns with their existing beliefs and preferences. This can lead to narrowed perspectives and reduced exposure to diverse opinions, potentially increasing social distance between people with different viewpoints. b. **Online interactions:** AI-driven chatbots and virtual assistants can provide automated responses and interactions, reducing the need for human-to-human communication. This could lead to decreased face-to-face interactions and potentially increase social distance.

Shrinking social distance: a. **Accessibility:** AI technology can improve accessibility by breaking down language barriers, making it easier for people from different cultures and languages to communicate and connect. This can help reduce social distance between individuals from diverse backgrounds. b. **Personalization:** AI algorithms can tailor content and recommendations to individual preferences, facilitating connections based on shared interests and values. This can help foster connections between like-minded individuals and reduce social distance between them. c. **Collaboration and communication:** AI can facilitate collaboration and communication through tools such as video conferencing, virtual reality, and instant messaging platforms. These technologies can help bridge geographical distances, enabling people to connect and collaborate regardless of their physical location.

In summary, the impact of AI on social distance is complex and can have both positive and negative effects. It is important to consider the design, implementation, and ethical aspects of AI technology to ensure it is used in ways that promote connection, understanding, and inclusion rather than increasing social distance.

Chen Yu: Compared to the era of information scarcity and the internet era of information explosion, will humans be happier in the AI era?

ChatGPT: The impact of AI on individual well-being is a complex and multifaceted topic. It is difficult to conclude whether people will be happier in the AI era compared to previous eras of information scarcity or information explosion. Here are some considerations:

1. **Access to information:** AI technology can provide individuals with quick and convenient access to vast amounts of information, enabling them to learn, explore, and stay informed. This can contribute to personal growth, empowerment, and a sense of fulfillment.
2. **Convenience and efficiency:** AI-driven tools and services can automate tasks, saving time and effort. This can improve convenience and productivity and potentially reduce stress levels, thereby enhancing overall well-being.
3. **Personalization:** AI algorithms can tailor experiences and recommendations to individual preferences, improving user satisfaction and enjoyment. Personalized content, products, and services can contribute to a sense of fulfillment and happiness.
4. **Impact on employment:** The widespread adoption of AI technology may lead to job displacement and economic instability for some individuals. The impact on job satisfaction and overall well-being will depend on how society and individuals navigate these transitions and address potential challenges.
5. **Ethical considerations:** Ethical use of AI is crucial to ensuring individual well-being and happiness. Ethical guidelines should address issues such as privacy, bias, transparency, and accountability to mitigate potential negative impacts on well-being.

It is important to note that happiness is subjective and influenced by various factors beyond AI technology. It depends on individual circumstances, values, and personal experiences. While AI can bring benefits and opportunities, it is crucial to consider broader societal and ethical implications to ensure that AI adoption positively contributes to overall well-being and happiness.

National Response Strategies

Chen Yu: In the face of fake news proliferation, can citizens only turn to the state for help?

ChatGPT: The issue of fake news is complex, and the role of the state in addressing it is also a matter of debate. Some argue that state intervention is necessary to combat fake news, while others emphasize the importance of maintaining freedom of expression and avoiding government control over information. Here are some perspectives:

1. **State regulation and fact-checking:** Some argue that the state should

play a role in regulating and fact-checking information to combat fake news. This could involve establishing laws or regulatory bodies to ensure the accuracy and reliability of information disseminated to the public.

2. **Media literacy and education:** Some advocate for empowering individuals with media literacy and critical thinking skills rather than relying solely on state intervention. By educating people on how to identify and verify reliable information sources, they can be empowered to navigate the information landscape and distinguish fake news from credible sources.
3. **Technological solutions:** AI and other technologies can be leveraged to develop tools that help users identify and verify the credibility of information. These tools can provide fact-checking services, flag suspicious content, or use algorithms to identify patterns of misinformation.
4. **Collaborative efforts:** Addressing fake news requires collaboration among various stakeholders, including governments, technology companies, media organizations, and civil society. Cooperation and partnerships can help develop comprehensive strategies to combat fake news while respecting the principles of free speech.

Ultimately, the approach to dealing with fake news will depend on a society's specific circumstances, values, and priorities. Balancing the fight against misinformation with the protection of free speech is a complex challenge that requires careful consideration and ongoing dialogue among all relevant stakeholders.

Chen Yu: Due to the use of AI technology, will social issues and public concerns be more easily manipulated?

ChatGPT: The use of AI technology does have the potential to manipulate social issues and public concerns, but it is important to note that AI itself is merely a tool, and its impact depends on how it is designed, deployed, and regulated. Here are some considerations:

1. **Amplifying biases:** AI algorithms are trained on existing data, which may contain biases and prejudices. If these biases are not addressed, AI systems may perpetuate and amplify them, potentially influencing public opinion and exacerbating social issues.
2. **Manipulating information:** AI-driven tools can be used to spread misinformation, manipulate public discourse, and shape narratives. For example, deepfake technology can create convincing fake videos or audio recordings, making it difficult for people to distinguish between authentic and manipulated content.
3. **Targeted advertising and persuasion:** AI algorithms can analyze vast amounts of user data to create personalized and targeted advertisements or messages. This can be used to manipulate public opinion, influence behavior, or exploit vulnerabilities.
4. **Lack of transparency:** AI systems can be complex and opaque, making it difficult for individuals to understand how they work and to identify when they are being manipulated. This lack of transparency can undermine trust and make it easier to manipulate social issues and public con-

cerns.

To mitigate these risks, it is crucial to develop robust regulations and ethical guidelines. Transparency and accountability in AI systems, algorithmic auditing, and independent oversight can help eliminate biases, prevent manipulation, and ensure that AI technology is used in ways that align with societal values and the public interest.

Additionally, improving media literacy and critical thinking skills can empower individuals to identify and question misinformation, reducing the likelihood of manipulation. Addressing these challenges and ensuring the ethical and responsible use of AI technology is a shared responsibility among governments, technology companies, civil society, and individuals.

Chen Yu: Will the use of AI technology lead to a further widening of the digital divide? What measures can the media and communications industry take to help prevent this?

ChatGPT: The use of AI technology does have the potential to further widen the digital divide if not implemented and managed carefully. Here are some preventive measures the media and communications industry can take:

1. **Accessibility and inclusivity:** Ensure that AI-driven news and communication platforms are accessible to all users, including those with disabilities or limited technological capabilities. Consider factors such as screen readers, voice interfaces, and text-to-speech features to make content more inclusive.
2. **Digital literacy programs:** Invest in digital literacy programs to bridge the gap between those who have access to AI technology and those who do not. Provide training and resources to help individuals understand and navigate AI-driven news platforms, ensuring they can make informed decisions and effectively engage with AI-driven content.
3. **Eliminating algorithmic bias:** AI algorithms can sometimes exhibit biases that perpetuate existing inequalities and prejudices. The media and communications industry should actively address and reduce algorithmic bias to ensure fairness and impartiality in news dissemination. Regular audits and transparency in algorithmic decision-making can help identify and correct biases.
4. **Engaging with communities:** Engage with communities that may be disproportionately affected by the digital divide to understand their specific needs and challenges. Collaborate with local organizations, governments, and community leaders to develop targeted programs that address access to AI technology and digital literacy.
5. **Public-private partnerships:** Foster collaboration between the media and communications industry, technology companies, and governments to promote digital inclusion. These partnerships can help ensure that AI technology benefits all segments of society and helps bridge the digital divide.

6. **User-centered design:** Prioritize user-centered design principles when developing AI-driven news and communication platforms. Consider the needs and preferences of different user groups, including those with limited access to technology, to create inclusive and user-friendly experiences.
7. **Ethical guidelines and regulations:** Develop clear ethical guidelines and regulations for the use of AI in the news and communications industry. This can help prevent the misuse of AI technology and ensure that AI is deployed in ways that promote fairness, transparency, and inclusion.

By taking these measures, the media and communications industry can proactively work to prevent the further widening of the digital divide and ensure that AI technology is utilized in ways that benefit all members of society.

Chen Yu: Nowadays, some news media, in pursuit of profit, often precisely “feed” audiences with information that matches their respective preferences, rather than presenting a neutral, fair, and objective view of the real, complex, and colorful world. This “feeding” behavior objectively creates customized “information cocoons” for audiences. In the AI era, the use of AI technology may greatly facilitate this “feeding” behavior by news media. Is this “feeding” behavior ethical? Should necessary regulation and oversight be implemented? How should it be regulated?

ChatGPT: The “feeding” behavior you describe—where news media cater to audience preferences and biases—is a concerning issue in today’s media environment. It can lead to the creation of information bubbles or echo chambers, limiting exposure to diverse perspectives and potentially reinforcing existing beliefs. While AI technology can amplify this behavior through personalized content delivery, it is important to consider its ethical implications and the need for regulation and oversight.

Ethical concerns of “feeding” behavior: The ethics of this behavior depend on the principles and values that news media organizations uphold. Journalism ethics have traditionally emphasized impartiality, objectivity, and broad perspectives. If news media prioritize profit over these principles, it can be considered ethically problematic, as it may lead to misinformation, polarization, and a distorted understanding of the world.

Regulation and oversight: Regulation of news media is a complex issue that requires balancing freedom of expression with the responsibility to provide accurate and diverse information. However, some potential approaches are worth considering:

1. **Transparency and disclosure:** News media should be transparent about their editorial processes, including content selection and personalization. This can help users understand the potential biases and limitations of the information they consume.
2. **Algorithmic transparency:** If AI algorithms are used for personalized content, there should be transparency about how these algorithms work, including the factors that influence content recommendations. This can

help users understand how their information is being customized and prevent manipulation.

3. **Independent oversight:** Independent bodies or regulatory authorities could be established to ensure compliance with ethical standards and to investigate and address misinformation or biased reporting. These bodies could have the power to impose fines or other penalties when necessary.
4. **Media literacy and education:** Improving media literacy and critical thinking skills can empower individuals to navigate media, identify biases, and seek diverse perspectives. Media literacy education should be integrated into school curricula and public awareness campaigns.

It is essential to strike a balance between regulation and freedom of expression, ensuring that oversight measures do not infringe on journalistic independence or stifle diverse viewpoints. Ongoing dialogue and collaboration among stakeholders—including governments, media organizations, technology companies, and civil society—are crucial for finding effective and ethical regulatory approaches in the AI era.

Chen Yu: History shows that hostile states often engage in disinformation campaigns against each other. In the AI era, could such disinformation campaigns escalate? What measures can states take to counter disinformation campaigns from hostile states?

ChatGPT: The AI era indeed presents new challenges and risks for disinformation campaigns between hostile states. AI technology can be used to amplify and spread false information at unprecedented scale and speed. Here are some measures states can take to counter disinformation campaigns:

1. **Enhancing resilience:** States should invest in building societal resilience by improving media literacy and critical thinking skills. Educating citizens on how to identify and evaluate false information can help them become more resistant to manipulation.
2. **Strengthening cooperation:** International cooperation is crucial in addressing disinformation campaigns. States can collaborate to share information, best practices, and lessons learned in combating false information. This could involve bilateral or multilateral agreements, joint investigations, and information-sharing platforms.
3. **Improving detection and attribution:** States should invest in enhancing their ability to detect and attribute disinformation campaigns. This could involve improving technical capabilities, such as AI tools for analyzing social media data, and establishing specialized teams or agencies responsible for monitoring and countering false information.
4. **Promoting transparency and accountability:** States should encourage transparency and accountability from online platforms and social media companies. This could include implementing regulations that require platforms to disclose information about content sources and reach, and holding platforms accountable for spreading false information.
5. **Strengthening legal frameworks:** States can review and update their

legal frameworks to address disinformation campaigns. This could include enacting laws specifically targeting false information while ensuring these laws respect freedom of expression and do not allow for censorship or abuse of power.

6. **Collaborating with social media platforms:** States can work with social media platforms to encourage responsible behavior and take measures to combat false information. This could include improving algorithmic transparency, enhancing content moderation approaches, and strengthening cooperation between platforms and governments.
7. **Public diplomacy and strategic communication:** States can invest in public diplomacy efforts to counter disinformation campaigns. This could involve proactive communication strategies, fact-checking initiatives, and collaboration with international partners and civil society organizations to amplify accurate information.

Combating disinformation campaigns requires a multi-faceted approach involving collaboration among states, technology companies, civil society organizations, and individuals. By taking these measures, states can work to counter false information and protect the integrity of public discourse.

Impact on the Media and Communications Industry

Chen Yu: What impacts might AI technology have on the media and communications industry?

ChatGPT: AI technology is likely to have significant impacts on the media and communications industry. Here are some potential effects:

1. **Content creation and curation:** AI algorithms can automate the creation and curation of news content. This includes generating news articles, summarizing information, and recommending personalized content based on user preferences. This can improve efficiency and allow for the production and delivery of a broader range of content.
2. **Audience engagement:** AI-driven chatbots and virtual assistants can enhance audience engagement by providing personalized recommendations, answering inquiries, and facilitating interactive experiences. This can improve user satisfaction and loyalty.
3. **Data analysis and insights:** AI algorithms can analyze massive amounts of data to extract insights and trends. This can help news organizations understand audience behavior, preferences, and consumption patterns, enabling them to tailor content and advertising strategies accordingly.
4. **Fact-checking and verification:** AI technology can assist in verifying and validating information, helping to combat misinformation and fake news. AI algorithms can analyze sources, cross-reference information, and identify inconsistencies, thereby improving the accuracy and credibility of news reporting.

5. **Personalization and customization:** AI algorithms can analyze user data and preferences to deliver personalized news experiences. This includes customized news feeds, targeted advertising, and content recommendations, making news consumption more relevant and engaging for individual users.
6. **Streamlined workflows:** AI technology can automate repetitive tasks such as data entry, content publishing, and social media management. This can free up journalists and other professionals to focus on more complex and creative work, thereby improving productivity and efficiency.
7. **Enhanced storytelling:** AI tools can assist journalists with data analysis, visualization, and content generation. This can enhance storytelling capabilities, enabling journalists to present information in more engaging and interactive formats.
8. **Advertising and monetization:** AI algorithms can optimize advertising strategies by analyzing user data and targeting specific audiences. This can help news organizations increase advertising revenue and monetize content more effectively.

While AI technology presents numerous opportunities for the media and communications industry, it also brings challenges such as algorithmic bias, ethical considerations, and potential job displacement. The industry must address these challenges responsibly to ensure that AI applications benefit both the industry and its audiences.

Chen Yu: In the AI era, could newspapers, radio, and television experience a revival due to the public's desire for authoritative news, particularly real news?

ChatGPT: While the rise of AI and digital platforms has indeed disrupted traditional media channels such as newspapers, radio, and television, the public's demand for authoritative and authentic news remains. However, the revival of these traditional media channels may not depend solely on the public's desire for accurate news. Several factors are at play:

1. **Trust and credibility:** Traditional media often have long-standing reputations for providing reliable and credible news. In an era of misinformation and fake news, this can be a significant advantage. If traditional media institutions can maintain and strengthen their credibility, they may attract audiences seeking authoritative news.
2. **Adapting to digital platforms:** Many traditional media have recognized the need to adapt to the digital environment. They have established online platforms and adopted digital technologies to reach broader audiences. By leveraging AI and other technologies, traditional media can enhance their content delivery, personalization, and engagement strategies to remain relevant.
3. **Diversifying revenue streams:** Traditional media institutions have been exploring revenue streams beyond advertising, such as subscription models, paywalls, and partnerships. By diversifying revenue streams, they can reduce their reliance on traditional advertising, which has been declin-

ing in recent years.

4. **Collaborating with AI technology:** AI can be a valuable tool for traditional media institutions. By leveraging AI-driven tools for content creation, fact-checking, and audience analysis, they can improve efficiency and accuracy. AI can also help personalize news delivery and improve user experience, thereby attracting and retaining audiences.
5. **Niche and specialized content:** Traditional media can differentiate themselves by focusing on niche or specialized content areas. By offering in-depth analysis, investigative journalism, and unique perspectives, they can meet audience demand for content beyond breaking news.

However, it is important to note that a revival of traditional media channels is not guaranteed. The digital landscape is highly competitive, and traditional media organizations need to continuously adapt, innovate, and meet the evolving needs of their audiences. They must also address challenges such as declining revenues, changing consumption patterns, and the rise of social media as a news source.

Ultimately, the revival of newspapers, radio, and television will depend on their ability to leverage their strengths, embrace digital transformation, and deliver high-quality, authoritative news in ways that resonate with modern audiences.

Chen Yu: Due to the application of AI technology, which jobs in the media and communications industry will be negatively affected? At the same time, what new jobs might AI technology bring to the industry?

ChatGPT: The application of AI technology in the media and communications industry may affect certain job roles while also creating new opportunities. Here are some examples:

Jobs that may be negatively affected by AI technology:

1. **Data entry and administrative tasks:** AI algorithms can automate data entry and administrative tasks, reducing the need for manual labor in these areas.
2. **Content curation and recommendation:** AI algorithms can analyze user data and preferences to curate and recommend content, reducing the need for human curators to perform these tasks.
3. **Fact-checking and verification:** AI-driven tools can assist with fact-checking and verification, potentially reducing the manual work required for fact-checking.
4. **Routine reporting and writing:** AI algorithms can generate news articles and reports based on data inputs, which may impact positions involving routine reporting and writing.

New jobs that AI technology could create:

1. **AI strategy and implementation:** Organizations will need professionals who can develop and implement AI strategies, ensuring that AI technology is effectively integrated into media and communications operations.
2. **Data analysis and insights:** With increased data availability, there will be growing demand for professionals skilled in data analysis, interpretation, and deriving insights from AI-generated data.
3. **AI ethics and governance:** As AI technology becomes more prevalent, professionals will be needed to address ethical concerns, ensure algorithmic fairness,

and establish governance frameworks for responsible AI use. 4. **AI content creation and curation:** While AI algorithms can automate some content creation and curation tasks, professionals will still be needed to oversee and guide AI-generated content, ensuring its quality and relevance. 5. **User experience design:** With the increasing use of AI-driven platforms, professionals who can design user-friendly, engaging experiences that seamlessly integrate AI features will be needed. 6. **AI journalism and storytelling:** Journalists who can leverage AI tools and technologies to enhance storytelling and data-driven reporting will be in demand.

It is worth noting that while some job roles may be affected by AI technology, new opportunities will also emerge. The media and communications industry should focus on upskilling and reskilling its workforce to adapt to the changing landscape and embrace the new roles brought about by AI technology.

Chen Yu: How should the media and communications industry and its practitioners embrace the wave of AI technology?

ChatGPT: To embrace the wave of AI technology, the media and communications industry and its practitioners can take the following steps:

1. **Stay informed and educated:** Industry professionals should keep abreast of the latest developments in AI technology and its applications in media and communications. This includes attending conferences, workshops, and training programs to acquire knowledge and insights.
2. **Foster a culture of innovation:** Organizations should create an environment that encourages experimentation and innovation with AI technology. This could include establishing dedicated teams or innovation labs to explore and implement AI solutions.
3. **Invest in AI talent:** Organizations should invest in hiring and developing AI talent, including data scientists, AI engineers, and AI strategists. This will ensure that skilled professionals are available to effectively leverage AI technology for the benefit of the industry.
4. **Collaborate with AI experts:** Establishing partnerships and collaborations with AI experts and technology companies can help the industry gain access to state-of-the-art AI tools and expertise. This can facilitate the integration of AI technology with media and communications operations.
5. **Ethical considerations:** The industry should prioritize ethical considerations when using AI technology. This includes addressing algorithmic bias, ensuring transparency in AI decision-making, and protecting user privacy and data security.
6. **Upskill and reskill the workforce:** Professionals in the industry should focus on acquiring new skills and knowledge to adapt to the changing landscape. This may involve learning data analysis, AI programming, and other relevant skills to effectively work with AI technology.
7. **Embrace AI-augmented roles:** Rather than fearing job displacement, professionals should embrace AI-augmented roles. This involves understanding how AI technology can enhance their work and finding ways to

collaborate with AI tools and algorithms.

8. **Emphasize human creativity and judgment:** While AI technology can automate certain tasks, human creativity, critical thinking, and judgment remain invaluable. The industry should focus on leveraging AI technology to enhance human capabilities rather than replace them.
9. **Use AI responsibly:** The industry should actively participate in discussions and initiatives on responsible AI use. This includes addressing bias, ensuring transparency, and developing guidelines and standards for ethical AI deployment.

By embracing AI technology, the media and communications industry can unlock new opportunities, improve efficiency, and provide more personalized and engaging experiences for audiences. It is crucial to approach AI adoption with a strategic and responsible mindset to maximize its potential benefits.

AI technology, represented by ChatGPT, is having a tremendous impact on the media and communications industry. In the AI era, the industry should enthusiastically embrace AI technology and use it responsibly to provide better experiences for audiences. At the same time, governments, technology companies, civil society organizations, and individuals must work together with the media and communications industry to address potential problems such as fake news, online harassment, and information cocoons that may arise from AI technology.

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.