

ARTIFICIAL INTELLIGENCE AS AN AREA OF RESEARCH BY POLISH SCIENTISTS IN THE FIELD OF SOCIAL COMMUNICATION AND MEDIA STUDIES

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ABSTRACT

There is a growing interest in the subject of artificial intelligence, visible in the number of papers and conferences devoted to this subject. It encourages reflection on the main areas of research and scientific knowledge undertaken by representatives of social communication and media sciences. This article presents the effects of a systematic review of journals, which led to determining the actual level of interest in the subject of broadly understood artificial intelligence and identifying three main thematic trends within which the analyzed scientific texts fall, namely: research on the attitudes and opinions of recipients towards AI, a description of AI tools and products, and characteristics of AI products undertaken as the subject of analyses and/or research conducted by the author.

Keywords: artificial intelligence, social communication and media sciences, Polish scientific journals

Introduction

There is no doubt that although the concept of artificial intelligence has been present in scientific discourse since 1956 (Rajaraman 2014, p. 16; Iszkowski, Tadeusiewicz 2023, p. 52), and intelligent devices have been available in public spaces since the beginning of this millennium. It was only when Open AI released an optimized language model for dialogues, known as ChatGPT, to global users at the end of 2022 that it caused a real explosion of events, articles and discussions on various topics directly or indirectly related to the role, meaning, future and ethical aspects

of artificial intelligence. The Polish media and communication studies community also responded to the change taking place in the media ecosystem. As part of the scientific conferences organized by them, much attention was devoted to this topic, dedicating some of them almost entirely to artificial intelligence. Examples include the annual Krakow Media Ethics conference, titled 'Artificial Intelligence: Machine Empowerment – Human Objectification' (Krakow 17–18.05.2023), the Warsaw methodological conference 'From Newspaper to Artificial Intelligence – Evolution of Contemporary Media Research' (Warsaw, 23–24.11.2023) or the Gdansk 'The Mirror of the Media' conference, subtitled 'From Chat Bots to CX and UX' (Gdańsk 4.12.2023). In more than a single event, selected sessions or panels were devoted to the research field related to AI.

In parallel to the considerations conducted by the world of science, in the media discourse, the concept of artificial intelligence has appeared and appears as topics of news, commentaries, opinions, columns, reports, broadcasts, podcasts or journalistic discussions. Only in relation to the websites of the daily newspaper *Rzeczpospolita* in the defined date range, from the beginning of November 2022 to the end of July 2024, the Google search engine returns 7,280 results for the search term 'artificial intelligence', the website of *Gazeta Wyborcza* is linked 8,690 times, Interia 13,700 times, Onet 1,410 times and Wirtualna Polska 718 times. Also, on the Spotify and YouTube platforms over the last 1.5 years, a significant increase in podcasts and film materials devoted to the analyzed topics can be observed.

The number of courses offered to Internet users, during which one can become familiar with the basics of machine learning, use of AI-based tools or understand the essence of neural networks, is growing equally fast. Unfortunately, in addition to excellently prepared teaching materials, some of the services are provided by entities and/or people who do not have the required competences, and only use the growing interest in the fashionable concept of artificial intelligence to generate traffic within profiles in social networks or to make quick money.

Considering the growing interest in the subject and the clear increase in content generated about artificial intelligence, indicated above, it is assumed that this issue has also been undertaken in scientific journals, which focus on scientists concentrated on social communication and media sciences. It is therefore interesting, on the one hand, to verify the aforementioned belief, and on the other hand, to attempt to capture the main problem areas taken up by researchers of new media.

Artificial Intelligence – Problem Framework

The creator of the term artificial intelligence is considered to be John McCarthy, who used it for the first time in 1956 during a conference in Dartmouth. This American computer scientist is also a laureate of the Turing Award (*Earnest*), awarded by the Association for Computing Machinery continuously since 1966 for outstanding achievements in the field of computer science. This award closely corresponds to the achievements of both the laureate and the pioneer of the development of artificial

intelligence, Alan Turing. The test carried out by Turing is considered to be the first attempt to define an intelligent machine, and the mathematician himself is considered in Great Britain to be one of the most outstanding figures of the 20th century. Research on the analysis and identification of molecules of organic compounds unknown to science, conducted at Stanford University (1965), also proved groundbreaking in the path to the creation of the foundations of artificial intelligence. The results obtained by the computer were a significant scientific achievement, published in 1993 in the prestigious journal *Artificial Intelligence*. The described Dendral project was the first expert system, imitating the knowledge and analytical skills of a human expert. However, it was not until the 1980s and 1990s that a real breakthrough in the field of artificial intelligence took place. Thanks to progress in the field of machine learning algorithms, and in the 1990s, among others due to the commercialization of academic achievements and implementation of their work in Internet search engines, work on the development of machine learning algorithms intensified. The 21st century is considered a period of technological boom. The dynamics of AI development, driven by progress in machine learning and especially deep learning, transformed not only research on artificial intelligence, but also the way in which this technology is implemented in various sectors of the economy and everyday life. Key factors on this path of development included, among others, increasing available computing power and the development and availability of data sets (made possible by the ongoing process of digitization). Equally important development impulses were advances in natural language processing (NLP), enabling users to interact with digital devices using voice, and advances in deep learning (DL), enabling extraordinary accuracy in image identification and classification (Clarkson 2024, p. 12).

The technological boom is ultimately associated with the introduction of improvements in transformer-based deep neural networks, particularly large language models (LLMs). The widespread use of generative AI, an area of “artificial intelligence that focuses on creating new data, images, sounds, or other content that did not exist before” capable of “generating new, authentic elements based on patterns and information that were provided to them during training” (Przewodnik po sztucznej inteligencji, 2024, p. 15), is available to the mass user in the form of Chat GPT, Copilot Gemini, LLaMA or Midjourney and DALL-E. These material manifestations of AI development imply a growing interest in the subject of the development of the latest technologies mentioned in the first sentences of the text.

This dynamically developing technology is being subjected to intensified attempts to define and describe it in parallel. In the *Policy for the Development of Artificial Intelligence in Poland from 2020*, we read that artificial intelligence ‘is being defined as a field of knowledge covering, among others, neural networks, robotics and the creation of models of intelligent behavior and computer programs simulating these behaviors, including *machine learning*, *deep learning* and *reinforcement learning*’ (*Polityka dla Rozwoju... 2020*, p. 66). The European Commission documents from 2019 stated that ‘Artificial intelligence (AI) refers to systems that display intelligent behavior by analyzing their environment and taking actions – with some degree

of autonomy – to achieve specific goals. AI-based systems can be purely software-based, acting in the virtual world (e.g. voice assistants, image analysis software, search engines, speech and face recognition systems) or AI can be embedded in hardware devices (e.g. advanced robots, autonomous cars, drones or Internet of Things applications)' (*A definition of Artificial Intelligence...2018*, p. 2). Eleonora Peruffo, Ricardo Rodríguez Contreras, Irene Mandl, Martina Bisello (2020) from the European Foundation for the Improvement of Living and Working Conditions propose a generic approach, presented in the diagram below.

Source: Peruffo E., Rodríguez Contreras R., Mandl I., Bisello M. (2020). *Game-changing technologies: Transforming production and employment in Europe*. European Foundation for the Improvement of Living and Working Conditions, <https://www.eurofound.europa.eu/en/publications/2020/game-changing-technologies-transforming-production-and-employment-europe>, p. 5.

Along with the accelerating technological achievements and the widespread use of AI, the way of understanding the title concept is also evolving. Taking into account the focus of the analyses adopted in this text, the definitional issues and the historical outline are treated only as a starting point for further considerations, without deepening the topic – which requires separate consideration.

Methodology

In order to verify the adopted assumptions, a contributive study was conducted in the form of a systematic review of journals, aimed at determining the number of articles devoted to the broadly understood subject of artificial intelligence. At the initial stage, the most recognizable, scored scientific journals were selected for the study, gathering representatives of the Polish scientific community undertaking research in the field of social communication and media science. This group included the following periodicals (in alphabetical order): *Central European Journal of Communication (CEJC)*, *Media – Biznes – Kultura (MBK)*, *Media – Kultura – Komunikacja Społeczne (MKK)*, *Mediatization Studies (MS)*, *Studia Medioznawcze (SM)*, *Rocznik Medioznawczy (RM)*, *Zarządzanie Mediami (ZM)*, *Zeszyty Prasoznawcze (ZP)*. Additionally, it was decided to include *Com.press*, a journal affiliated with the Polish Society of Social Communication, aimed primarily at young scientists, and run by representatives of the youngest generation of Polish media and communication experts, in the sample. This choice is justified by the intention to check whether the interest in the subject of the latest technologies is greater among this group of authors than in other journals.

The study was conducted at the end of July 2024, and the research extent covered the period from January 2023, i.e. from the beginning of the year following the introduction of the GPT chats in December 2022, based on the GPT-3.5 model, to mid-2024. Although this time frame is not long, it is assumed that it should allow for determining the level of interest in the analyzed topic. The issues of journals were taken into account along with their dating in accordance with the publishing order

of the editorial office, not the exact dates of their issue. It is worth noting that only scientific articles were selected for analysis, omitting other texts published in reviews and conference reports section in *Zeszyty Prasoznawcze* (ZP), „Conference reports” and „Book reviews” sections in *Studia Medioznawcze*. With the intention of answering the research questions posed, all digital databases of the selected 9 journals and all – 189 scientific articles published in them in the indicated one-and-a-half-year period of study were included in the search. Among them, articles were identified in which at least one of the following keywords appeared: artificial intelligence, AI, Chat GPT, OpenAI, large language models, LLM, machine learning, neural networks, NLP, natural language processing, or computer vision.

Table 1. Number of articles on artificial intelligence in the journals studied.

Journal Title	Number of Published Issues/Volume	Number of Science Articles Published	Number of Articles Referring to AI
<i>Central European Journal of Communication</i>	3	20	0
<i>Com.press</i>	2	13	2
<i>Media – Biznes – Kultura</i>	3	37	3
<i>Media – Kultura – Komunikacja Społeczna</i>	2	22	0
<i>Mediatization Studies</i>	1	6	0
<i>Studia Medioznawcze</i>	6	28	2
<i>Rocznik Medioznawczy</i>	1	5	0
<i>Zarządzanie Mediami</i>	2	12	1
<i>Zeszyty Prasoznawcze</i>	6	46	2
OVERALL	26	189	10

Source: self-reported data

This method allowed for 10 units of analysis to be distinguished and reviewed from a formal perspective. It ensured that the issue of artificial intelligence is leading in a given article or introduced to explain and/or describe and/or analyze the main phenomenon being studied, or that this topic was raised in connection with the implementation of the main goal or verification of the adopted research hypothesis. The research procedure also included the elimination from further research of those texts in which the topic of AI was treated in a signaling, contributing, digressive or marginal manner. In accordance with the above, the elimination also excluded from the research an interesting, four-page text by Päivi Maijanen and Michał Głowacki entitled *Decoding Media Impact and Datafication in Diverse Cultural Media Contexts*, which was published in the *Central European Journal of Communication* as an introductory text to the first issue of the journal in 2023.

The aim of the analysis, initially quantitative, then qualitative, was to answer the following research questions: Have Polish scientific journals focused on research

in the area of social communication and media sciences undertaken topics related to artificial intelligence? And if so: What aspects of artificial intelligence were analyzed in the published articles?

Research results and conclusions

The conducted analysis indicates that the subject of artificial intelligence has been taken up in Polish journals for media and communication studies scholars. Although out of 9 analyzed journals, 4 of them did not publish any text on this area, however, *a contrario* in *Com.press* as many as 15% of articles were related to the subject of artificial intelligence. Certainly, the chosen sample is too small to identify significant relationships and trends. However, consistent with the initial assumption, the journal targeting the youngest group of researchers addresses the subject of AI most frequently. Notably, this result is three times higher than the average, which stands at just over 5% across all journals. The most reflections on the significance of the popularization of AI were published in the journal *Media – Biznes – Kultura* (3), which is partly related to the extensiveness of each of the issues published. Another important observation is that none of the issues was devoted – analogously to environmental conferences – entirely to the analyzed topic.

It's also important to note the keyword frequency list provided by the authors of the texts. Interestingly, aside from the core concepts—artificial intelligence, AI, and ChatGPT—only the term journalism appeared multiple times, with one instance specified as automated journalism. Additionally, the thematic similarity between deepfake and fake news is worth mentioning. While these terms differ in meaning, they both relate to the broader issue of disinformation. The lack of repeated keywords indicates a wide thematic dispersion and a broad scope of research topics addressed by the authors. However, it's important to reiterate that generalizing conclusions is not possible due to the lack of representativeness in the research material.

Table 2. List of articles that discuss the topic of artificial intelligence.

Article Title	Author	Journal	Key Words
Problem stronniczości w ocenie dzieł popkultury stworzonych z wykorzystaniem sztucznej inteligencji. Analiza porównawcza Konkursu Piosenki Eurowizji i AI Song Contest (2020–2022) (The problem of bias in the evaluation of pop culture works created with artificial intelligence. A comparative analysis of the Eurovision Song Contest and AI Song Contest (2020–2022))	Oliwia Szelaąg	<i>Com.press</i> 2023/1	sztuczna inteligencja, ai song contest, konkurs piosenki eurowizji, stronniczość, televoting, online voting (artificial intelligence, AI Song Contest, Eurovision Song Contest, bias, televoting, online voting)
Rola antropomorfizacji i genderyzacji maszyn w komunikacji ekstrapersonalnej (The role of anthropomorphization and genderization of machines in extrapersonal communication)	Aleksandra Skrzypiec	<i>Com.press</i> 2023/1	komunikowanie społeczne, komunikacja ekstrapersonalna, sztuczna inteligencja, robotyka społeczna, <i>human-computer interaction</i> , <i>human-robot interaction</i> , antropomorfizacja, genderyzacja (social communication, extrapersonal communication, artificial intelligence, social robotics, human-computer interaction, human-robot interaction, anthropomorphism, genderization)
Rosyjska dezinformacja i wykorzystanie obrazów generowanych przez sztuczną inteligencję (deepfake) w pierwszym roku inwazji na Ukrainę (Russian disinformation and use of AI-generated images in the first year of the invasion of Ukraine)	Adam Majchrzak	<i>Media – Biznes – Kultura</i> 2023/1	dezinformacja, dezinformacja rosyjska, rosyjska inwazja, sztuczna inteligencja, deepfake; (disinformation, Russian disinformation, Russian invasion, artificial intelligence, deepfake)
Komunikacja z wykorzystaniem sztucznej inteligencji w turbulentnych warunkach rynkowych (Communication by using artificial intelligence in turbulent market conditions)	Michał Makowski	<i>Media – Biznes – Kultura</i> 2023/1	komunikacja, sztuczna inteligencja, AI, turbulentny rynek, sytuacja kryzysowa (communication, artificial intelligence, AI, turbulent market, crisis situation)
Autografon, maszyna do pisania, ChatGPT – techniki wytwarzania nieludzkich podmiotów (Autografon, typewriter, ChatGPT – techniques for creating non-human subjects)	Michał Dawid Żmuda	<i>Media – Biznes – Kultura</i> 2024/1	automatyczne pisanie, chatbot, sztuczna inteligencja, pisanie, spirytyzm (automatic writing, chatbot, artificial intelligence, writing, spiritualism)

Article Title	Author	Journal	Key Words
Identification of Vortex Information. Detection of fake news eruption time	Włodzimierz Gogołek	<i>Studia Medioznawcze</i> 2024/1	fake news, harmful information, bigrams (letter pairs), fake news detection, information vortex, Big Data, AI, information refining
Pluralizm, transparentność i odpowiedzialność. Nowe regulacje Unii Europejskiej w obszarze mediów i technologii cyfrowych (Pluralism, transparency, and accountability: new European Union's Regulations in the field of Media and Digital Technology)	Alicja Jaskiernia	<i>Studia Medioznawcze</i> 2024/1	Unia Europejska, wolność mediów, transparentność, platformy internetowe, sztuczna inteligencja (European Union, media freedom, transparency, internet platforms, artificial intelligence)
Potentials and pitfalls of using ChatGPT in journalism	Barbara Cyrek	<i>Zarządzanie Mediami</i> 2023/2	bibliometric analysis, ChatGPT, critical discourse analysis, journalism, newsroom, press, qualitative review
„Każdy zna się na AI”. Przegląd badań polskiej opinii publicznej na temat sztucznej inteligencji („Everyone Knows AI”. A Review of Polish Public Opinion Polls on Artificial Intelligence)	Maria Nowina Konopka	<i>Zeszyty Prasoznawcze</i> 2023/4	Artificial Intelligence, sztuczna inteligencja, SI, badania opinii publicznej, Polska (Artificial Intelligence, public opinion poll, review, survey, AI, Poland)
Sztuczna inteligencja w służbie tworzenia treści na przykładzie portalu internetowego skierowanego do polskiej społeczności w Hiszpanii (Artificial Intelligence in the Service of Content Creation, Using the Example of a Website Aimed at the Polish Community in Spain)	Paweł Kijko	<i>Zeszyty Prasoznawcze</i> 2024/2	Artificial intelligence, chatGPT, automated journalism (Artificial intelligence, chatGPT, automated journalism)

Source: self-reported data

A critical review of the journals allows us to capture three main thematic trends undertaken by Polish researchers, which have been categorized into the following classes of issues:

1. Attitudes and opinions of recipients towards AI;
2. Description of AI tools and products;
3. AI products as the subject of analysis.

Recipient's attitudes and opinions towards AI

The largest thematic group comprises descriptive articles that focus on the recipients of artificial intelligence, specifically exploring their attitudes, opinions, and perceptions towards technological artifacts. In this context, starting from the perspective of media archaeology, a comparison of media narratives concerning the use of devices for automatic text generation was made. Autografon, the typewriter and ChatGPT were compared as technologies, the products of which, firstly, were and are burdened with problems “with the classification of texts, both on the part of those who write them and those to whom they are addressed” (Žmuda 2024, p. 187), and consequently, whether they were created by a human or non-human entity. Secondly, referring to Huhtamo’s research, it was pointed out that the timeless “media mania” of automatic text generation caused by these devices was indicated, and finally, that media narratives clearly indicate the progressive minimization of the role of humans in the process of text creation, embodying the desire dormant in humanity for centuries to create a self-writing machine. This text illustrates the changing culture of writing over the centuries, despite the unchanging social fascination with technological artifacts capable of automating text creation.

Reference was also made directly to the opinions of the recipients of artificial intelligence when presenting a review of Polish public opinion research on AI in the period from 2017 to 2023. The conclusions from the research focused on five main conclusions concerning: 1) two dominant ways of defining the concept of *artificial intelligence*: ontic and praxeological, 2) experiencing the presence of technological artifacts conditioned by belonging to an age cohort; 3) a high level of acceptance for intelligent machines, ending on the border of technological interference in intimate, physical and spiritual space; 4) social concerns related to being replaceable and 5) disorientation in the face of the inability to recognize the author of the work and the partner of the communication interaction (Nowina Konopka 2023).

The views of a specific target group, namely journalists, were also examined by conducting a critical discourse analysis of the statements of representatives of this profession, both in articles and essays published by them on social media. As it was proven, their positive opinions are related to the perception of ChatGPT as a tool most helpful in identifying trends and patterns in the analysis of large data sets and to support time-consuming work. On the other hand, they point with concern to issues related to trust, violation of privacy and copyright, fear of being replaceable and therefore dismissed from work. Describing the role of ChatGPT in journalism, Barbara Cyrek reconstructed not only the journalistic perspective, but also the academic one – showing the level of interest of the scientific community in the development of LLM in the humanities and social sciences. Interestingly, a systematic review of the Scopus and Web of Science databases allowed us to extract 830 results for social sciences and 173 for humanities related to the concept of ChatGPT (as of November 2023), but only 10 of them referred to concepts such as journalism, press, newsroom (Cyrek 2023). All of them, however, thematically fit within the three problem groups distinguished by the author of this article.

The topics addressed by researchers also include the issue of EU regulators' attitudes towards the issue of creating a legal and ethical framework for the use of broadly understood digital technologies in social life. Their goal is, as Alicja Jaskiernia writes, to build "an ecosystem of trust in which the use of these new technologies is based on the principles of transparency, security guarantees and possible minimization of the negative, currently foreseeable effects of the widespread use of AI" (Jaskiernia 2024, p. 18). Thus, their intention is to create a convergent legal system that will protect AI users and recipients from abuse by technology companies, disinformation, propaganda, and will protect users from uncontrolled trade in their personal data. It seems that the actions taken in this area should be considered not only necessary, but also urgent, especially since ChatGPT is considered to be the fastest growing technology of all time, with over 100 million users using it in just the first two months of its launch (Hu 2023). It is also significant that users, when conversing with non-human agents, create relationships with them, based on patterns taken from human-human communication. This issue is discussed in the text entitled "The role of anthropomorphization and genderization of machines in extrapersonal communication". The author addresses the issue of subjectivizing technological tools by giving them – symbolically and physically – features that make them similar to humans, including the penetration of socio-cultural gender into technological artifacts. In the course of the conducted analyses, it was shown that "the use of advanced technologies is no longer exclusively utilitarian. Contact with artifacts designed today can induce emotional states similar to those that people experience when participating in interpersonal communication" (Skrzypiec 2023, p. 137).

Description of AI tools and products

Another topic explored by the authors is the use of tools and products developed through artificial intelligence technology. In this context, natural language processing (NLP) tools like Jasper, DeepL, and ChatGPT—used by the creators of the Polish community portal in Spain, www.torreviejaonline.pl are discussed. The mechanism of content creation in a semi-automated manner, which involves collaboration between humans and AI, is also described. An example of another type of tool are solutions with attached algorithms that allow for generating not content, but images. This aspect was examined in connection with disinformation activities conducted in the first year of the Russian invasion of Ukraine. In his considerations, however, the author focused not on the description of specific tools, but on the fact of introducing the so-called deepfake, which should be understood as image processing techniques that involve superimposing human faces on moving and still images using artificial intelligence (Majchrzak 2023, p. 77). This technology therefore allows for the creation of separate media products based on input data, which are the effect of processing and their final product. Another type of technological products using artificial intelligence algorithms include communication

bots, which are currently widely used by employees of creative industries. The situation is no different in the case of the marketing activities sector, which Michał Makowski writes about, describing the use of bots in the context of their advantages and disadvantages in marketing communication. Artificial intelligence is also used to conduct advanced processing and mathematical calculations, which were used to focus on the identification of viral information, in the context of detecting the time of eruption of false information (Gogołek 2024).

AI products as a subject of analysis

The last article to be analyzed is a text that addresses the topic of artificial intelligence in the context of studying social phenomena and events in connection with the creation of non-human products. Specifically, the research identified ways to minimize bias in the evaluation of songs created traditionally, as a result of human intellectual processing and using artificial intelligence. In this way, the voting procedures used by the organizers in the Eurovision Song Contest and the AI Song Contest (Szeląg 2023) were compared. This is a different research perspective from the previous ones, indicating the existence of two equal actors in the social space, capable of creating products, who participate in similar musical events, but compete not with each other, but within their own genre groups. The three categories mentioned are not separate, but are rather complementary and were used in this text to show certain main trends or perhaps more research areas that scientists move around. The areas external to the separate one are equally interesting, and therefore issues not discussed at all, such as the future of media and media-related professions, the need to adapt new digital competences, the social responsibility of AI creators and users, cybercrime using the latest media technologies or changes in language culture. It seems that publishing logic, resulting in a multi-month publication process and the size of issues, constitute a significant barrier to the reactivity of the environment. And just as articles on new media constituted only a few percent of all published texts in the first decade of the 2000s, it should not be surprising that only 5% of the considerations undertaken refer to topics related to AI.

Conclusions

9 magazines, 18 months, 26 issues (volumes), 189 articles and 10 units of analysis – this seems to be only the very beginning of the discussion, which, although it is already taking place lively at conferences and in the corridors, is not reflected in such large numbers in the written word. However, it seems that this trend will change in the near future due to the multitude of concurrent processes, including: 1) the popularization of AI-based tools in the social space, generating a natural impulse to undertake in-depth scientific reflection, 2) reducing the costs of technology, allowing for the increase of scientists' research capabilities, 3) implementing

EU regulations aimed at creating intelligent systems with “explainable artificial intelligence”, allowing for a better understanding of the solutions used, 4) creating interdisciplinary research teams undertaking analyses of phenomena and processes related to AI, 5) increasing the pool of public funds dedicated to the development of Polish artificial intelligence, especially in the context of conducting experimental development works and industrial research leading to the generation of results in the form of intelligent technology and finally 6) increasing social exposure to criminal behaviors carried out using advanced, automated data processing techniques.

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STRESZCZENIE

Sztuczna inteligencja jako obszar badań polskich naukowców w dyscyplinie nauk o komunikacji społecznej i mediach

Rośnie zainteresowanie tematyką sztucznej inteligencji, widoczne w liczbie artykułów i konferencji poświęconych temu zagadnieniu. Skłania to do refleksji nad głównymi obszarami badań podejmowanych przez przedstawicieli nauk o komunikacji społecznej i mediach. Niniejszy artykuł prezentuje efekty systematycznego przeglądu czasopism, który doprowadził do określenia faktycznego poziomu zainteresowania tematyką szeroko rozumianej sztucznej inteligencji oraz wyodrębnienia trzech głównych nurtów tematycznych, w ramach których mieszczą się analizowane teksty naukowe, a mianowicie: badania postaw i opinii odbiorców wobec AI, opis narzędzi i produktów AI oraz charakterystyka produktów AI podejmowanych jako przedmiot analiz i/lub badań prowadzonych przez autora.

Słowa kluczowe: sztuczna inteligencja, komunikacja społeczna i nauki o mediach, polskie czasopisma naukowe

First View