

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)。

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.

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