

學術對談

學界和公眾對人工智能認知的再思考： 當今之境，未來之航

對談人：Matthieu GUITTON、鍾布、宋韻雅

編輯：宋韻雅

翻譯：劉曉銘、李佳瑞



Matthieu Guitton 教授



鍾布教授
(Prof. Bu Zhong)

「人工智能之所以『人工』，是因為它由人類創造和製造。這並不意味著人類的優越性或將人工智能的物化；相反，它意味著人類以

Matthieu GUITTON，拉瓦爾大學醫學院與國際研究院教授、英國皇家人類學會會員、泰國國立法政大學 Bualuang ASEAN 講座教授。研究興趣：個體網絡行為、健康信息技術、VR 技術在神經感覺障礙修復中的應用。電郵：matthieu.guitton@fmed.ulaval.ca

鍾布，香港浸會大學傳理學院院長及教授、賓夕法尼亞州立大學唐納德·P·貝利薩里奧傳媒學院教授。研究興趣：健康傳播、社交媒體、心理健康、信息處理、技術對個人和社區轉型的影響。電郵：zhongbu@hkbu.edu.hk

宋韻雅，香港浸會大學傳理學院教授。研究興趣：國際傳播、數字媒體、社交媒體分析。電郵：yunyasong@hkbu.edu.hk

《傳播與社會學刊》，(總)第68期(2024)

一種藝術的方式創造物體。ChatGPT是一個文本生成器，而不是人工智能。如果我們渴望超越文本生成器的能力，就必須將社會科學和人文學科的洞察融入人工智能研究中。只有這些領域能教導我們甚麼是人類，我們必須將這些經驗整合到程式碼中，才能超越目前的層次。所有這些因素表明，我們需要社會科學的程度比之前所認為的還要多。」——Matthieu Guitton教授

「很多『概念』只是風靡一時，而後很快銷聲匿跡，因而我們無法預測明年是否還會討論元宇宙或ChatGPT。然而，這些技術的運作機制不僅關乎技術本身，還與由AI所驅動的溝通和互動有關。我們主要的興趣在於人類如何受到技術的影響，不論其載體是人、3D動畫，還是第二人生。因此，我們的目標是探討這項新技術如何改變溝通方式，以及如何使其助益社會。」——鍾布教授

Dialogue

Revisiting Scholarly and Public Perceptions of Artificial Intelligence: Current State and Future Trajectories

Discussants: Matthieu GUITTON, Bu ZHONG, Celine Yunya SONG

Editor: Celine Yunya SONG

Translators: Xiaoming LIU, Jiarui LI

Abstract

The emergence of large language models, such as ChatGPT, has sparked widespread interest and debates surrounding artificial intelligence (AI). Amidst this fervor, scholars and the general public hold divergent, and at times conflicting, views and expectations of AI. The complex nature of AI and the need for its responsible and thoughtful development and deployment have become highly debated topics that require immediate attention. To gain an in-

Matthieu GUITTON (Full Professor). Faculty of Medicine and Graduate School of International Studies, Université Laval (Quebec City, QC, Canada); Fellow of the Royal Anthropological Institute of Great Britain; Bualuang ASEAN Professor Chair at Thammasat University (Bangkok, Thailand). Research interests: cyberpsychology and cyberbehavior, human behavior in virtual spaces, virtual communities, avatars and artificial humans.

Bu ZHONG (Professor and Dean). School of Communication, Hong Kong Baptist University. Research interests: AI imaginaries, health communication, social media, mental health, information processing, effects of digital technology on individuals and communities.

Yunya SONG (Professor). School of Communication, Hong Kong Baptist University. Research interests: global communication, digital media, social media analytics.

Communication and Society, 68 (2024)

depth understanding of the opportunities and challenges brought by AI, we have invited two esteemed scholars with interdisciplinary backgrounds: Prof. Matthieu Guitton and Prof. Bu Zhong. As seasoned academic editors, they also bring unparalleled expertise and provide unique perspectives on academic publishing. This conversation does not seek to provide a definitive answer; instead, it aims to maintain an open and realistic perspective in light of the ongoing evolution of AI. Both the public and the academic community are encouraged to reassess the challenges posed by AI development, define its scope and limitations, and work together to foster its responsible growth.

Citation of this article: Guitton, M., Zhong, B., & Song, C. Y. (2024). Revisiting scholarly and public perceptions of artificial intelligence: Current state and future trajectories. *Communication and Society*, 68, 1–44.