NEW PATH

ÜSKÜDAR UNIVERSITY FACULTY OF COMMUNICATION

New Paradigms in Communication Technologies and Humanity Symposium

ARTIFICIAL INTELLIGENCE: TECHNOLOGICAL, SOCIAL, AND CULTURAL TIES

6-7 March 2025

Book of Abstracts

ÜSKÜDAR UNIVERSITY

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New Paradigms in Communication Technologies and Humanity Symposium

ARTIFICIAL INTELLIGENCE: TECHNOLOGICAL, SOCIAL, AND CULTURAL TIES

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"Artificial Intelligence, Regulation and Jorunalism: A Pragmatic Approach"

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Istanbul Bilgi University
"From Inquiry to Probability: The Transformation of Knowledge and Education in the Age of AI"

Raquel RECUERO
Federal University of Pelotas (Brazil)/ Federal University of Rio Grande do Sul (Brazil)
"Big Data Infrastructures and Cultural Narratives"

FOREWORD

Üsküdar University Faculty of Communication aimes to make significant contributions to the field of communication sciences not only at the national but also international level with the academic studies and scientific meetings it presents. The symposium titled "Artificial Intelligence: Technological, Social, and Cultural Ties," organized in collaboration with the University of Tras-os-Montes and Alto Douro in Portugal on March 6-7, 2025, is an important example of these efforts.

Held for the first time this year, the symposium is intended to be branded under the main title "*New Paradigms in Communication Technologies and Humanity*" (NEWPATH) and is planned to be organized periodically from now on. The symposium, which was held entirely in English with the presentation of papers by around fifty academics and researchers from various countries, was focused on artificial intelligence. The transformative effects of artificial intelligence on social and cultural life were discussed from multiple perspectives.

The general conclusion from the papers presented at the symposium is that artificial intelligence will be integrated into all areas of life in various ways in the very near future and will lead to significant transformations. Based on these predictions, interesting discussions were held on how the field of communication sciences and media will be affected by this transformation.

Reviewing the presentations and opinions shared at the symposium, it can be said that digital technologies and artificial intelligence, which have entered into use in various parts of our lives today, are candidates to change our entire lifestyle in the near future. This shows that humanity has entered a new evolution process not only in terms of lifestyle but also in terms of mentality. Based on these predictions, there is a need for significant changes focused on artificial intelligence in education and training, especially in communication education, as it concerns the field of communication. Significant changes are expected in the near future in both human and social communication forms and in the media profession. Necessary measures need to be taken now so that the communication forms of the future, which are expected to be surrounded by artificial intelligence, shape human and social interaction in a positive way. On the other hand, artificial intelligence has already begun to be used in the media sector. This shows that the media sector of the future will be shaped largely by the integration of artificial intelligence. Therefore, the curricula currently being implemented in communication education need to be reviewed and adapted to the age of artificial intelligence.

The NEWPATH Symposium can be described as a scientific event that contributes to analyzing the current state of communication and media, monitoring ongoing developments and effectively managing preparations for the future. As it did this year, NEWPATH will continue to serve as an international interaction platform for various academic circles, especially communication scientists. I would like to thank all colleagues who contributed to the organization of the symposium, and contributed with their paper presentations and as keynote speakers. Perhaps we will come together face to face at the next NEWPATH. See you at the next NEWPATH.

Professor Nazife Güngör
Rector of Uskudar University

Professor Emídio Gomes
Rector of University of Trás-os-Montes and Alto Douro

Contents

(Surname in alphabetical order)

A ROMANTIC OR SEXUAL ATTRACTION?: A COMPARATIVE INTERSECTIONAL STUDY OF DIGISEXUAL EXPERIENCES

Enes AKDAĞ*, Necati Alp ÇELEBİ**

The term digisexuality, initially introduced by Neil McArthur and Markie L.C. Twist, refers to a spectrum of individuals whose sexual attraction is fundamentally mediated or facilitated by the use of advanced technological tools. First-wave digisexuals use mediating technologies to explore new or enhanced sexual experiences. Emerging second-wave digisexuals tend to use immersive technologies, creating opportunities for new forms of sexual experience not dependent on human partners. While a limited number of studies primarily addressed the technical and ethical considerations of digisexuality, this research seeks to explore how digisexual experiences might be re-encapsulated following the intersectional framework. The conceptual pathway will span from the split attraction model, which challenges the hierarchy of attractions and intimacy, to intersectionality, which illustrates the fluid and multi-layered nature of identities. The study primarily involves the analysis of six case studies to explore how individuals experience and identify with digisexuality in different social and cultural contexts. Furthermore, this study addresses the role of consent and hierarchy of relationships, in the digisexual spectrum. By touching on dilemma of consent and biased hierarchies, the research will ask which principles an intersectional prospective legal framework should pursue? Preliminary findings indicate that digisexuality cannot be perceived solely as sexual attraction towards robots or digital entities. Gender identity and sexual orientation are pivotal intersectional factors that significantly influence the diversity of digisexual experiences. This study lays the foundation for future research on the intersection of technology, and identity, urging scholars to examine the wider implications of digisexuality within an intersectional framework.

Keywords: digisexuality, sex robots, artificial intimacy, split attraction model, consent.

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NEW FORM OF DIGITAL LEASHES: PARENTAL CONTROL APPLICATIONS AND ARTIFICIAL INTELLIGENCE PLUG-INS

Enes AKDAĞ*, Necati Alp ÇELEBİ**

In the age of digital convergence, helicopter parenting has received a makeover with the introduction of parental control applications. Initially focused on geo-fencing children, these tools have evolved to address emerging threats from social media platforms and artificial intelligence tools. Proponents argue that constant monitoring is essential to protect children from online dangers such as sexting, cyberbullying and phishing, framing these applications as essential to responsible parenting. However, the pervasive use of digital surveillance risks fostering mistrust, eroding personal boundaries and undermining children's sense of digital privacy. In addition to these complexities, discrimination and bias in AI-based age estimation systems pose further challenges, potentially limiting children's access to essential services. To address these issues, developers must incorporate reasonable accommodations, provide avenues for appeal in the event of incorrect assessments, and use diverse, high-quality datasets to mitigate bias. Such measures ensure compliance with legislation and provide alternative verification methods. In addition, privacy frameworks within these tools should prioritize user capability over rigid age thresholds, fostering a better understanding of data rights and prioritising the best interests of children. This research examines how parental control applications can be legally framed in the US, focusing on federal laws such as *Electronic Communications Privacy Act of 1986* (ECPA), *The Children's Online Privacy Protection Act of 1998* (COPPA), alongside landmark cases such as *Pollock v. Pollock*. By employing legal dogmatics, the research aims to propose legislation that balances the need for surveillance with ethical considerations, emphasizing children's autonomy and privacy in an increasingly AI-driven digital landscape.

Keywords: the principle of the best interests of the child, the principle of child autonomy, digital surveillance, artificial intelligence tools, parental control applications.

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POST-TRUTH ALGORITHMS: AI, DISINFORMATION, AND THE RISE OF DIGITAL NEOPOPULISM

João Pedro BAPTISTA*, Concha PÉREZ-CURIEL**, Fábio RIBEIRO***, Daniela FONSECA****

This study proposes a theoretical reflection on neopopulism and digital political disinformation as social and political phenomena, intrinsically related and codependent, which can be understood as inevitable by-products of the automation and algorithmic logic of the digital age. Social media has created the perfect model for the proliferation of false or misleading information. First, because algorithms amplify individual biases, limiting access to divergent content and creating filter bubbles and echo chambers that reinforce pre-existing beliefs. Second, disinformation agents, from political organizations to trolls and bots, use online platforms to manipulate public opinion and shape social and political perceptions. Third, the use of social media has proven to be not apolitical. Social media, in a logic of self-production and virality, promotes basic values for populism: simplification, emotionalization and negativity. The alliance between populism and social networks reaches levels never seen before. Neo populism takes advantage of the capacity of social networks to build a direct relationship with "the people". Thus, through strategies such as data populism, populist leaders use real-time analytics and microtargeting to personalize messages and maximize their influence. This new digital landscape has challenged Western democracies, which now face the complex task of balancing freedom of expression with the need to protect against the misuse of information.

Keywords: neo populism, disinformation, algortihmic bias, social media manipulation, microtargeting.

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AN ALTERNATIVE SYSTEM SEARCH WITH ARTISTIC CREATIVITY: THE CASE OF PLANTOID

David M. BERRY*, Merve GÜVEN ÖZKERİM**

Plantoid is a phygital artistic practice, designed as a kind of life form based on a distributed autonomous organization (DAO) and blockchain technology, existing autonomously through human-machine collaboration. It is physically represented through kinetic sculptures (flower shaped) made of recycled materials and digitally recorded on the Ethereum blockchain through a smart contract. When these two components come together, Plantoid represents an autonomous, self-sustainable socio-cultural-economic system over time, incorporating artistic creativity and the consensus mechanisms of blockchain technology. In this ecosystem, the reproduction of a plantoid takes place in a three-stage process: Pollinisation phase (via capitalization), Mating phase (Finding a reproduction partner) and Hiring phase (via smart contract). Plantoid fund contributors have the right to vote on these proposals by sending microtransactions on the blockchain, which are weighted according to the amount of funds they contributed initially. Plantoid transfers the cryptocurrency it has collected to the agent with the most popular bid, who is tasked with creating a new, autonomous, plant-like device—in other words, it 'hires' the agent. Plantoid demonstrates the potential to automate and decentralize the operations of autonomous robots through blockchain and smart contracts. As part of this study, we positioned Plantoid as an experimental ground for exploring systems based on Lex Cryptographia through artistic creativity. Based on this, we discuss collective creativity within the value system of Web3 art and the foundation of blockchain for more artistic and sophisticated forms of decision-making.

Keywords: Plantoid, decentralization, autonomous systems, blockchain, lex cryptographies, web 3.

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USING AI IN INTERPRETER TRAINING TO GIVE FEEDBACK

Gözde BÜKLÜM*

When it comes to the education of students in translation & interpreting studies departments, communicating with the students and delivering constructive feedback is essential. The instructor's feedback has the potential to encourage learning, metacognitive abilities, and motivation at the same time when carried out in an acceptable manner in order not to impede. However, there is a lack of study on how feedback should be carried out to facilitate learning, as well as on the perspectives of trainers and trainees regarding the use of AI. This paper aims to investigate how AI systems might revolutionize traditional feedback methods in interpreting education. AI can help instructors give the students a detailed, data-driven evaluation of their interpreting performance, alongside the conventional methods. In the first part of the research, initial feedback will be given without the use of AI with through conventional ways. Data will be gathered with an emphasis on fluency, accuracy, recording error counts and such. In the second part, AI tools will help track pauses, filler words, and overall speech tempo and compare the interpreted output with the source text to identify omissions or distortions as well as measuring response time and lag in consecutive or simultaneous interpreting. This paper will suggest new ways in which AI can help trainers give constructive feedback to interpreting students.

Keywords: interpreter training, AI in interpreting studies, feedback, teacher feedback.

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YOU SHALL SPEAK MY LANGUAGE: MIND THE LANGUAGE GAP IN THE ERA OF AI

Maria Pia Ester CRISTALDI*

A comprehensive discussion about AI models cannot disregard the social and cultural aspects of natural language processing. Concerning these aspects, according to *Ethnologue*, 7,168 languages are spoken worldwide. Notwithstanding this, only about 20 have enough training data online to create natural language processing AI systems. In this regard, data published by *Statista* show that in 2024 English is the most used language (52%) for web content, followed by Spanish (5.5%), and German (4.8%). Since these are the most used languages for content creation, most AI tools are accessible to people who can speak English, Spanish and German. At the same time, these represent the languages spoken in the most technologically and economically advanced countries in the world. This aspect raises a few concerns. On the one hand, the question arises concerning why widely spoken languages such as Hindu and Arabic are so little used in AI development. On the other hand, the latter raises further preoccupations regarding the access that speakers of these languages have to artificial intelligence in everyday life. Through the analysis of data concerning the most used languages for AI development and the debates concerning this topic, this paper aims to discuss the role artificial intelligence could have in bridging the existing cultural, social and economic gap between languages. In this regard, this research aims to open further venues of discussion on the role that new technologies could play in shaping a more equitable and sustainable world.

Keywords: language gap, artificial intelligence, natural language processing.

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ARTIFICIAL INTELLIGENCE AND DIGITAL COMMUNICATION: A STUDY ON OPENAI'S TIKTOK PRESENCE

Zindan ÇAKICI*, Neslihan BULUR**

OpenAI, a vanguard institution in artificial intelligence research and application, inaugurated its official TikTok account on February 16, 2024, thereby initiating a structured approach to platform-based communication. A review of extant scholarly discourse reveals a conspicuous dearth of research scrutinizing OpenAI's communicative practices on TikTok. This study seeks to fill this lacuna by conducting a methodical analysis of OpenAI's engagement on the platform, thereby contributing to the body of literature regarding the digital communication strategies employed by artificial intelligence institutions. The research methodology entailed a content analysis of 101 posts disseminated via OpenAI's verified TikTok account from February 16, 2024, to October 4, 2024. The findings elucidate that OpenAI adopts a multifaceted communicative approach, characterized by the strategic integration of semiotic components such as music, captions, hashtags, and diverse audiovisual formats. These components are employed to transmit salient messages through varied emotional tonalities and affective cues. However, several deficiencies were identified within the content strategy: the limited incorporation of subtitles, the conspicuous absence of sign language, and the exclusive reliance on English language usage, all of which undermine the principles of accessibility and inclusivity. Furthermore, the content's primary focus remains predominantly informational, with a conspicuously insufficient emphasis on fostering user engagement or cultivating a sense of community. The thematic scope of the posts is predominantly centered on artificial intelligence-generated depictions of animals, objects, and natural environments, with an evident underrepresentation of human-centric narratives, thereby suggesting an overarching prioritization of technological discourse over humanistic communication paradigms.

Keywords: digital communication, social media, TikTok, artificial intelligence, OpenAI.

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USE OF AI IN NEWSROOMS: EXPERIENCES AND ATTITUDES OF JOURNALISTS IN TURKEY

Dilruba ÇATALBAŞ*, Ceren SARAN**

Artificial intelligence (AI) has recently played a significant role in content creation. Digitalisation has compelled the news media in Turkey to contend with the speed and flow of information. Recently, the media industry has been undergoing a significant transition as AI emerges as a key player in digital content creation. In addition to the modifications resulting from monitoring user data and employing web and editorial analytics during the editorial process, AI has begun to influence the generation of news content. This exploratory study, a novel subject of academic research in Turkey, seeks to gather data from a substantial sample to assess the conditions within newsrooms. This study aims to ascertain the use of AI tools by editors in Turkish digital newsrooms during their news production processes. We administered a survey to journalists employed by news websites in this context. The objective is to elucidate how media professionals derive advantages from artificial intelligence tools, their perspectives on artificial intelligence technology, their potential for career progression, and their views on perceived threats.

Keywords: digital news industry, newsroom, news production, news industry.

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THE ROLE OF ADVERTISING IN THE RELATIONSHIP BETWEEN SUSTAINABILITY AND ARTIFICIAL INTELLIGENCE

Bahşende ÇOBAN AZİZOĞLU*, Özgül DAĞLI**

Artificial intelligence is revolutionizing the advertising industry, influencing consumer behavior and contributing to sustainability objectives because of digitalization. Nevertheless, this transformation requires a reassessment of advertising in the context of sustainability principles and ethical boundaries. Advertising functions as an instrument that fortifies the connection between artificial intelligence and sustainability. Personalized advertisements facilitate the promotion of environmentally conscious behaviors, the promotion of social awareness, and the presentation of sustainable product and service options to consumers in this context. The objective of this investigation is to investigate the critical role of advertising at the intersection of artificial intelligence technologies and sustainability. The potential hazards and challenges associated with the attainment of sustainability objectives in AI-based advertising are also addressed in this study. The theoretical framework will be used to discuss the concept of responsible artificial intelligence, which emphasizes the connection between AI and sustainability. While investigating the application of responsible AI principles to advertising, case study analyses will be conducted on advertising practices. AI-powered data analytics can lead to more effective communication and reduced waste by sending targeted messages that address consumer habits and requirements. To address ethical concerns, including greenwashing, organizations should implement responsible AI principles and establish an advertising strategy that prioritizes transparency. It is imperative to furnish consumers with precise and dependable information when marketing sustainable products and services. The collaboration between advertising and artificial intelligence can serve as a potent catalyst for the attainment of sustainability objectives in this context.

Keywords: sustainability, responsible artificial intelligence, advertising.

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HUMAN-ARTIFICIAL INTELLIGENCE INFLUENCER INTERACTION IN THE DIGITAL WORLD: ANALYZING PERCEPTION AND EMOTIONAL EXPERIENCES WITH PSYCHOPHYSIOLOGICAL DATA HARVESTING TECHNIQUE

Yaren DEMİREL*, Neslihan ERDEM**

Fractures in the digital world have led to new dynamics in communication between humans and artificial intelligence (AI). One of the most notable examples of these dynamics is the rise of AI influencers; AI influencers are digital personalities driven by AI tools, interacting with audiences on social media platforms and shaping product promotion and public opinion. Moreover, as these AI-driven figures have become mainstream, social media users' perceptions and emotional reactions towards them have become an important area of research. Therefore, this study focuses on how AI influencers affect social media users' psychophysiological and emotional responses. In this context, the research aims to provide evidence on how the images of AI phenomena shape emotional and cognitive processes in social media users via Psychophysiological Data Harvesting Technique. As a matter of fact, within the scope of the research, artificial intelligence images of AI phenomena shared on digital media platforms will be presented to the social media users as visual stimuli in the laboratory environment and the differences or similarities in the emotional states of the participants will be revealed via eye tracking and electrodermal activity.

Keywords: artificial intelligence influencer, human-artificial intelligence interaction, psychophysiological data harvesting, eye tracking, electrodermal activity.

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AI IN CHANGING ROLES, RELATIONSHIP AND WORKFLOW IN NEWSROOMS

Georgeta DRULA*

Artificial intelligence brings a paradigm shift in news production and consumption, as well as in workflow and work relationships. It changes the dynamics of news consumption and increases reliance on technology in journalism. The current paper presents the state of AI solutions usage in the workflow of newsrooms in Romania and how this technology changes work relationships and roles. Interviews with journalists trace the interest in AI usage in news production and how working relationships are being changed. Mixed methods were applied to a corpus of data obtained from interviewers such as semantic/text network analysis, and thematic analysis. Statistical methods were also applied to the data to provide the trends. The results of applying the thematic analysis discovered six major thematic issues. Among these are balanced usage of AI applications to achieve quality media products and changing roles in newsrooms that use AI technologies. The quantitative methods reveal nuanced aspects of AI usage in news production and its effects on work relationships and roles in newsrooms. Media professionals' opinions on the role of AI in media production are diverse and sometimes contradictory. The results show that AI's role in news production is diverse but raises issues of product quality and ethics. The results show that AI solutions are or will soon become part of the journalist's toolkit. News production processes with AI are still at the beginning because there are no dedicated journalist tools and there are no guided trainings for professionals regarding these new technologies.

Keywords: AI in newsrooms, AI tools for journalists, automated journalism.

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AI FOR SUSTAINABLE DEVELOPMENT: RISKS, CHALLENGES, AND POLICY SOLUTIONS FOR SOCIAL GOOD

Hafize Nurgul DURMUŞ SENYAPAR*

Artificial intelligence (AI) transforms sustainable development by optimizing resource allocation, enhancing efficiency, and driving innovation. This study examines AI's contributions to sustainability while addressing risks such as algorithmic bias, data privacy concerns, economic disparities, and regulatory fragmentation. AI-driven healthcare, agriculture, energy, and urban planning advancements demonstrate their potential to support Sustainable Development Goals (SDGs). AI enhances healthcare diagnostics, optimizes renewable energy management, improves precision agriculture, and facilitates smart infrastructure. However, ethical concerns, workforce disruptions, and accessibility barriers pose significant challenges. Strategic interventions, including ethical AI development, community engagement, capacity-building initiatives, and robust governance frameworks, are necessary to mitigate these risks. Cross-sector collaboration and international policy alignment are essential to ensure AI serves as a catalyst for sustainability rather than exacerbating inequalities. Future research should focus on empirical case studies, adaptive governance models, and long-term sustainability metrics to maximize AI's global impact.

Keywords: artificial intelligence, sustainable development goals, ethical AI, AI for sustainability, responsible AI deployment.

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VOICEOVER VS. TALKBACK: EXPLORING AI'S ROLE IN ACCESSIBILITY FOR USERS WITH VISUAL IMPAIRMENTS

Semih EKEN*, Mustafa Ekim ATAY**

Artificial intelligence (AI) has emerged as a transformative element in accessibility, notably for users with visual impairments. This study examines how Apple's *VoiceOver* and Google's *TalkBack* technologies utilize AI to enhance user experience and contextual awareness. Using scenarios such as dynamic web pages, graphically dense layouts, and real-time updates, the research evaluates the tools' abilities to interpret and convey complex information accurately and efficiently. Audio outputs are recorded and analyzed to compare performance in contextual accuracy, speed, and usability. The findings reveal how AI contributes to accessibility innovations while highlighting the limitations of each tool. This comparative analysis offers actionable insights into designing more inclusive AI-powered screen reader technologies and contributes to the growing discourse on accessibility and user experience.

Keywords: accessibility, artificial intelligence, screen readers, user experience, contextual awareness.

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EXPLORING CHATBOTS AND HUMAN INTERACTION WITHIN THE TERM OF CONVERSATIONAL MEMORY

Ecem ERGÜL*, Aysun EYREK**, Esra Pelin GÜREGEN DEREBOYU***

Chatbots have started to be used among humans following the 2022 launch of ChatGPT, developed by OpenAI. Over time, chatbots have been designed to respond and interact like humans. These computer programs can generate various responses, ranging from formal texts to artistic creations. Research has shown that people feel as though they are conversing with a human when interacting with AI. These tools not only provide a human-like interaction experience but also offer benefits in areas such as mental health, physical health, art, and education. However, chatbots store the prompts provided by users and their human-like responses, as part of their conversational memory. The cumulative approach enables chatbots to enhance their memory; however, its impact on human experiences remains a controversial issue. This study aims to explore the influence of ChatGPT's Conversational Memory feature on users' experiences and feelings. The study employed a quasi-experimental research design with 30 participants, divided into two groups: one group actively used ChatGPT (experimental group), and the other did not (control group). Participants were assigned to interact with the chatbot and subsequently complete a questionnaire regarding their experiences and feelings. The findings clarified how humans interact with AI tools developed using human-like language models. In addition, it was found that chatbots contribute to the formation of an emotional bond between humans and chatbots by saving conversations, providing feedback, and offering support to them.

Keywords: artificial intelligence, human-AI interaction, conversational memory, human-like language model, chatbot.

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ASSESSING CHATGPT'S PERCEPTION OF GENDER ROLES THROUGH 'PROFESSION' IMAGES: IS INEQUALITY DEEPENING?

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In today's digital age, humanity is experiencing a technologically mediated existence to an unprecedented extent in history. The transformations brought about by digitalization and internet technologies in our social, economic, and cultural lives have been further intensified by the impact of artificial intelligence in recent years. Particularly, rapidly evolving chatbots such as ChatGPT and Gemini have simultaneously facilitated daily life while progressively shaping our existence as extensions of our cognition. These technologies influence our preferences and mediate the ways we think, learn, and experience the world. As critical theorists have highlighted in their critiques of technology, contemporary artificial intelligence technologies are predominantly controlled by capitalist forces. Consequently, the experiences and information provided by chatbots are shaped by datasets determined by dominant power structures. This study aims to critically discuss this determinative relationship from the perspective of gender roles. The study explores chatbots' perception of gender roles through the category of 'professions,' with a particular focus on ChatGPT. The occupational images generated by the chatbot are analyzed through qualitative content analysis to uncover its underlying perceptions of gender roles. The findings indicate that chatbots, which operate based on datasets controlled by dominant capitalist forces, reproduce examples aligned with prevailing patriarchal perceptions. This study, conducted specifically on ChatGPT, reveals that chatbots reinforce and perpetuate gender inequalities inherent in dominant patriarchal structures.

Keywords: artificial intelligence, chatbots, ChatGPT, patriarchy, gender roles.

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THE ETHICAL AND AESTHETIC TRANSFORMATION OF ART IN THE AGE OF ARTIFICIAL INTELLIGENCE

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This study explores ethical, aesthetic, and ontological issues in the context of art becoming a mechanized production process and AI approaching the identity of the artist. The study aims to analyze how AI-supported art production transforms artistic identity, creativity, originality, and ethical responsibilities. The findings indicate that as AI takes on a more active role in artistic production, the creative process of the artist becomes increasingly automated, raising debates about the machine's capacity for aesthetic decision-making. In an age of rapid production and accelerated consumption, AI encourages mass production, potentially diminishing the depth and originality of artistic content. While the layers of meaning within artworks decrease, the artist's role in production transforms into a purely conceptual process, where physical labor is replaced by idea generation. Consequently, the artist evolves into an "idea machine," with technology accelerating creative outputs. The study adopts a literature review method. It evaluates the effects of algorithmic art on randomness, curatorial choices, and production processes, particularly in terms of experimentation and creative autonomy in art. Furthermore, the study critically examines whether AI functions merely as a tool or can be considered a creative subject in art production. While the transformation of the artist into an "idea machine" question the connection between art and human experience, the transformation of the machine into an artist redefines aesthetic and ethical boundaries. The study emphasizes the need to reconsider the role of human creativity and the sensory connection between the viewer and the artwork in the age of mechanized production.

Keywords: artist-machine transformation, mechanized production, mass production, creativity, artificial intelligence in art.

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AI AS A CO-CREATOR: COLLABORATIVE DESIGN PROCESSES BETWEEN HUMANS AND ARTIFICIAL INTELLIGENCE

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The integration of Artificial Intelligence (AI) into creative workflows marks a transformative shift in design practices, positioning AI not merely as a tool but as an active collaborator. This study investigates the emerging paradigm of human-AI co-creation, focusing on how design tools such as *MidJourney*, *DALL-E*, and *Runway ML* are reshaping ideation, iteration, and execution across disciplines like graphic design, industrial design, and interactive media. Employing a qualitative methodology, including case study analysis and interviews with designers utilizing AI technologies, the research explores the dynamics of collaboration, highlighting both the opportunities and challenges that arise from human-AI partnerships. Preliminary findings suggest that while AI enhances creative possibilities and accelerates design processes, it also raises critical questions regarding authorship, ethical responsibility, and the preservation of human agency. This paper aims to contribute to the ongoing discourse on AI's role in creative industries, offering insights into how these collaborative systems can be ethically and effectively integrated into design workflows.

Keywords: AI collaboration, co-creation, design processes, creative workflows, human-AI partnership.

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JOURNALISM STUDENTS' ATTITUDES TOWARDS ARTIFICIAL INTELLIGENCE

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Artificial intelligence programs create both excitement and anxiety in journalism. Excitement because AI programs have made it possible to produce more and faster news stories. It creates anxiety because it has the potential to increase the already high unemployment rate of human reporters in the profession. AI in journalism is also very likely to cause ethical problems. It is not possible for journalism academics like me to ignore the use of artificial intelligence programs in journalism. Of course, we must incorporate AI into our curricula and prepare our students for the future in the best way possible. In this study, the results of a survey aiming to reveal the attitudes of students studying journalism at different universities in Türkiye towards the use of artificial intelligence in journalism will be shared. In the survey, 20 statements regarding student attitudes were determined. Survey data will be analyzed with the SPSS program. In this research, we will try to reveal whether journalism students' attitudes towards artificial intelligence are positive or negative, whether students see artificial intelligence technologies as a threat or an opportunity. In the light of the research findings, we will also make recommendations about adjusting in the journalism curriculum.

Keywords: artificial intelligence, journalism, education, attitude.

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DIGITAL CURATORSHIP IN AI-DRIVEN CULTURAL LANDSCAPES

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The digital transformation of cultural heritage and artistic expression has necessitated new curatorial strategies that integrate emerging technologies into exhibition design and audience engagement. This study explores the evolving role of digital curatorship in AI-driven cultural landscapes, focusing on how curators leverage digital tools to structure narratives, enhance accessibility, and mediate between human creativity and machine intelligence. Using a qualitative research approach, this paper examines case studies of digital exhibitions and interviews with curators to analyze how digital curatorship adapts to technological advancements. Findings indicate that digital curatorship fosters new modes of audience interaction, facilitates transmedia storytelling, and expands the inclusivity of exhibition spaces. However, challenges such as algorithmic bias, curatorial authorship, and the preservation of artistic intent remain significant. Additionally, the study highlights the implications of digital curatorship for cultural representation, identity politics, and digital inequalities, questioning whether these practices democratize access to culture or reinforce existing power structures. By situating digital curatorship within the broader discourse of communication technologies and cultural mediation, this paper argues that the field is at a critical juncture where curators must redefine their roles to navigate the intersection of human creativity and algorithmic influence.

Keywords: digital curatorship, cultural representation, AI in exhibition design, digital inequalities, audience engagement.

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THE TRANSFORMATIVE IMPACT OF ARTIFICIAL INTELLIGENCE ON ART AND DIGITAL INEQUALITIES

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This study investigates the transformative effects of artificial intelligence (AI) technologies on artistic creativity, their influence on cultural production, and their implications for digital inequalities. It explores how AI reshapes traditional art concepts, inspires innovation in creative processes, and bridges interactions between digital and traditional art practices. Additionally, the study examines AI's impact on marginalized artists, assessing its potential to create opportunities or deepen digital inequalities. Key issues such as originality, legal ownership, and ethical responsibilities in AI-driven artistic production are critically discussed. The methodology includes an extensive literature review conducted through qualitative research methods, primarily literature scanning. Subsequently, artists were asked to produce artistic works through generative AI models such as Dall-E, MidJourney, Stable Diffusion, and Firefly. Insights gained from these production processes were analyzed through case studies, while the aesthetic qualities of the produced works were scrutinized in detail. Furthermore, in-depth interviews with artists and AI experts were evaluated via content analysis to derive meaningful conclusions regarding digital inequalities. Findings indicate that AI enhances creative processes and artistic diversity while raising concerns about its potential to exacerbate challenges for marginalized communities due to limited access to digital resources. Discussions on originality and ownership underscore the need for rigorous ethical/legal frameworks at the intersection of art and technology. This study establishes a basis for comprehending AI's transformative impact on artistic creativity and cultural production, providing direction for future research.

Keywords: Artificial intelligence, cultural production, digital inequalities.

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AN EVALUATION ABOUT ADVERTISE/SPONSORSHIP/ COLLABORATION HASHTAGS USED IN SOCIAL MEDIA PLATFORMS IN TURKEY; FEAR CULTURE CREATED BY UNCERTAINITY

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Social media, which reflects development of the technologies, has affected many disciplines and living space. When we consider the limitations of this study, the proliferation of social media usage has also given new momentum to economic orientation. Sales and marketing activities that made by the social media channels in question has been instrumental in the inclusion of new legal regulations into our lives. The "Guide on Commercial Advertising and Unfair Commercial Practices by Social Media Influencers" published by the Ministry of Commerce on May 4, 2021, has also introduced several legal regulations into our lives. Although most of the elements regarding sharing are clearly stated in the regulation in question, a culture of fear based on disinformation is noticeable. The aim of this study is to reveal how much social media users know about the published guide and why they feel compelled to use these hashtags even though they do not earn any income. In this context, pre-prepared questions were applied to 20 social media users using the in-depth interview technique, which is one of the quantitative research methods. The results obtained revealed that individuals stated that they did not have full knowledge about the law and that this situation created fear in them in order not to cause a legal problem, and they used labels accordingly.

Keywords: social media, hashtags, advert, fear culture, disinformation.

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ARTIFICIAL INTELLIGENCE IN THE INFLUENCERS' ECOSYSTEM: ADVERTISING, CONTENT AND ENGAGEMENT

Gamze Gül ÖRGEÇ**

The rapid development of artificial intelligence has also affected the influencer community in the last few years. Human influencers collaborate with marketing elements such as advertising, sales and PR. However, recently, we can say that artificial intelligence influencers have also taken on this role or that efforts are being made for this role. The persona created by an influencer should have criteria such as attractiveness, credibility, communication language with followers, storytelling, creativity, originality. These criteria make it necessary to draw a different strategic roadmap for each influencer. At this point, it is important on which platform and in which style they exist according to the concept they want to create impact and behavioral change. Then, the impact on purchasing behavior, interaction rate and brand awareness because of collaborations with brands shows the influence power of influencers. The purpose of this study is to examine the unique abilities of AI influencers, their relationships with advertisers, their content production processes, the communication strategies they establish, and their reflections on both the media and the public. Seven AI influencers were identified in Turkey. One person from the creative team of each of the three AI influencers was interviewed face-to-face. The culinary side of the AI influencer creation process was discussed. The research also covers the governance of AI influencers in content marketing and how this is reflected in the media (between the AI influencer and the creative and design team).

Keywords: virtual influencers, strategic communication, AI and content generation.

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WHEN SKIN IS REPLACED BY STEEL: ROBOTS, L.L.M.S, AND THE REIMAGINATION OF CULTURAL AND SOCIAL NORMS

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This study investigates the integration of robots and large language models (LLMs) into cultural and social domains, focusing on their impact on norms, interpersonal dynamics, and human-machine relationships. The primary objective is to understand how these technologies, symbolized by "replacing skin with steel," influence societal structures, redefine human roles, and raise ethical questions. Using a multidisciplinary approach that combines cultural studies and AI ethics, the research employs case studies and theoretical analysis to explore three key areas: (1) the anthropomorphization of AI, examining how human-like design fosters acceptance; (2) the psychological and cultural implications of human-machine relationships, addressing whether robots and LLMs can replace human warmth and empathy; and (3) the ethical consequences of attributing personhood to AI, analyzing issues of accountability, bias, and inclusivity. Findings indicate that robots and LLMs are increasingly accepted in roles traditionally filled by humans, such as educators, caregivers, and cultural creators. However, this acceptance is accompanied by significant ethical concerns, including diminished trust, blurred boundaries between humans and machines, and challenges to cultural identity. Discussions highlight the need for frameworks to balance innovation with societal values and ethical considerations. The study advocates for interdisciplinary strategies to address these challenges and ensure inclusivity while leveraging AI's potential for positive societal impact. By redefining cultural norms and labor practices, this research underscores the urgent need for critical reassessments of human values in the era of intelligent machines.

Keywords: robots, large language models, AI ethics, anthropomorphization, cultural identity

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AI AND CRITICAL DIGITAL SKILLS IN HIGHER EDUCATION: ARE WE CROSSING THE RUBICON?

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In an increasingly AI-driven world, integrating critical and ethical dimensions into higher education is crucial for equipping students with the critical digital skills needed to evaluate and navigate complex information landscapes. This presentation examines two key academic development initiatives designed to support staff in fostering these competencies. The first initiative is an accredited program for academic staff, the MA in Academic Practice, which incorporates modules on digital literacy and education. Research conducted on the impact of these modules revealed that participants felt more confident teaching students about digital topics after attending the modules. The second initiative focuses on a micro credential training aimed at enhancing lecturers' understanding of AI. This part of the presentation will explore the pedagogical principles underpinning the training and evaluate its effectiveness in developing staff's digital and critical competencies. Although digital literacy is not explicitly emphasised across all these initiatives, the experiences gained highlight valuable lessons in cultivating academic staff's critical dimensions. These lessons can inform how educators empower their students to become critically aware and responsible citizens in a rapidly evolving digital landscape.

Keywords*:* AI education, digital skills, digital literacy, academic training, ethics in AI.

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MEDIA LITERACY IN THE AGE OF ARTIFICIAL INTELLIGENCE: EXPANDING EDUCATIONAL FRAMEWORKS

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Media literacy has historically focused on access, effective use, and responsible engagement with the dominant media of its time. National media literacy strategies consistently reflect this goal. The rapid proliferation of artificial intelligence (AI) across all aspects of daily life necessitates the development of new categories of media literacy. This study explores how AI is currently integrated into media literacy education, examining curriculum expansions and emerging topics. By analyzing policy papers from UNICEF, the European Union, and the United Kingdom, this study highlights the disparities and commonalities in how nations are adapting to AI's role within media literacy frameworks. Key areas of focus include the extent of AI's incorporation into curricula, the development of critical thinking skills regarding AI technologies, and strategies for promoting ethical and informed AI interactions. Emerging topics such as AI ethics, data privacy, and the socio-cultural implications of AI are scrutinized to understand how education systems can prepare future generations for an AI-driven world. This abstract underscore the need for dynamic policy-making and adaptable educational strategies to ensure comprehensive media literacy that encompasses the technological, social, and cultural ties introduced by AI advancements. As countries strive to integrate AI into media literacy programs, fostering an informed citizenry capable of navigating and harnessing these advancements is crucial. Through this exploration, we aim to contribute meaningful insights to the discourse on media literacy's evolution in the age of artificial intelligence.

Keywords: media literacy, AI policies, media literacy education, AI literacy, digital citizenship.

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THE AGE OF PERCEPTIONS: ANALYSIS OF AI-RELATED NEWS IN THE PORTUGUESE ONLINE MEDIA

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Reality and perceptions seem to struggle in the same boxing ring. Though understood as inconsistent and paradoxid, early studies in the emancipation of Communication Sciences as an autonomous scientific field over the post World War II already indicated that "an issue can be viewed from a variety of perspectives and be construed as having implications for multiple values or considerations. In the specific case of journalism, this has been theoretically defined as "framing", as people are keen to interpret what is going on around their world through their primary framework. More recently, Piñeiro-Naval and Mangana (2019) claimed that framing may be an effective tool to promote certain types of effects, both psychological and sociological wide. Having in mind these two frameworks – framing and journalism – this paper seeks to address the actual media coverage towards Artificial Intelligence (AI), in all its forms and shapes, thus progressively embedded in countless fields of society. As such, two main research questions emerge: 1) how interested are media in AI news? 2) if so, how can we characterize such news in terms of context, perspective, framing? Focused on the Portuguese media context, especially the online news outlets, we will be analysing the top five online news outlets indicated in the Digital News Report 2024, using content analysis provided by the Voyant Tools software. Preliminary results clearly indicate that not only AI related news have been brewing all over the last months, but also the framing is somehow polarized, ranging from very enthusiastic to negative and pessimistic approaches.

Keywords: media coverage, news perception, Portuguese media analysis, Voyant tools software.

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CULTURAL HERITAGE: DIGITIZATION AND METAVERSE EXPERIENCE

Orquídea MOREIRA RIBEIRO*

The prioritisation of digitisation has become a central theme for both the European Union and its member states, with emphasis on cultural heritage and tourism, to boost networking, interregional development and economic growth. Stating that "Digital skills will be essential to reinforce our collective resilience as a society", the European Commission recognized the potential of digital transformation and launched several programs to secure digital sovereignty (2021), such as the 2030 Digital Compass, and calls such as Horizon Europe and I3. Digital technologies are transforming our daily lives, work, and business practices, reshaping how we manage natural resources, interact with our environment, and engage in communication, education, culture and social connections. The aim of this proposal is to reflect upon the importance of preserving and promoting cultural heritage through digitization and metaverse. The focus will be on randomly selected existing local/regional public and private heritage stakeholders in the north of Portugal, such as cultural spaces and heritage routes, analysing their impact on the region, and on stimulating tourism and strengthening interregional development and economic growth. Qualitative research methods will be used, with a brief literature review preceding the analysis of the available information focusing on the experience of digitization and metaverse in the region. The conclusion is that digitization is (slowly) being implemented in cultural spaces to safeguard cultural heritage, while the use of metaverse is still taking baby steps, with very few stakeholders investing in this option.

Keywords: cultural heritage, digitization, metaverse, north of Portugal.

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ARTIFICIAL INTELLIGENCE IN A PEDAGOGICAL PRACTICE WITH MASTER STUDENTS

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The COVID-19 pandemic led over 4 billion people to stay home, accelerating the digitalization process in society (Ricarte, 2020). This shift enabled the maintenance and creation of social and cultural ties through communication technologies in various economic sectors. In late 2022, OpenAI launched ChatGPT, a chatbot pre-programmed with text codes capable of answering questions with human-like responses. Earlier that year, the company also released Dall-e 2, a program that generates images from textual descriptions. Both tools represent generative artificial intelligence, which uses existing content to create new material. Reflecting on the increased use of artificial intelligence in cultural, social, and institutional sectors, Flusser (2008) identifies two outcomes. The first involves understanding media codes, providing users with "affordances" that enhance interaction. This optimistic scenario leads to a society of "programmers" who utilize media tools for sociocultural benefits. The second outcome involves limited understanding, where users interact only with the "input" and "output" of media, becoming "programmed" individuals without leveraging the tools for social justice, particularly for marginalized groups. In a research-based learning methodological approach this study presents results of a pedagogical practice which challenged students of the Master in Audiovisual Communication and Multimedia at IADE (Design, Technological and Communication Faculty) of Universidade Europeia to analyze how Artificial Intelligence integrates into the daily lives of groups, communities, social movements, and institutions. It seeks to foster meaningful reflections among students.

Keywords: artificial intelligence, research-based learning, DALL-E 2, ChatGPT.

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ENHANCING MEDIA LITERACY FOR JOURNALISM STUDENTS IN HIGHER EDUCATION THROUGH ARTIFICIAL INTELLIGENCE

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Newsrooms are adapting to advances in generative artificial intelligence. Media Literacy involves decoding media messages, assessing their influence on thoughts, feelings, and behaviors, and creating media thoughtfully. Training future journalists must include promoting media literacy through both theoretical (critical discussion on journalistic practices and social participation in the media) and practical components (production of news, reports, photographs, videos, and infographics). This study aims to present AI-driven tools and techniques to help professors, researchers, students, and journalists improve their media literacy. Examples include organizing newsroom daily life; creating images, illustrations, and infographics; transcribing audio interviews or discussions into written content; generating concise summaries of reports and documents; editing audio and video clips. Also, this study is focusing on (1) to discuss the importance of media literacy for the training of journalism students, (2) discuss the challenges that artificial intelligence has introduced to the teaching of journalism, (3) to indicate and exemplify generative artificial intelligence tools applied to pedagogical practices of media literacy, (4) to a analyze the advantages and challenges of applying these tools in the classroom. The expected outcome is to provide educators on identifying opportunities for using AI tools and techniques to enhance media literacy and encourage ethical use of AI in media contexts. It is crucial to highlight the benefits of AI in journalism while upholding ethical and legal standards.

Keywords: artificial intelligence, pedagogical uses of AI, journalism teaching.

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THE ROLE OF MEDIA ORGANIZATIONS IN THE AGE OF ARTIFICIAL INTELLIGENCE: THE DUTY AND RESPONSIBILITY TO PROTECT TRUST IN MEDIA

Valdone RUDENKIENE*

Today, technologies are developing faster than global institutions and local governments can respond with general framework of AI regulation. Therefore media organizations act crucial role and remain those primarily responsible actors for controlling situations when utilizing AI within their own organizations, in order to minimize the risk of losing audience trust. This research explores the responsibilities media organizations have when using AI, focusing on the importance of protecting public trust. A qualitative approach is used, focusing on a Lithuanian case study. The research reviews insights and analyses from various scholars on AI usage in the media sector, covering both academic and practical aspects of AI's role with an emphasis on transparency, accountability and fairness. As AI tools become increasingly integrated into media processes—ranging from automated journalism and algorithmic content curation to deepfake detection and audience analytics—media organizations face growing ethical, legal, and societal responsibilities. However, the study highlights the need for media organizations to formalize their responsibilities and ensure ethical AI usage. The study stresses the importance of maintaining public trust when adopting AI and emphasize for the development of guidelines and institutional frameworks for AI regulation.

Keywords: artificial intelligence, media organizations, trust, transparency, accountability.

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AN ANALYSIS OF OPINIONS ON THE USE OF GENERATIVE MODELS IN THE FILM INDUSTRY THROUGH YOUTUBE USER COMMENTS: THE FROST AND AIR HEAD

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The discussions surrounding the use of generative models in the film industry have been ongoing for a long time. With the inclusion of generative models in film production, industry members and viewers of these contents have diverse positive and negative perspectives. This study aims to analyze these views through YouTube comments on the short films The Frost and Air Head, produced using generative models such as Sora and DALL-E 2. For this analysis, 819 video comments from the two selected short films were examined using the content analysis method. As per the study's findings, the content-oriented comments category, where comments on the technical qualities and quality of content compared to traditional production and subjects of the films are categorized, was reached. Another category is the views on the use of artificial intelligence in the film industry, which includes concerns about the dangers of generative model use for the sector and the inspiring side of new technologies for the film industry due to increased opportunities. According to the study, it is evident that opinions on the use of artificial intelligence in the film industry are divided rather than unified. The increased use of artificial intelligence in the film production process is viewed as a development that can enhance both the quality and creativity of films. However, it raises concerns about its potentially damaging effects, particularly the lack of a human perspective.

Keywords: generative models, YouTube user comments, short movie, Sora, DALL-E.

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RETHINKING INFLUENCER EFFECT: HOW DE-INFLUENCING IS REDEFINING CONSUMER AWARENESS

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In the era of influencers digital marketing, influencers have long dominated the consumer landscape and shaped brand perceptions. However, a countermovement known as de influencing has emerged, challenging traditional influencer marketing by warning against overhyped, unnecessary and wasteful production practices. De influencers actively discourage consumers from purchasing low- quality products, often in response to overconsumption and misleading marketing tactics. This movement arises as a reaction traditional influencer marketing focusing on consumer awareness, sustainability, and mindful spending by advising their target audiences on what not to buy. Rather than endorsing products for profit de influencers position themselves as advocates for consumers, guiding their audiences toward more thoughtful purchasing decisions. This aligns with trends such as minimalism, ethical consumption, and financial literacy, resonating especially with younger generations seeking authenticity in marketing. Popular niches within deinfluencing include fashion, beauty and skincare, tech and gadgets, lifestyle and home decor, food and supplements. This study examines the deinfluencing phenomenon, its emergence as a countertrend to traditional influencer marketing, and its potential implications for the future of digital commerce. This study aims to explore the rise of de influencers, their role in reshaping consumer behavior, and the broader implications for marketing strategies and brand transparency. By analyzing the impact of deinfluencers across various industries, the study provides insight into the shifting dynamics of social media influence, particularly through the #AntiHaul movement on YouTube, by selecting of top 10 trending de influencer posts within a six- month period.

Keywords: influencer marketing, de-influencers, consumer awareness, sustainability.

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THE CONSTRUCTION OF SOCIAL REPRESENTATION MEDIATED BY ALGORITHMS

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The use of software, platforms, connectivity, and data evokes new concepts of socialization. However, communication, even within this new and complex digital architecture, still operates according to paradigms that serve the logic of capital. One of the ways in which technologies reshape social interactions is through their application in the construction of meaning. Social media platforms are part of a structure for the organization, management, and distribution of cultural symbols, which aim at control and the maintenance of power. We ask ourselves: how does the technological landscape influence the perception of specific professions? What dynamics of social media platforms contribute to the (in)visibility of essential causes, such as teaching? This article is based on a literature review that explores the relationship between the technological landscape and the construction of social representation. It then analyzes the duality of the digital environment, between promoting visibility and constructing invisibility. Finally, we investigate how this construction occurs in the context of education, with a focus on the teaching profession. It is concluded that, despite the (ir)relevance assigned by algorithms to certain topics, it is possible to break the strategies that perpetuate domination through tactics based on knowledge of this new digital architecture, composed of various technologies and new, more conscious and objective uses. To serve the logic of collective interests, platform regulation and digital literacy are necessary.

Keywords: algorithms, digital technologies, social representation, education.

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MOVING IMAGE SUPPORTED BY ARTIFICIAL INTELLIGENCE IN THE ADVERTISING SECTOR: CREATIVE PROCESSES AND AUDIENCE PERCEPTION

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This paper aims to reveal the effects of artificial intelligence applications on the aesthetic and narrative dimensions in moving image design; to analyze the transformation on creative processes and audience perception in the advertising sector. It also aims to provide practical suggestions for advertising agencies on the use of artificial intelligence technologies by creating a new interdisciplinary bridge between art, design and digital media studies. Artificial intelligence, which is today's popular technology, has started to be used in many areas as well as in the highly dynamic advertising sector. The transition from traditional advertising to digital advertising and the inclusion of artificial intelligence algorithms in business processes have also changed the forms of communication between institutions and consumers. Within the scope of the study, these changes will be examined and the new artistic and technical forms that artificial intelligence applications have brought to the advertising sector will be evaluated through current advertising studies. The place of artificial intelligence in the advertising sector in the context of moving image design, its advantages such as cost and time savings, as well as its disadvantages such as authenticity, ethical and employment issues will be discussed in the study. The elements determined to understand the effects, advantages and disadvantages of artificial intelligence applications in the advertising sector will be examined with qualitative and descriptive analysis methods. Interviews will be conducted with experts working on AI-supported advertising studies and viewers affected by these advertisements who will contribute to the study, and the data obtained will be evaluated using thematic analysis method.

Keywords: artificial intelligence, advertising, digital advertising, moving image.

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