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The Future of Using the Artificial Intelligence Application Chat GPT in Journalistic Work and its Impact on Journalistic Art : A Prospective Study During the Coming Decade 2023-2033

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Abstract

The study aimed to observe the future of using the artificial intelligence application Chat GPT in journalistic work and its impact on journalistic art during the coming decade 2023-2033. The study was applied to 200 individuals from experts and professionals in Egypt using a questionnaire form. The study used a future forecasting methodology or future prediction and a survey approach. The study reached a number of results, most notably:

The optimistic scenario came at the forefront of the expected scenarios for the future of using the Chat GPT application in journalistic work. The most prominent features of this scenario were the keenness of journalistic institutions to activate the Chat GPT application and provide the latest versions of it, economic development in journalistic institutions and enhancing their material capabilities with the use of the Chat GPT application and increased public turnout for digital journalism and content provided using the Chat GPT application. The content provided through this application will witness major development accompanied by support from journalistic institutions to train journalists and provide material capabilities for that.

The results of the study clarified that the most important benefits and advantages of using the Chat GPT application in the journalistic art process are "improving the efficiency and speed of editing and publishing" processes, ranking first with 56.5%. It was also evident that the most important positive impacts of the Chat GPT application on the quality of journalistic content are that "it helps in comprehensive and inclusive coverage of events by providing the journalist with diverse sources", ranking first with 47.5%. 44.5% of the study sample indicated that the most important negatives of using the Chat GPT application on journalistic art is that "it eliminates creativity in journalistic writing". The most important impacts expected to occur in journalistic work with the use of the Chat GPT application are the "transformation of many newspapers from paper form to electronic form", followed by "focusing on training journalistic cadres and qualifying them to be able to use the various versions of the Chat GPT application".

Keywords: Artificial Intelligence, Chat GPT Application, Journalistic Work, Journalistic Art.