

Journalists' Attitudes towards of Using AI (Case of Georgia)

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Abstract

In recent years, artificial intelligence (AI) has been rapidly gaining ground in journalism, changing the working practice of newsrooms and makes it daily routine easier, but despite this positive aspect, it's use also poses the challenges too. Since the emergence of ChatGPT from early 2022, a number of concerns and worries arise regarding to the ethical aspects of using the Artificial Intelligence (Barceló-Ugarte, T. et al., Gutierrez-Caneda, B. et al., 2024; Forja-Pena, T., García-Orosa, B., & López-García, X. (2024); Kalfeli, P & Angel, C. 2025); etc.

The goal of this presentation is to show the results of exploratory study on the attitudes of Georgian journalists', towards of artificial intelligence tools. There are some studies how journalists perceived AI integration in newsrooms, but in the global context, in various countries (Cools, H., & Diakopoulos, N. (2024); Thurman, N., Thäsler-Kordonouri, S., & Fletcher, R. (2025); Matsiola, M., & Pilitsidou, Z. (2025) etc. This study aimed to fill this gap and show the results of the small country, like Georgia. Previous research in Georgia, was addressed the ethical concerns of artificial intelligence and its use in the media, presented the views of journalists and editors (Osepashvili, D. 2025), but other concerns and threats, as well benefits and developing opportunities did not studied yet in the Georgian context. This research paper will fill this gap and this is novelty and actuality of this study. Thus, the topic of this research is timely.

As the theoretical framework, study is based on TAM (Technology Acceptance Model) and UTAUT model (Unified Theory of Acceptance and Use of Technology), in order to investigate and analyze Georgian journalists' perceptions on AI technologies.

To explore this issue, qualitative approach is chosen for collect data. The study is based on a semi-structured interviews method to collect qualitative data. It was conducted among journalists from March till November 2025. At the whole, participated 14 respondents. The purposive sampling technique was used for this study, among online media outlets and TV journalists.

Overall, according to the results of the research, using the of AI in Georgian newsrooms is in early stage, but the findings show that this study identified a number of challenges and concerns facing Georgian

journalists in their everyday routine, as well as benefits and development opportunities of using toward
AI tools in the newsrooms.

Keywords: Artificial Intelligence (AI) and Journalism; AI and Georgian Media; Attitudes; Benefits
and Threats; Artificial Intelligence in Newsrooms; Georgia