

**Estonian Entrepreneurship University of Applied Sciences  
Ülemiste City**

**YOU HAVE BEEN REPLACED BY AI**

**Abstracts of the 11th Annual Entrepreneurship and Innovation Conference  
(October 5, 2023)**

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The 11th Annual Entrepreneurship and Innovation Conference unfolds a comprehensive exploration into the profound impact of Artificial Intelligence (AI) across diverse domains. With a global perspective, this collection of abstracts delves into the transformative influence of AI on marketing, industries, education, healthcare, business management, research, social impact, learning, and ethical applications. The conference aims to explore the complex relationship between humans and AI, examining the challenges, opportunities, and ethical considerations associated with the integration of AI technologies.

Participants from Croatia, the Czech Republic, Estonia, Finland, Iceland, Italy, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Poland, Ukraine, the United Arab Emirates, Uzbekistan, and the USA contribute to this international discourse.

In essence, the conference proceeding "YOU HAVE BEEN REPLACED BY AI" summarises a rich research, insights, and perspectives, offering a nuanced understanding of AI's transformative impact across various domains and its implications for individuals, industries, and society at large.

Keywords: artificial intelligence, entrepreneurship, innovation, digital marketing, industry transformation, leadership, education, skills, social impact, global perspectives, human-AI collaboration, future workforce, ethical implications.

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# **ARTIFICIAL INTELLIGENCE IN THE PROFESSIONAL ACTIVITIES OF FUTURE JOURNALISTS: ADVANTAGES AND DISADVANTAGES**

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## **Objectives:**

This study focuses on the changes in the educational sector of Ukraine and the importance of cultivating skills in using artificial intelligence tools in the professional activities of future media professionals. It outlines the peculiarities of applying artificial intelligence technologies in conditions of uncertainty. A review of academic sources by Ukrainian and international scholars on the stated issue is conducted. The relevance of implementing artificial intelligence technologies in modern journalism education, which contributes to improving future professionals' training and developing their competencies, is justified. Definitions of the concepts "artificial intelligence," "artificial intelligence tools," "machine learning," and scientific approaches to them are provided. The emphasis is placed on implementing artificial intelligence technologies in the educational process to enhance higher education students' cognitive activity and engagement. Artificial intelligence tools for student preparation and developing general and professional competencies are highlighted. The significance of artificial intelligence technologies in education and professional journalism activities is emphasized.

## **Data and Methods:**

In the process of theoretical and methodological substantiation of the phenomenon of artificial intelligence, the following methods were employed: classification and generalisation, analysis and synthesis, statistical analysis. The method of comparative analysis was applied to examine the definitions of the terms "artificial intelligence," "machine learning," and "artificial neural networks," and the modelling method was used to investigate the impact of intelligent systems on various aspects of life. Observation, induction, and deduction methods were utilised to determine the current state of journalism and technology. The survey was conducted to assess students' attitudes and the application of artificial intelligence in the educational process. It comprised a sample of at least participants (students of the first (bachelor's) and second (master's) levels of higher education in the field of journalism) and a data collection tool (Google Forms), as well as specific questions designed for statistical analysis.

## **Results:**

Based on the results of the online survey of undergraduate and graduate journalism students at Volodymyr Hnatiuk Ternopil National Pedagogical University. According to the survey, 30.6% of students combine studying with work in the media. It is found that almost all respondents (94.4%) are aware of, and the majority (72.2%) use artificial intelligence technologies in their educational and professional activities. The respondents' awareness level of potential threats associated with using artificial intelligence technologies, especially in the media sphere, is currently relatively low. However, there is an understanding that the implementation of artificial intelligence technologies requires deeper study, better technical support for journalists, and legislative regulation.

## **Conclusions:**

In summary, the modern educational process should consider the challenges of the time and incorporate the study of various artificial intelligence platforms into educational programs to develop the skills for their correct use. It is advisable to introduce additional courses and workshops, invite experts, and conduct training sessions to help utilize artificial intelligence technologies properly. Emphasis is placed on the importance of academic integrity, which necessitates additions to

university policies. Attention is focused on personal responsibility for the quality of publications in accordance with current media activities standards.

Vectors for further research on artificial intelligence technologies in the educational process and the professional activities of media professionals are outlined, and standards for the use of generative artificial intelligence in editorial work are defined.

**JEL Classification:** O33, J24.

**Keywords:** media, journalism, information, technology, artificial intelligence, machine learning.