

ORIGINAL ARTICLE



Generative Artificial Intelligence for Journalistic Content in Ibero-America: Perceptions, Challenges and Regional Projections

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Inteligència artificial generativa per a continguts periodístics a Iberoamèrica: percepcions, reptes i projeccions regionals

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Abstract

Introduction: The increasing availability of artificial intelligence (AI) tools has brought with it various, increasingly advanced, uses for content production. Digital media editors have not been immune to the phenomenon, which is why there is growing interest, both professional and academic, regarding its possible uses. *Objectives:* In this paper we seek to detect the experiences, challenges and projections regarding the use of artificial intelligence in the generation of news content. In turn, the specific objectives aim both to offer a general overview of journalistic experiences with AI and to study the results of a survey regarding the use of this technology in the production of content in Ibero-America. *Methodology:* A survey was conducted among 154 participants through a cycle of webinars held at four universities in Ibero-America during the second semester of 2023, corresponding to 14 countries in the region, including academics, researchers and students of Journalism (and related degrees in Social Communication), along with managers and journalists from prominent media outlets. *Results:* although journalistic experiences with AI are still incipient in the region, the responses obtained show that most participants use generative AI tools every week, there is greater knowledge (and preference) for *ChatGPT*, and there is a consensus regarding how artificial intelligence can bring great benefits if it has the proper regulations.

Keywords

artificial intelligence, generative artificial intelligence, news content, news outlet, digital news media.

Resum

Introducció: la massificació d'eines d'intel·ligència artificial (IA) ha portat amb si diversos usos, cada vegada més avançats, per a la producció de continguts. Editors de mitjans digitals no han quedat aliens al fenomen, per la qual cosa existeix un interès creixent, tant professional com acadèmic, respecte a les seves possibilitats d'ús. *Objectius:* en aquest treball busquem detectar les experiències, desafiaments i projeccions respecte a l'ús de la intel·ligència artificial en la generació de continguts informatius. Al seu torn, els objectius específics apunten tant a oferir un panorama general de les experiències periodístiques amb IA com a estudiar els resultats d'una enquesta respecte a l'ús d'aquesta tecnologia en la producció de continguts a Iberoamèrica. *Metodologia:* a través d'un cicle de *webinars* realitzats en quatre universitats d'Iberoamèrica durant el segon semestre de 2023, es va realitzar una enquesta a 154 participants d'aquestes sessions, corresponents a 14 països de la regió, incloent acadèmics, investigadors i estudiants de Periodisme (i graus afins de Comunicació Social), juntament amb directius i periodistes de destacats mitjans de comunicació. *Resultats:* per bé que les experiències periodístiques amb IA són encara incipients a la regió, les respostes obtingudes mostren que la majoria dels participants empenen eines d'IA generativa cada setmana, hi ha un major coneixement (i preferència) pel *ChatGPT*, i hi ha un consens respecte a com la intel·ligència artificial pot aportar grans beneficis si compta amb les degudes regulacions.

Paraules clau

intel·ligència artificial, intel·ligència artificial generativa, continguts periodístics, mitjans de comunicació, mitjans digitals.

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1. Introduction

On November 30, 2022, the company OpenAI launched the generative artificial intelligence tool called *ChatGPT*. Its conversational ability, more advanced than that of a conventional chatbot, immediately drew attention because its responses enabled content production, including journalistic pieces.

Immediately, multiple digital content producers, including journalists, began formulating their instructions —also known as prompts— to *ChatGPT*, as well as to other, similar, AI tools that have explosively developed since then, for generating texts, videos, images, and multimedia content in general.

Examples of this early adoption include *CNET*, a U.S. media outlet that was discovered and denounced by its competitors for using AI tools to generate articles without informing the audience (Apablaza-Campos & Codina, 2023; Christian, 2023). *Buzzfeed* also started using artificial intelligence to write news articles (Codina, Lopezosa & Apablaza-Campos, 2023, 101-102) but evolved towards creating its famous “personalized quizzes” according to its readers’ interests (Mullin, 2023).

In this way, the relationship between journalism and artificial intelligence has deepened recently, not only due to journalistic production as in the previously mentioned cases but also due to the academic perspective on consciously training future professionals in the use of tools they will likely employ in their subsequent careers (Pavlik, 2023).

In this scenario, both journalism professionals and students, academics, and researchers of informational production handle a series of motivations to adopt certain generative artificial intelligence tools, as well as some expectations that lead them to choose some over others.

This evaluation of expectations can be studied within the framework of the uses and gratifications theory (Ruggiero, 2009), which explores the motives of different user profiles for adopting certain technologies and discarding others. This theory has been particularly useful and fruitful in the last three decades due to the advent of digital technologies in journalism. It has served to interpret the arguments and expectations that have driven both the general public and certain social groups to adopt specific technologies, platforms, languages, and content (Luo *et al.*, 2011; Whiting & Williams, 2013). With the emergence of artificial intelligence technologies, the veteran uses and gratifications theory (Katz *et al.*, 1973) once again reveals itself as an appropriate conceptual framework to explore the motives for which different “actors” (Westlund & Lewis, 2014) —in the context of the present research, from journalistic organizations to certain user profiles— begin to embrace these emerging technologies (Choi & Drumwright, 2021; Xie *et al.*, 2022).

From this theoretical framework, the main objective of this work is to detect the experiences, challenges, and projections regarding the use of artificial intelligence in the generation of informational content. In turn, the specific objectives are as follows:

- SO1: To provide an overview of journalistic experiences with artificial intelligence and the challenges they pose for the industry.
- SO2: To study the results of a survey on choices, perceptions, and motivations regarding the use of artificial intelligence for content production in Ibero-America.

1.2. AI and Journalism: A View from Ibero-America to the Global Stage

The experiences of using artificial intelligence in journalistic content, along with the current boom in discussions about its uses and potential, had already sparked academic reflections prior to the widespread adoption of generative AI tools. After analyzing scientific production in *Web of Science* and *Scopus*, Calvo-Rubio and Ufarte-Ruiz (2019, 164) identified a total of 209 indexed works on journalism and artificial intelligence between 2008 and 2019, with the first results in this line dating back to 2010.

However, a search process using equations in both databases up to 2023, while showing interesting production related to AI experiences in media in Spain, reveals that specific results focused on Latin America are sparse. The most notable research (Soto-Sanfiel *et al.*, 2022; Navarro Zamora, 2023) focuses on exploring journalists’ perceptions of the use of generative artificial intelligence in newsrooms, along with addressing cross-cutting opportunities and challenges in the professional practice and the regional context in which they develop.

Beckett and Yassen (2023), authors of the leading current report on the relationship between media and artificial intelligence, suggest that the implementation of artificial intelligence and communication in the Global South has been incipient or at experimental levels (Barredo-Ibáñez *et al.*, 2021; de-Lima-Santos & Salaverría, 2021). Similarly,

Weck (2020) questions the challenges of AI in Latin America due to the quality of sources that can feed its databases, the necessary legal frameworks to regulate its use, and the need to formulate public policies from a digital governance perspective and the handling of personal data.

Expanding the view globally, it is important to revisit the main findings of the *JournalismAI* report by the Polis group at the London School of Economics: 1) artificial intelligence already has a significant presence in the media, with 75% of major news editors acknowledging using AI at some stage of the journalistic process; 2) there is a marked inequality in access to artificial intelligence tools depending on the size of the media outlet and the region of origin; 3) the primary motivations for its use are the pursuit of efficiency and increased productivity; 4) there is an urgent need to establish ethical standards to ensure the quality of the news product; 5) it is necessary to develop AI whose results can be understood by its audiences; 6) the industry's resistance to change and fears of potential job losses should not be underestimated; and 7) transparency in the design of these tools is required (Beckett and Yassen, 2023).

These analyses are supported by other studies such as the academic review conducted by Parrat-Fernández *et al.* (2021). From a corpus of 358 texts, this research found that, at the beginning of the 2020s, the United States led the research on artificial intelligence in journalism, with 128 publications; followed by the United Kingdom, with 42, and a group of Central European countries with a smaller number (Parrat-Fernández *et al.*, 2021). Other regions, such as Latin America, showed a more limited or even testimonial production. The authors suggest that the reasons for the limited presence of Latin American perspectives in the study of AI include the lack of collaboration between academics from different countries, the absence of diversity in disciplines, methodological vagueness, and the lack of funding for projects capable of consolidating a research ecosystem.

As the analysis reveals, in Latin America, the role of AI in relation to communication professions in general, and journalism in particular, presents several contributions around semantics, governance, cross-cutting fields, the Internet of Things (Salaverría & de-Lima-Santos, 2020), robotization, the "orange economy" (Buitrago Restrepo & Duque Márquez, 2013), GAFAM (Google, Amazon, Facebook, Apple, and Microsoft), gamification, and communication management. These relationships have changed roles and transformed communication scenarios with new attitudes and new concepts (Túñez López, 2021).

These precedents, prior to the impact associated with *ChatGPT* and generative artificial intelligence, put into context the proliferation of strategies to identify the relationship between communication professions and AI. Such is the case of the project "A European Perspective," for which news agencies from different countries were convened to analyze the processing of information in different languages. Canavilhas (2022) identifies that AI manages to outline news with a generalized understanding of contexts and local idiosyncrasies, provided that journalists participate in the process of reviewing and supervising the content.

In response to the challenges highlighted by the aforementioned studies, it is noteworthy that these alerts have been addressed with the growing interest of journalistic sectors, academics, and international institutions in promoting interdisciplinary

reflections on artificial intelligence as one of the central axes in the future of digital communication and journalism (Vásquez and Jiménez, 2023).

1.3. Disinformation and Artificial Intelligence

One of the areas where artificial intelligence has found greater acceptance by organizations, institutions, and platforms is in its ability to counteract disinformation (Larraz *et al.*, 2023). In the work carried out by Moreno *et al.* (2023), the “FactCheckEU” and “FANDANGO” projects of the European Union against disinformation through artificial intelligence and big data were analyzed, concluding positive aspects such as the high speed at which AI operates in filtering large amounts of big data; the creation of software programs that help major social media companies like *Facebook* and *X* (formerly *Twitter*) to remove fake accounts and misinformation; human intervention to verify data; and its efforts against electronic theft and piracy, partnering with private and governmental organizations. On the other hand, the use of bots, as mentioned by Flores (2019), is also becoming an alternative under which universities, research centers, and organizations are resorting, to achieve more than 76 % effectiveness in identifying false content on European radio and television (Fieiras *et al.*, 2022).

Moreno *et al.* (2024), Flores (2019), and Fieiras *et al.* (2022) agree that, in the face of disinformation, the human factor is key to its widespread dissemination, since the greatest responsibility for its intensive consumption lies with the people who continuously share fake news, with the aggravating factor that fake news spreads six times faster than true news (Vosoughi *et al.*, 2018). Part of the authors’ conclusions revolve around a discourse concerning media and informational literacy, in which UNESCO, in its 1982 Grünwal declaration, emphasised the importance of discussing media education. This is especially relevant in light of the emergence of artificial intelligence in everyday life and its usage which requires a minimal understanding, not only at a technical level but also at ethical and critical levels (de Vega *et al.*, 2022).

1.4. Ethical and Deontological Issues of Journalism in the Face of AI

This question resonates around how artificial intelligence will operate in content automation, algorithms, content filtering, or other areas where it can be useful for newsrooms. Faced with such challenges, there is an urgent need to establish ethical codes and guidelines to regulate the production and dissemination of content created without human intervention. This led Ufarte *et al.* (2021) to use the Delphi method to gather ten experts and analyze the ethical challenges presented by the arrival of artificial intelligence.

The responses indicate that this journalistic practice provides a series of challenges that involve ensuring the privacy of individuals, verifying information produced by this emerging technology, training information professionals for its use and application, promoting transparency in its employment, detecting and controlling algorithm biases, and not losing sight of the sense of commitment and social responsibility of journalism, among other issues. (678–679)

This directly challenges formal education from primary school to university (Saraiva & Santos, 2023), where there is an urgent need to create spaces for media education and information literacy (Flores-Vivar & García-Peñalvo, 2023), aimed not only at

journalism students but also at students from other disciplines and ordinary citizens, through social outreach programs.

1.5. Journalistic Practices: the Inclusion of AI in Ibero-American newsrooms

A study by Segarra-Saavedra *et al.* (2019) addressed the case of *Besoccer*, a Spanish-origin website with a significant presence in South America, which has a database of sports information supported by content automation. Through in-depth interviews with the CEO and marketing director of the platform, the authors found that the interviewees discussed the ethical dilemma that may arise from job loss due to automation, but at the same time, the creation of new roles such as supervisors or news editors was highlighted. Additionally, they emphasized the inevitable intrusion of AI in journalism, particularly in data-driven journalism, suggesting it would be a different story if it were more social or political in nature.

From another perspective, also in the sports field, Murcia *et al.* (2022) conducted a comparative analysis of 28 sports chronicles produced by both artificial intelligence programs and journalists in media outlets from Spain and various Latin American countries. Their conclusions addressed the lack of adjectives, rhetorical figures, and descriptive richness of AI compared to conventional human writing. Similarly, it was found that AI tended to be redundant but surpassed journalists in terms of data and contextualization.

Gonçalves & Melo (2022) analyzed the integration of artificial intelligence in Portuguese media, noting that the complexities of this process lie not only in the implementation of new technologies but also in how close and agreeable these technologies are to journalists.

According to Salas *et al.* (2023), in studying the narratives of journalists from Costa Rica's main media outlets regarding AI tools, there were marked concerns and generational gaps, from two perspectives:

- Management understands AI as an aid to journalism and carries out operational activities under human supervision.
- The younger cadre of journalists recognize its importance, attributing positive value to it and suggesting that it would help alleviate workload burdens by automating news, for instance, regarding earthquakes.

Therefore, these experiences reinforce the idea that artificial intelligence can be a valuable tool to assist the Ibero-American journalism industry if it has adequate human supervision and review. In this regard, the six proposed phases by Tejedor *et al.* (2023) for those media outlets wishing to adapt AI to their information routines are particularly valuable: 1) mapping of cases and consultancy, 2) awareness-raising and pedagogy, 3) training, 4) testing, 5) development, and 6) monitoring.

2. Methodology

Within a series of four webinars titled "Innovation in content generation through artificial intelligence for new consumers," organized by the company DataFactory and held between July 27 and September 7, 2023, the authors of this study invited attendees to

respond to a survey to understand their perceptions, experiences, and projections with generative AI.

The profile of the participants in the survey and in the series, a collaboration between four universities in Latin America (Politécnico Grancolombiano in Colombia, Universidad de Montevideo in Uruguay, Centro de Capacitación en Radio y Televisión Raúl del Campo in Mexico, and Universidad UNIACC in Chile), is as follows:

- University authorities, researchers, and academics in journalism and related fields in social communication.
- Undergraduate and graduate students related to journalism or other specialties in social communication.
- Executives, editors-in-chief, and journalists from the region's main media outlets.
- Professionals from agencies (or other companies) that provide news services to media outlets in the region.

The webinar series had a total of 702 registered attendees from 18 countries in Ibero-America. Of this total, 154 individuals participated in the survey, representing 14 countries in the region (see Table 1). One participant, a visiting researcher at one of the participating universities in the series, came from a non-Ibero-American country; however, since this individual resided and worked at a university in the region, their responses were considered.

Table 1. Number and percentage of participants in the survey, by country of origin. Source: Self-prepared with data extracted from *Zoho Survey Pro*.

Country representation in the survey		
Country	Number of participants	Percentage
Argentina	45	29.22 %
Mexico	26	16.88 %
Ecuador	12	7.79 %
Perú	11	7.14 %
Colombia	10	6.49 %
Chile	9	5.84 %
Venezuela	9	5.84 %
Bolivia	9	5.84 %
Brazil	8	5.19 %
Panama	5	3.25 %
Uruguay	4	2.60 %
Spain	2	1.30 %
Dominican Republic	2	1.30 %
Guatemala	1	0.65 %
Other (Morocco)	1	0.65 %
TOTAL	154	100.00 %

The survey was only available to be completed during the development of each conference. It was distributed among participants through a QR code, which was displayed on screen at certain moments during each session. Since two universities, Universidad

de Montevideo and UNIACC, held hybrid sessions with attendees both online and in-person, the QR code was provided to the organizers so that the survey could be completed by attendees in either of the two modalities, as shown in Figure 1.

Figure 1. Hybrid session of the webinar series, held by DataFactory and Universidad UNIACC in Santiago, Chile, on September 7, 2023. During the session, the QR code was displayed on screen for in-person and online attendees.



The survey consisted of five mandatory questions, in which participants were asked about their usage, knowledge, perceptions, and projections relating to generative artificial intelligence tools for content production. The five questions provided several response options: three questions were single-choice and the other two were multiple-choice. In three questions, it was possible to specify an alternative not included among the available options.

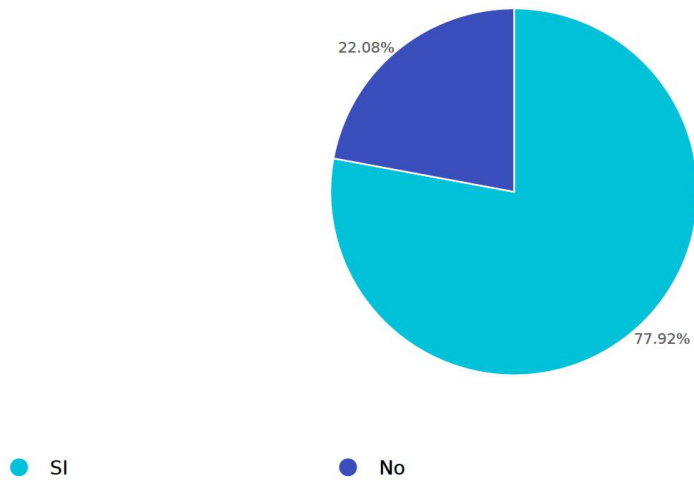
3. Results

The first question addresses the regular use of generative artificial intelligence systems. 77.92% of respondents confirm that they use these tools at least once a week (Figure 2).

Figure 2. Survey question 1 about regular use of generative artificial intelligence.

1. ¿Utiliza regularmente (p.e., al menos una vez a la semana) sistemas de IA generativa (IAG)?

Respondida: 154 Omitida: 0



Opciones	Porcentaje de respuesta	Conteo de respuesta
SI	77.92%	120
No	22.08%	34

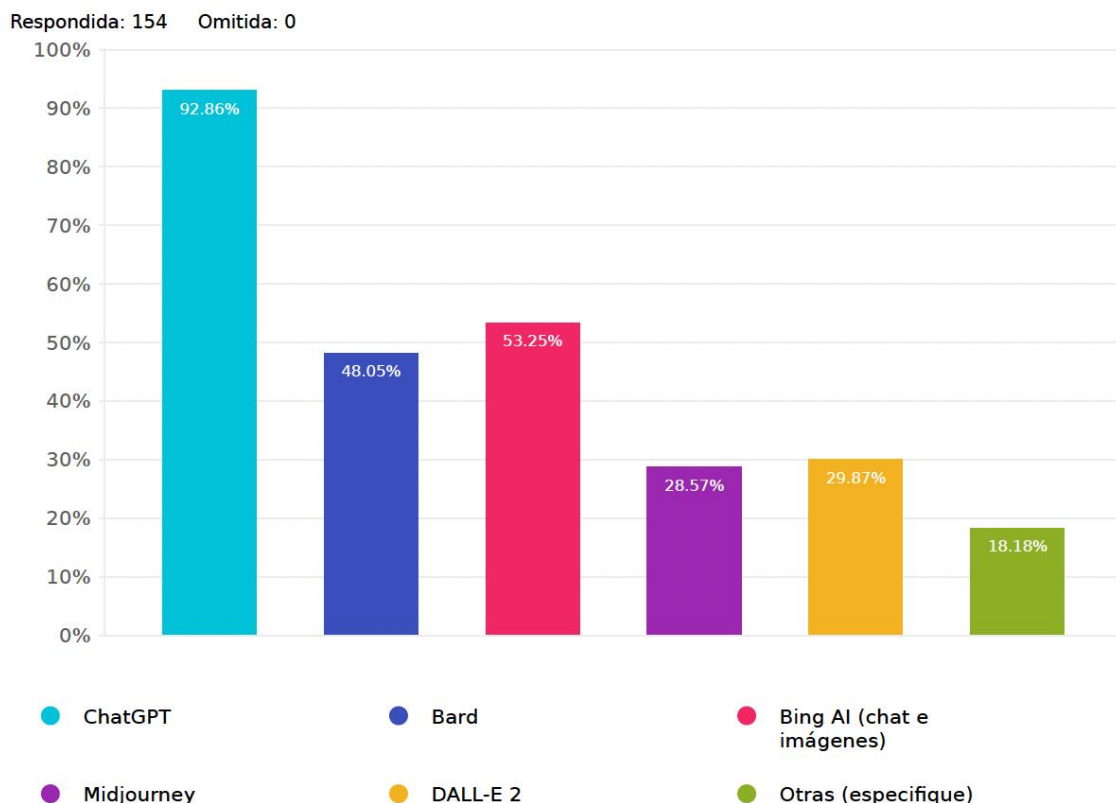
Source: Self-prepared with graphic and data extracted from Zoho Survey Pro.

The second question was multiple-choice and inquired about the number and type of generative AI tools known by the survey participants. ChatGPT (92.86 %) stands out in the responses, followed by Bing AI, in both its chat and image generation versions (53.25 %). Both tools have an interface from OpenAI. Bard, from Google, trails behind at 48.05 %.

While a multiple-choice question it allowed open-ended responses, so a very broad and diverse volume of answers was collected. Participants recorded 417 different choices, 18.18 % of which corresponded to the "Other" category, referring to unspecified tools. In the unspecified category, participants mention resources such as You.com, Grammarly, Craiyon, Monica, Leonardo.ai, Notion, TranscribeMe, Chatsonic, Nostrum, LLaMA, Videoleap AI, BetMines, Writesonic, Runway, Kaiber, Perplexity, Deeply, and Poe (Figure 3).

Figure 3. Survey question 2 about knowledge of generative artificial intelligence tools.

2. Del siguiente listado, marque las IA Generativas (IAG) que conoce (puede elegir múltiples opciones):



Opciones	Porcentaje de respuesta	Conteo de respuesta
ChatGPT	92.86%	143
Bard	48.05%	74
Bing AI (chat e imágenes)	53.25%	82
Midjourney	28.57%	44
DALL-E 2	29.87%	46
Otras (especifique)	18.18%	28

Source: Self-prepared with graphic and data extracted from Zoho Survey Pro.

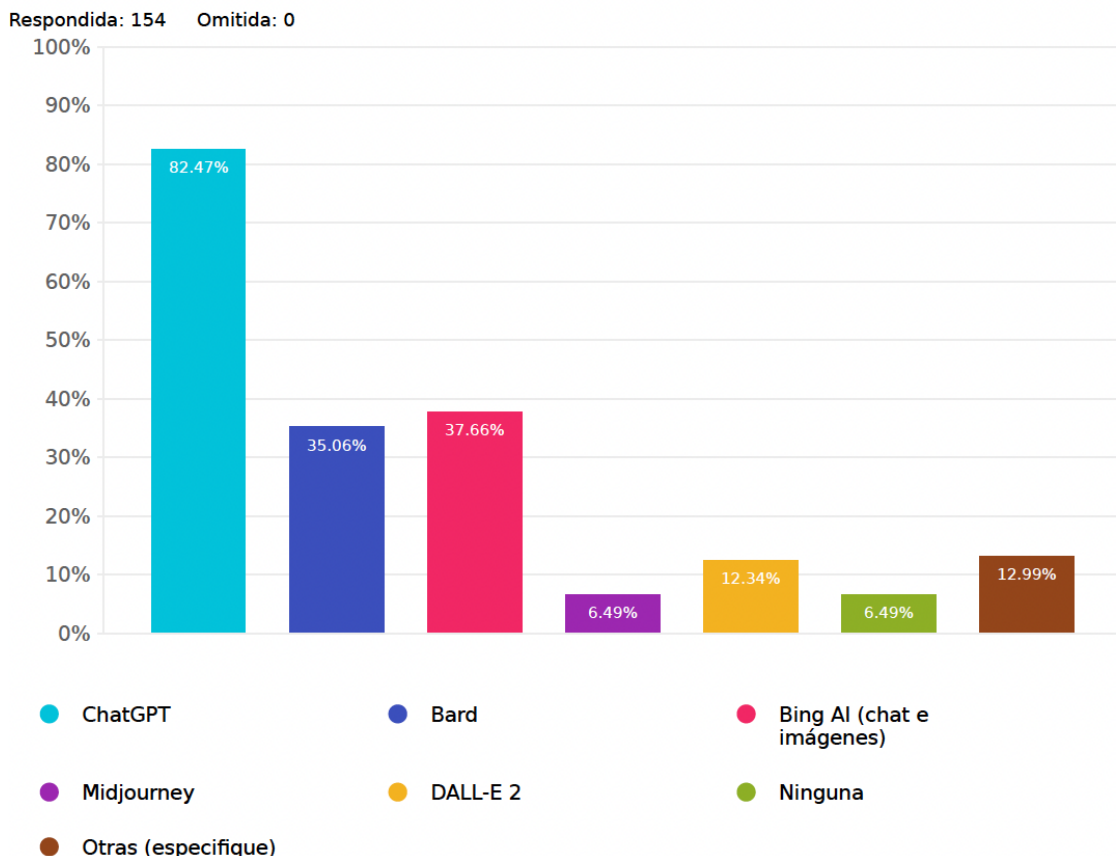
Third, participants were asked about the generative artificial intelligence tools used in the previous two weeks. Similar to the previous inquiry, multiple-choice responses were allowed, resulting in a total of 298 answers.

82.47% of respondents acknowledge having used ChatGPT in the prior two weeks, followed by Bing AI (37.66%) and Bard (35.09%). 6.49% have not used any AI tools, and 12.99% claim to use tools not mentioned among the alternatives (Figure 4). In

spontaneous mentions, tools like *You.com*, *Grammarly*, *Craiyon*, *Monica*, *Leonardo.ai*, *TranscribeMe*, *Chatsonic*, *Videoleap AI*, *Writesonic*, and *Perplexity* are repeated. However, participants include other tools not mentioned in the previous question, such as *Pi* from *WhatsApp* and *DeepL Write*.

Figure 4. Survey question 3 about the use of generative artificial intelligence tools. Source: Self-prepared with graphic and data extracted from *Zoho Survey Pro*.

3. Del siguiente listado, marque las IAG que ha utilizado en las últimas 2 semanas (puede elegir múltiples opciones):



Opciones	Porcentaje de respuesta	Conteo de respuesta
ChatGPT	82.47%	127
Bard	35.06%	54
Bing AI (chat e imágenes)	37.66%	58
Midjourney	6.49%	10
DALL-E 2	12.34%	19
Ninguna	6.49%	10
Otras (especifique)	12.99%	20

The fourth question asks whether respondents believe that generative artificial intelligence tools will be important in content generation in the coming years. The responses are virtually unanimous: 98.7% agree with this statement (Figure 4).

4. ¿Cree que las IAG serán importantes en la generación de contenidos durante los próximos años?

Respondida: 154 Omitida: 0



Opciones	Porcentaje de respuesta	Conteo de respuesta
Sí	98.70%	152
No	1.30%	2

Figure 5. Survey question 4 about the importance of generative artificial intelligence in content generation. Source: Self-prepared with graphic and data extracted from Zoho Survey Pro.

Finally, question five addresses visions regarding the future of artificial intelligence. In this case, 79.22% of respondents agree with the vision that "with proper regulations, generative AI will bring great benefits to humanity." Conversely, 11% of respondents advocate for unrestricted development without special regulations. Additionally, 7.79% add their own perceptions, highlighting the following statements:

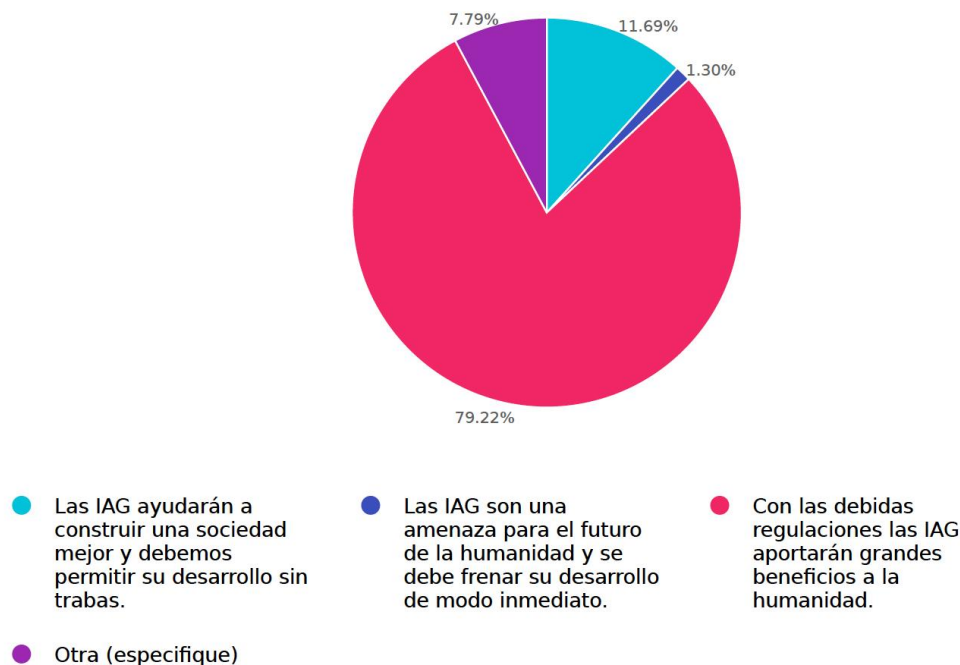
- "They are a technology that we will need to learn to use, with its virtues and limitations."
- "Like atomic energy, it will be at the service of humanity's progress, as well as at the service of harmful interests."
- "It depends on economic and political factors in Latin American countries whether the use will be beneficial or detrimental."
- "Proactive legislation and agreements will be needed to ensure the informational integrity of the population. Control of sensitive data."
- "They are available tools that, through proper use, can collaborate with society."
- "They are the present, an excellent tool to develop a better future."
- "For the moment, they do not have all the answers."
- "They are important, but one must proceed with caution."

There are also cases where generative artificial intelligence is mentioned as “an assistant or support for content production,” and a couple of respondents who acknowledge not yet having a sufficiently formed opinion on the matter (Figure 6).

Figure 6. Survey question 5 about the vision of the future of generative artificial intelligence. Source: Self-prepared with graphic and data extracted from Zoho Survey Pro.

5. Escoja la frase que describe mejor su visión del futuro de las IAG:

Respondida: 154 Omitida: 0



Opciones	Porcentaje de respuesta	Conteo de respuesta
Las IAG ayudarán a construir una sociedad mejor y debemos permitir su desarrollo sin trabas.	11.69%	18
Las IAG son una amenaza para el futuro de la humanidad y se debe frenar su desarrollo de modo inmediato.	1.30%	2
Con las debidas regulaciones las IAG aportarán grandes beneficios a la humanidad.	79.22%	122
Otra (especifique)	7.79%	12

4. Discussion and Conclusions

The present study offers one of the first empirical, exploratory studies on the perceived uses and benefits of artificial intelligence by individuals associated with the professional practice and teaching of journalism in Ibero-America. Its added value lies in a methodological approach that not only involves conducting a survey but also organizing webinars with universities in the region to engage “actors” (Westlund & Lewis, 2014) interested in participating in discussions and debates surrounding the use of generative artificial intelligence in journalistic content production.

As 46.1% of responses come from participants from just two of the fourteen Ibero-American countries covered in the study, Argentina and Mexico, it was not deemed appropriate to disaggregate the data by country.

From a theoretical perspective, this study aligns with recent works exploring the relationship between journalism and artificial intelligence, especially the *JournalismAI* report by the Polis group at the London School of Economics (Beckett & Yanseen, 2023, 4). This survey, conducted with journalistic editors worldwide, includes a section presenting Latin American perspectives with newsrooms of all sizes and recommends addressing the adoption of AI by journalism according to regional challenges. Various authors have emphasized the need to address these challenges in the Spanish-speaking industry (Barredo-Ibáñez *et al.*, 2021; Soto-Sanfiel *et al.*, 2023; Navarro Zamora, 2023), thus underscoring the value of developing a survey with different stakeholders associated with Ibero-American journalism.

Furthermore, it is necessary to emphasize the relevance and validity of the uses and benefits of such studies. When considering the widespread knowledge and use of *ChatGPT* above other generative AI tools, it can be associated with ideas of profound changes in users' personal and social lives along with the benefits obtained from its implementation (Ruggiero, 2009, 28-29).

However, if we compare the results of this survey with similar works, we find some differences. An example of this is the study by Park and Gelles-Watnick (2023), which suggests that the majority of Americans have heard of *ChatGPT*, but only 18% have used it; hence, the value of this study lies in both geographic representation and the profile of participants, primarily focusing on students, academics, researchers, and professionals directly related to journalism or other related degrees in social communication.

Through them, it is revealed that 4 out of 5 recognize having used some generative AI system each week, each knowing of an average of 2.7 tools of this kind, and each having used an average of 1.9 of them in the last two weeks.

In terms of opinions and projections, the importance of AI in content generation is undeniable for respondents. Furthermore, despite almost 80% agreeing that, with proper regulations, artificial intelligence can bring significant benefits to humanity, it is essential to value the 8% that provided a set of specific ideas about the future, offering deterministic and apocalyptic contrasts regarding the matter (Wilches, Salamanca & Daza, 2022): from it being just another technology to the need for regulation, and comparisons with the atomic bomb.

Focusing on the type of participants, whether they are from academia or journalism, it is evident that respondents agree on the pursuit of content production through digital media. This ranges from academic training to content generation itself (from university tasks and journalistic ventures to major media outlets in the region). This explains the high levels of AI tool usage, in addition to the spontaneous mention of around thirty similar programs not included in this survey.

The results of this study reaffirm the need to strengthen a research ecosystem where representative actors from universities, schools, state institutions, media outlets, and business organizations converge. The aim is to maintain critical and constructive oversight of the uses and potential of these new possibilities for innovating and streamlining content through AI.

For all the reasons discussed, we believe that this study offers a valuable basis for future research, as it allows for an understanding of the habits and routines of generative AI use in Ibero-America associated with both studies and journalistic practice (or other related careers). This regional focus makes particular sense when we observe that most of the studies on the topic and cited in the literature review focus more on Anglo-Saxon locations than on those places where both Spanish and Portuguese are predominant.

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