EXPLORING THE INFLUENCE OF CHATGPT TO UTAR BROADCASTING

STUDENTS

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ABSTRACT

This study aims to explore the influence of ChatGPT to the UTAR broadcasting students. This study utilizes qualitative method to obtain findings and data through semi-structured interviews. Semi-structured interviews are used to collect narrative data like their experience, thoughts, and feelings in a non-numeric way. There are a total of five interviewees who are UTAR broadcasting students had been chosen through purposive sampling participated in this research interview. The findings of this study fulfil the objectives: (1) To discuss the benefits of UTAR broadcasting students in using ChatGPT; and (2) To understand the challenges and concern of UTAR broadcasting students in using ChatGPT. The benefits of using ChatGPT according to the interviews include: (1) Convenience; (2) Time-saving; (3) Brainstorming; (4) Language efficiency; (5) Doing research; and (6) Gain knowledge and skills. Furthermore, the concerns and challenges of using ChatGPT: (1) General and limited; (2) Accuracy of answer; (3) Risk of plagiarism; and (4) Excessive reliance in using ChatGPT. This study consists of limitations as in the sample size is small, which may not represent all UTAR broadcasting students. Moreover, it is recommended for a longer time duration for deeper analysis. Lastly, future studies are also recommended to investigate a wider range of broadcasting students.

Keywords: ChatGPT, artificial intelligence, higher education students, benefits, concerns, challenges, creative industries.

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Chapter I

INTRODUCTION

1.1 Introduction

In this era of digitalisation and globalisation, technology is improving towards the production of artificial intelligence (AI). ChatGPT is a form of generative artificial intelligence (AI) language model that understands and gives timely responses in natural human language through deep learning of big data and generating new outputs (Hetler. A, 2024). ChatGPT was created and developed by OpenAI, an AI research organization. The users should continuously command ChatGPT using different prompts and texts so that the AI could provide responses which are more specific and accurate instead of being too general. Nowadays, creative industries have started to utilize various AI technologies in daily tasks. For instance, to enhance languages, brainstorming for content creation, scriptwriting, generating artwork and music, and to search for different information. Using ChatGPT could effectively save time and cost, providing more ideas to enhance the creativity of an individual, and also improve the quality of a content. ChatGPT somehow effectively upgraded the productivity and quality of students in learning and doing their projects in different categories (Fauzi et al, 2023). However, there are also drawbacks and weaknesses if the users are not using it correctly and ethically. For example, plagiarism is a serious offence that often happens when users of ChatGPT misused it. ChatGPT could be a tool for the students in their education, yet it depends on the student's initiative to utilize it as a learning and creative tool or using it unethically. Students who are pursuing their studies under creative industry like broadcasting, it is very common for them to utilize AI software, especially ChatGPT, to complete their tasks. This research will be focusing on the preference and influence of ChatGPT among the UTAR broadcasting students.

1.2 Background of study

In this era of globalisation and modernisation, technology has evolved rapidly and is still modifying and improving continuously. People are constantly pursuing methods and tools to create a better and enjoyable living environment where different advanced technology has been created and introduced to the world. From the past, different technological revolutions enhance inventions in various fields, such as agriculture, computers, and science, which were designed to make people's life easier. Nowadays technology has been moving towards the enhancement of Artificial Intelligent (AI), which was first being researched officially and familiarized to the world in 1956 by John McCarthy (Anyoha. R, 2017).

According to Partha Pratim Ray (2024), AI was designed to understand and can interpret spoken language of humans to produce timely responses. The technology here relies on "deep learning techniques" and "self-learning algorithms". Thanks to the big data in today's world of technology, AI can be able to unleash its strength in generating human-like responses in a lot of tasks.

ChatGPT is an artificial intelligent chatbot that was introduced by Open AI, which is an organization founded by Sam Altman, Greg Brockman, Elon Musk, Ilya Sutskever, Wojciech Zaremba, and John Schulman in 2015 (Marr. B, 2023). ChatGPT was introduced on 30th November 2022, and it has been highly discussed by different professionals and widely used by people around the world. The usage of ChatGPT had covered various industries with different utility, and this unprecedented technology of generating natural human language with customized automatic timely response had impressed the world. This AI technology of ChatGPT has improved the effectiveness and output that shows a crucial impact to society around the world.

Nowadays, ChatGPT is becoming famous among the students in helping them in their education. Research found out that media students claimed ChatGPT as a tool to improve their daily productivity and to also enhance their writing ability, as well as highlighting the capabilities of data analysis. Plus, ChatGPT is providing their technology for free up to ChatGPT 3.5 which has given a chance for the students to utilize it without paying for it.

1.3 Problem Statement

ChatGPT has become very favourable to most of the students in the broadcasting industry. Looking into the advancement of this AI chatbot technology, it might help students in improving their productivity by saving time and cost in their learning process. According to Santhosh et.al (2023), this application is deemed as a tool to improve students' productivity and creativity in creating content, writing a script, doing research, producing image, and improving language proficiency. Nevertheless, it also works as a booster to improve students' creativity in brainstorming content. However, existing research mentioned that ChatGPT consists of drawbacks which have to be alerted by the students who use it in their everyday study and tasks. As such, this research tends to discuss the influence of ChatGPT to UTAR broadcasting students.

1.4 Research Objectives

1. To discuss the benefits of UTAR broadcasting students in using ChatGPT.
2. To understand the challenges and concerns of UTAR broadcasting students in using ChatGPT.

1.5 Research Questions

1. Do UTAR broadcasting students see a benefit from using ChatGPT in their studies? What are the benefits of UTAR broadcasting students perceive that they gain from using ChatGPT in their studies?

2. What are the challenges and concerns of the UTAR broadcasting students in using ChatGPT?

Chapter II

LITERATURE REVIEW

2.1 ChatGPT

ChatGPT is an inventive creation that was created by Open AI that had the ability to have a conversational interaction with the users (OpenAI, 2022). It was created to generate answers to various questions in a human-like pattern. ChatGPT is an AI chatbot by Open AI that was developed based on their GPT-3 language framework introduced in 2020 and has continuously improved to GPT-4 in 2023 (Bubul Gupta et al, 2023). GPT stands for Generative Pre-trained Transformer, and it is a model designated to understand natural language and text generating. ChatGPT can understand and process conversational human-like responses to their users. According to Partha Pratim Ray (2023), ChatGPT is able to comprehend complex inputs, minimizing biases and focuses on specific needs by the users which is the key improvements compared to the earlier AI models.

Abid Haleem et al. stated that ChatGPT could comprehend and respond to a variety of language inputs and at the same time react and interpret with answers that are easily understood. Besides, the study also pointed out some other major roles of ChatGPT. For example, ChatGPT can pick up the latest information in different fields, it also consists of the ability of machine learning which allows it to learn knowledge and gain skills through the interactions with the users. Various roles of ChatGPT were deemed to be useful and helpful in dealing with a variety of inquiries by the users.

However, Partha Pratim Ray (2023) said that there are still issues and problems that need to be overcome by ChatGPT. First of all, to improve the accuracy of ChatGPT's response, it should be improved in the ability to maintain the context of a conversation by the users, the ability to detect ambiguous questions, the ability of having common sense understanding, the ability to respond to emotions and feelings of users, the ability to minimize biased and unethical

contents, and the ability to handle queries that are out-of-distribution, which refers to queries that are different from the AI model learning set. Also, ChatGPT can be improved to be more personalized for different users in enhancing user experience.

2.2 Purposes of higher education media students in using ChatGPT

The existence of this AI chatbot, ChatGPT, that is easily accessed by people around the world has been widely discussed and used in the educational field. Students would like to use ChatGPT in their education and learning process. Partha Pratim Ray (2023) informed that ChatGPT can be applied in the field of media and entertainment. Students in the field of media industry utilise ChatGPT in helping them to complete their daily assignment, tasks, and projects, also improving their process of learning. Media students are familiar with using ChatGPT in doing different tasks for academic purposes and most of the students will be using it frequently (Assad, Amr, 2024). In a research by Assad Amr (2024) about the use of ChatGPT among media students in Egypt, there are various purposes where the students would like to use ChatGPT. Among the 9 purposes listed out by the researcher, which are writing blogs and articles, creating social media content, developing scripts for videos and podcasts, conducting research and gathering information, assisting in data analysis, translating content into a different language, creating and developing visual presentations, creating a video from concept to completion and launching media campaigns, purposes related to analysing data, translating languages, and launching media campaigns were the purposes that are most valuable by the media students. Other than that, conducting research, gathering data and information, and writing are also some of the purposes contributed to the usage of ChatGPT by media students.

Creating content is a common task to the media students. Study informs that ChatGPT can be functional in making new things with what you already know (Abid Haleem et al., 2022). Understanding that ChatGPT has the ability in machine learning, it can be persuasive in

providing new ideas through analysing a huge amount of data and information from the internet. Besides, research is an organised process in understanding various topics and fields by gathering data, analysing and interpreting information with appropriate procedures established by academic practice (Hampshire College, n.d.). A higher education student will always encounter academic assignments and projects which require them to complete a research paper in their particular field of education. According to Som S Biswas (2023), ChatGPT had slowly replaced the traditional way of conducting and publishing a research paper. By having an overarching perception of the abilities and constraints of ChatGPT, media students could effectively use ChatGPT in completing their academic research.

2.3 Benefits of ChatGPT to higher education students

Various research shows that ChatGPT provides a considerable number of benefits towards the higher education students. Research by Fauzi Fauzi et al. point out that higher education students had a problem with their productivity while technologies nowadays like ChatGPT provide convenience that could effectively overcome the problem. Fauzi et al. investigated the use of ChatGPT to raise the standard of students' productivity and the study also states that ChatGPT had the ability to contribute in enhancing the quality of students' work. Researchers found out that higher education students nowadays are facing a problem of low productivity that might be caused by various factors such as lack of motivation and support, and difficulties in learning content. The researchers used a qualitative method with a desk research approach. According to Tim Gell (2023), desk research can also be known as a secondary or library research. This method is to gather information and data by referring through secondary sources and materials such as journals and articles on various publication platforms. This method requires the use of keywords in emphasizing the analysis of influence and usage of ChatGPT in improving higher education students' productivity.

It proves that ChatGPT offers helpful information and resources for the students to go through their learning process as well as completing their projects. ChatGPT provides related answers to the students and recommendations to suitable learning sites for them to further their studies. Besides, ChatGPT enhances students' language efficiency by improving students' language skills in grammar and vocabulary. Research found out that students utilise ChatGPT to enhance their writing for the assignments. Moreover, ChatGPT tends to provide a smoother discussion among the students. This is because ChatGPT could help the students to have deeper and better understanding about a topic and a subject. Last but not least, the researchers say that ChatGPT improves productivity as in the increasing effectiveness of students in completing a task. ChatGPT also somehow supports and motivates the students in relieving their stress by giving different advice accordingly.

In another study by Partha Pratim Ray (2023), the study informed that ChatGPT could be used in enhancing the media and entertainment industry in various ways. For instance, ChatGPT can be used in creating content and generating scripts, storyboards, and dialogues, it can be used to improve audience engagement and experience by analysing audience's data. Besides, ChatGPT provides personalized voice acting for different characters. ChatGPT also helps in analysing scripts and storyboards of films, shows, and video games to provide competitive recommendations.

According to Assad, Amr (2024), ChatGPT is recognized as a useful tool in helping media students to be productive especially in analysing data, translating languages, and managing a media campaign. Besides the usage as stated above, the media students also utilize ChatGPT to gather information, create content, and write posts and articles. The research used a mixed methods approach which involved conducting a survey questionnaire and semi-structured interviews personally with randomly selected students. Through the semi-structured interviews, the researcher highlighted 5 themes from the result of the interviews. The first

theme is that ChatGPT enhances efficiency and productivity, followed by creativity and ideation capacity, content improvement and assistance, timesaving and convenience, and ability to complement human ability. This explained that ChatGPT as a generative AI model provides a huge opportunity in complementing their professional in the industry and also their daily assignments in enhancing their productivity, efficiency, creativity, quality of the media content, and professionalism in the media industry. Overall, the research proved that ChatGPT had been seen as a tool which provides positive impacts towards the media students.

Generally, higher education students have gained a lot of benefits from using ChatGPT wisely in improving the productivity and quality of their education. Research admitted that students who use ChatGPT in their studies are more likely to meet their academic objectives and be more productive as a whole.

2.4 Challenges of higher education students in using ChatGPT

Despite the positive feedback about ChatGPT, there are several limitations, drawbacks and challenges in completing tasks by the media students that need to be addressed. Research shows that the media students consist of a huge dissatisfaction and questioning the accuracy and relevance of the content and response given by ChatGPT (Assad, Amr, 2024). Which leads to a low level of confidence in using ChatGPT in their daily tasks. Students find that ChatGPT may generate contents and responses that are inaccurate. For ChatGPT as an AI-based machine learning model that provides responses according to existing data, it might be inaccurate in dealing with all-time cases (Juan Dempere et al., 2023). Abid Haleem et al. insist that before depending on the answers given by ChatGPT, users will need to fact check and confirm the information from trustworthy sources as ChatGPT uses only unformatted text without any citations or links. In contrast to Google, ChatGPT is relatively challenging in verifying the accuracy of the answers. Moreover, since ChatGPT's reaction and responses relies on existing

data, it might be facing problems in the lack of creativity and human emotions (Abid Haleem et al., 2022). The lack of data set training might result in biased information and outputs that reinforce misconceptions of the students instead of assisting them in developing reliable and precise understanding (Tareq Rasul et al., 2023).

Besides that, ChatGPT is an AI chatbot that cannot be replaced by human interaction. Students are encouraged to interact more with the lecturers and course mates for a comprehensive educational and learning experience. Over-using ChatGPT in learning and discussing processes may reduce the interaction between real-life human connections and communications. ChatGPT performed well in providing answers in a human-like way according to the consisted information on the internet and is not interchangeable to in-depth learning and discussion among human interactions. In this case, researchers insist that ChatGPT's contribution to raising higher education students' productivity and quality of work should be viewed as an enhancement, rather than a replacement for interpersonal communication (Fauzi et al., 2023).

Media students also expressed that ChatGPT somehow consists of limitations in providing content that are too general and does not meet the expectations of students (Assad, Amr, 2024). Although ChatGPT provides a time-saving benefit and easy access to information and content, it has a problem in handling complex inquiries and providing responses that are rather creative.

Considering the risks in committing plagiarism, research states that higher education sectors are having deliberations on ethical concerns while using ChatGPT in content creation (Tareq Rasul et al., 2023). For the convenience brought by ChatGPT to the students, it is somehow deemed to be a risk that the students might use it as a shortcut for an instant content creating process. This could lead them to be unethical in completing their tasks and might fall into the risk of plagiarising others' work. Moreover, Tareq Rasul et al. (2023) also considers

the challenge of students in using ChatGPT which may undermine their academic integrity. Researchers informed that users must pick up the responsibility in evaluating and validating the accuracy and completeness of the data and information given by ChatGPT. In addition, as the response and answer by ChatGPT are derived from existing published works, users are facilitated to practice citing the source of text given by ChatGPT (Lund, B. D. et al., 2023).

These drawbacks of ChatGPT may be overcome in the continuous improvement and modification by Open AI. The research also insists that students should be critical in using ChatGPT and be conscious in identifying the potential mistakes in the response given by ChatGPT.

Chapter III

METHODOLOGY

3.1 Introduction

This research is to explore the influence of UTAR broadcasting students in using ChatGPT in their daily studies, with the topic of "Exploring the influence of ChatGPT to UTAR broadcasting students.". The research was to provide a greater understanding from the benefits of ChatGPT to the challenges and concerns of UTAR broadcasting students in using ChatGPT. In this chapter, the research methodology will be described through research design, participants sampling, data collection procedure, and data analysis procedure.

3.2 Research Design

According to Ghanad (2023), qualitative research is concerned with the quality of data and seeks to comprehend people's perceptions of their experiences, as well as the reasons and motivations behind acts. This research aims to understand the perspective of UTAR broadcasting students in using ChatGPT in their studies and assignments, which is highly dependent on a discussion, expressing thoughts, and opinions of the students themselves. Therefore, a qualitative method will be used in this research to gather related detailed information. According to Steven Tenny, Janelle M. Brannan, and Grace D. Brannan (2022), Numerous methods are used in qualitative research, such as focus groups, interviews, and observation. While interview is the most typical way of collecting participants' response among the methods in qualitative research (Jamshed. S, 2014).

In this research, a semi-structured interview will be used in collecting and gathering related information and data. George (2022) explained that semi-structured interview is a technique for gathering data by asking questions inside a pre-established framework, allowing participants and interviewee to answer and elaborate their experience based on the framework.

The semi-structured interview will consist of a combination of standard and flexible interview questions that are required to be answered by the participant. This method allows the interview to be interactive and participants can provide relevant in-depth information regarding the topic.

3.3 Participants Sampling

Stewart (n.d.) mentioned that purposive sampling can be used when a researcher wishes to get qualitative information from a particular group with certain features. Purposive sampling is a method where researchers carefully select subjects by using their own judgement according to the goals of the research and the traits of a population. It helps to target the specific subject that possesses the criteria needed in the research to maximize the quality in data collection. In this research, the participants of interviews will be chosen among UTAR broadcasting students. The interviewee should be a person who uses ChatGPT frequently and has high familiarity with the use of ChatGPT as the research aimed to investigate the influence of ChatGPT to the students. 5 undergraduate students from the UTAR broadcasting course will be joining as participants in the semi-structured interview.

3.4 Data Collection and Data Analysis

Data collection will be conducted through interviews. Through interviews, researchers can gather data and information by communicating verbally with the interviewee. Interviews can help the researcher to effectively understand people's perception based on their experience and context for their attitude towards a subject (Bolderston. A, 2012).

A few fixed questions in a flexible phrasing manner will be asked during a one-to-one interview with the UTAR broadcasting student to understand their insights over ChatGPT. The UTAR broadcasting students should answer some major open-ended questions such as "What do you think you have benefited from using ChatGPT in your studies?", "What problem do

you face when you use ChatGPT?", and "What concerns do you have when you use ChatGPT?". Open-ended questions are useful in helping the interviewees to express their stories using their own words. By continuing the conversation with additional questions based on the interviewees' answer and response, more detailed information can be achieved.

The interview will be conducted once with a person in the time duration of about 20 to 30 minutes to allow the interviewee to express their experience and thoughts over the use of ChatGPT. The process of the interview will be recorded in both video and audio form. Considering marking down the important information throughout the interview, handwritten notes will be taken throughout the interview session (Busetto et al., 2020). After the interview, there will be a debrief to the interviewee to double confirm their comments and insights. Transcripts will be generated after the interview.

For data analysis, the research will be using the method of thematic analysis. According to Jack Caulfield (2019), thematic analysis is a method to analyse data in a qualitative research method. The transcripts from the interviews will be analysed in thematic analysis. Braun and Clarke (2006) had introduced six steps in analysing data using thematic analysis. The steps are as follows: (1) familiarization; (2) coding; (3) generating themes; (4) reviewing themes; (5) defining and naming themes; (6) writing. Familiarization is to get an in-depth overview of the information collected by looking into the audio, video and the written notes of the interview session. Jack Caulfield (2023) then explained that coding is the process of underlying specific passages in the text and developing abbreviations to represent the contents. Once the codes are created, they will be arranged into different themes. The themes will then be analysed and defined accordingly.

CHAPTER 4

FINDINGS & ANALYSIS

4.1 Introduction

In this chapter, the result that I get through the interviews will be reported and analysed. Through the interviews, the interviewee had expressed their opinions and shared their experiences in using ChatGPT to complete their assignments, tasks, and projects. Also, ChatGPT was used to enhance their studies in different methods. The interviewees also expressed their concerns and pointed out the drawbacks and challenges when they use ChatGPT. Each of their interviews was analysed thoroughly and reported in this chapter.

4.2 Findings

The findings of this study will be arranged and organised accordingly to the benefits of ChatGPT, and the concerns and challenges of ChatGPT to UTAR broadcasting students. All interviewees are UTAR broadcasting year three students, familiar in using ChatGPT, and use ChatGPT frequently in their studies.

Based on the results of interviews, the themes will be allocated under the two objectives of this research respectively: (1) to discuss the benefits of UTAR broadcasting students in using ChatGPT; and (2) to understand the challenges and concerns of UTAR broadcasting students in using ChatGPT. Generally, there are 6 themes for objective one and 4 themes for objective two.

4.2.1 Benefits of UTAR broadcasting students in using ChatGPT

Based on the interviews, there are a total of 6 themes for the benefits of ChatGPT to UTAR broadcasting students. The 6 themes are as follows: (1) Convenience; (2) Time-saving; (3) Brainstorming; (4) Language efficiency; (5) Doing research; and (6) Gain knowledge and skills. Each theme will be discussed under each subsection.

4.2.1.1 Convenience

Most of the interviewees insist that ChatGPT is convenient to use in completing their daily tasks. According to OpenAI, ChatGPT is an unpaid platform for their users and with the latest GPT-4.0, free tier users may now be able to utilize a wide range of features. Users can enjoy a wide range of features without paying for it. Interviewee 1 states that ChatGPT is easy to use by just entering commands and requirements to it and it will generate the answers according to the prompts:

> ChatGPT is very convenient for all students. It's very easy to generate content or scripts. We just enter the command in the file then it will generate all the things out for you. (I1)

Interviewee 2 mentioned that ChatGPT is very convenient as it consists of different extensions for the users to use. For example, she likes to use the Canva extensions from ChatGPT to create presentation slides. She indicates that ChatGPT can summarize the paragraphs that she provides and distribute it slide by slide according to different content. It can also help to choose the most suitable presentation slide template for her. She stated that ChatGPT is very convenient as it can done things one shot without exploring to another websites or apps:

> It has some extensions which is convenient to use. For example, I can use one of the extensions like Canva in ChatGPT. It can help me creating power point slides. ChatGPT can summarize slide by slide and choose the suitable template for me. Help to summarize point and separate into different slides at one shot. (I2)

According to interviewee 3, ChatGPT is easy to access. She mentioned that by using ChatGPT, she can get the information anywhere and anytime using any mobile gadgets. Besides, there is no need to download any app or sign in to ChatGPT every time she uses it:

> ChatGPT is very easy to access, I can get information on the spot. No need to download any app and sign in every time I use. (I3)

Interviewee 4 enjoys ChatGPT as it is free of charge and at the same time easy to use. ChatGPT consists of its website and app for their users to choose. It is easy for the users to use as it is user friendly:

> I like to use ChatGPT out of the other AI chatbot because it is free and relatively easy to use. (I4)

Interviewee 5 insists that ChatGPT is the easiest AI chatbot for us to use. She stated that ChatGPT will give a variety of answers and provide the best solution and recommendation based on the criteria given to it when she is doing social media analysis:

> I think ChatGPT is the easiest website for us to use, because while you ask it to help in researching on social media, the trending and viral things nowadays, it will give you the research of all the platform and provide the best solution and recommendation based on our criteria. (I5)

4.2.1.2 Time-saving

Chaudhari (2022) described that the most important aspect of a human existence is the time. Humans should enhance time management in their hectic life in order to avoid being overburdened or another way. Nowadays, people are looking for ways to make life easier and more productive.

Interviewee 1 totally agreed that ChatGPT helps her to save a lot of time in doing her work. She described that ChatGPT can answer her questions and give her further information, which is arranged in accordance with the requirements, and the answers are generated quickly. It will be much easier to read and to understand in a short period of time:

it also safe a lot of time in doing research. Like I can just tell ChatGPT that I am doing this topic, can you please tell me what is the impact? Then it can give me a lot of answer that is arrange well. Easy for me to read. ChatGPT can produce content very fast and solution very fast. It helps me save a lot of time in creating a content. (I1)

Interviewee 2 also explained that ChatGPT is a platform that allows her to do everything at a time. In the past, she would use Google platform to search for information that she needs. It requires her a lot of time and effort to go through the links provided by Google platform. Now, people can use ChatGPT to search the information that we want, and it will summarize the answer for us:

I can search the information that I want and ChatGPT will summarize for me. In the past, will use Google to search information that we need. I will need to go through all the link to understand something. Compared to Google, ChatGPT can directly give me the answers that I want, from calculation even to coding. (I2)

Interviewee 3 mentioned that ChatGPT helps her to shorten the time of doing assignments and completing tasks. ChatGPT will summarize a content for Interviewee 3 to understand it quickly, which was also mentioned by the interviewees above, it also gives direct suggestions for Interviewee 3. This effectively save time for her in doing her assignment:

ChatGPT does shortens my time in doing assignment. No matter is for researching or idea generation work. Because it gives me direct suggestions to shorten my time. ChatGPT also summarize research paper or ideas to understand quickly and in a shorter time. (I3)

4.2.1.3 Brainstorming

Broadcasting students need a lot of brainstorming sessions for an idea and content generation. Interviewee 1 and 4 stated that ChatGPT is useful when she has totally no idea and thoughts on a topic. ChatGPT will give them some examples according to the keyword they provided to the AI chatbot, then they will further brainstorm for ideas according to the guidelines:

ChatGPT will be useful when I have literally no idea on a topic. I will ask ChatGPT to give me some examples and I will do more research on it according to the guideline given. (I1)

> It helps me to generate and brainstorm for idea and content when I have totally not thoughts. Normally, I just need to type some keywords, like the genre and category that I want, and it will create various content for me in a short time. I can choose for it and further brainstorm and expand the ideas myself based on the idea. (I4)

Interviewee 3 insisted that ChatGPT will provide various perspectives for her during idea generation. Especially when she has limited idea or being stuck on brainstorming session, ChatGPT will be helpful in giving her more suggestions from different perspectives so that she can come out with more notion:

> ChatGPT provide another perspective during my idea generation. When I'm stuck in idea generation, I use ChatGPT to give me more ideas. I can type my requirement to ChatGPT, and it gives me a lot of examples and different perspective ideas, then I can further elaborate my ideas according to these suggestions. (I2)

Interviewee 5 obtained an idea using ChatGPT when she faced difficulties in generating an idea and solution. For brainstorming a social media caption, she will use ChatGPT to help her in creating a more creative caption by combining and enhancing the suggestions given by ChatGPT:

> I think for idea generation, I will be using ChatGPT too. Because sometimes I might be stuck in brainstorming session for ideas. So, I will just ask ChatGPT to give some ideas or solutions. I use ChatGPT for brainstorming mostly on social media caption. Some of the caption that requires us to be creative, I will ask ChatGPT about that. I will tell ChatGPT about the content I'm doing and ask for its recommendation and solution so that I can make it more creative. (I5)

4.2.1.4 Language efficiency

Communicating efficiently is very important for broadcasters to convey messages to the audience. All interviewees benefited from ChatGPT in helping them to enhance their language so that it is more readable and presentable in a formal way. Interviewee 1 mentioned that ChatGPT help her in checking the grammar of her content and helps her to correct it when there is a mistake:

> ChatGPT will create the content with formal grammar. So, when I'm not sure that the grammar of the content I wrote is correct, I will use ChatGPT to correct it. It helps me in language. (I1)

Interviewee 3 and 4 mentioned that they will use ChatGPT to refine and rephrase their sentences and paragraphs. They described that ChatGPT is beneficial when it comes to enhancing their language. They can paste the whole sentences or paragraph to ChatGPT, and it will amend and enhance it according to the requirements stated by them:

> I will use ChatGPT to refine and rephrase me sentences and my idea. To make my sentences into useful sentences, I use ChatGPT to enhance my it in my paragraphs, research papers, and reports. (I3)

> It helps me to refine and enhance my language in a short time. I just need to type or paste the whole paragraph, and it will generate it quickly. Also, I can state what I would like to elaborate, to make it shorter, or easier to understand, ChatGPT can enhance my paragraphs according to my request. (I4)

Besides enhancing grammar, Interviewee 5 stated that ChatGPT guides her in writing formal letters and emails:

> I'm using ChatGPT to rephrase my sentences and for grammar checking. So, basically it will let my sentence and my grammar to be more accurate. Besides that, while I need to write formal letters or formal emails, I will ask ChatGPT about the format and the formal wording that we need to use for the formal writing. (I5)

4.2.1.5 Doing research

A higher education student always requires doing research on different topic according to their field of learning. Broadcasting students also need to complete various research papers on topics of communication throughout their studies. Interviewee 3 would use ChatGPT to help her to complete her research by providing her trustable sources, citations, and information relevant to her studies:

> For research, ChatGPT helps me to get some idea of relevant research papers, citation, and references with a trustable source. I will always search for relevant guides according to my research. (I3)

Furthermore, interviewee 4 supported that ChatGPT assisted her in clarifying the concept of her research and providing solutions and relevant information to the research. She described her experience in using it to do her research:

> For research, it helps me to clarify the concept and give relevant information for the research. I will just type my context into ChatGPT about the background of my study and some data that need to be verify, it will clarify those for me with citations. After I get the information I will then further verify from other sources to prevent getting inaccurate and unverified information. (I4)

Interviewee 5 stated that ChatGPT could help her in being more neutral towards a topic. It also helps her to have more understanding on a research topic so that she can further research about her studies:

> ChatGPT will provide us the link and the way for us to do research by using keywords. On some research questions and topics, I will ask ChatGPT about a more neutral way to do and the pros and cons about the topic. It also helps me to have more understanding on the topic. (I5)

4.2.1.6 Gain knowledge and skills

According to Interviewee 2, ChatGPT had changed her way of study as in enhancing her understanding towards a term and a theory. ChatGPT provides her a channel to enhance her academic which helps her a lot in memorizing the knowledge for her higher education:

> ChatGPT change the way I study. For example, if I don't understand the words, it can summarize and give me simple terms, then explain the terms to me so that I can understand. Besides, let's say I want to memorize something, I can ask ChatGPT to ask me some questions based on the study content, like an instructor. ChatGPT also can help me to summarize my study into notes. Is like, ChatGPT knows everything, it is very useful when it comes to theory. (I2)

Also, interviewee 3 find ChatGPT useful in understanding new and unknown terms. Furthermore, she also stated that ChatGPT helped her in understanding the background of a film and a content:

> I can understand more about unknown terms and content., learn new things using ChatGPT. It also can help me in researching about a story background of a film. (I3)

Interviewee 3 described that she had started to use ChatGPT to learn new things. For ChatGPT informs the interviewee about knowledge and facts that she does not know about, she can learn different things through ChatGPT:

> Recently, I used ChatGPT to understand and learn something new. ChatGPT will provide me some information of something that I don't know. (I5)

4.2.2 Challenges and concerns of UTAR broadcasting students in using ChatGPT

Despite gaining various benefits from using ChatGPT, the interviewees are concerned about some issues when they are using ChatGPT. These drawbacks are influencing the way of interviewees in using ChatGPT in their daily work. Through the answers in the interviews, we can summarize into 4 themes: (1) General and limited; (2) Accuracy of answer; (3) Risk of plagiarism; and (4) excessive reliance in using ChatGPT.

4.2.2.1 General and limited

Creativity is an important factor and ability in creative studies and industry. UTAR broadcasting students are always asked to create something creative and trendy in their project and assignments. The 5 interviewees have commented on the answer generated by ChatGPT that it is sometimes too general and limited. All of them had mentioned that AI is not human. In the end, the interviewees think that ChatGPT could not replace humans in terms of creativity. Interviewee 1 described her as a broadcasting student should always produce ideas that are creative and trending at the moment and ChatGPT could not assist her in providing content that is rather creative:

> ChatGPT is just an AI, it's not human. We as a broadcasting student we need to have idea to be creative and trendy. I think ChatGPT couldn't help in this field because the information in ChatGPT sometimes will be outdated and does not have any renew on the version. I think is not helpful to generate creative content. (I1)

Interviewee 2 deemed this as her biggest concern that ChatGPT act general and limited when it comes to creativity. She mentioned that she had to try a lot of ways in creating prompts that demand creativity to get the exact aspect that she wants. After few failed attempts, she will use another platform to obtain her requirement:

> The biggest problem is that sometimes ChatGPT will not answer the question that I ask. I have to keep on rephrasing the question and use another way to ask. Eventually, if it does not give the answer that I want, I will use Google to do my work. But it only depends on questions like

under creativity questions, it will sometimes misunderstand the question I ask and give answers that I don't want. Although ChatGPT is very useful, but AI is still an AI. It is lack of creativity that human have. I think we human can create more original ideas compare to ChatGPT. (I2)

Interviewee 3 claimed that ChatGPT is limited in terms of understanding her question. She faced a challenge in rephrasing her questions to ChatGPT and struggling to get the answers that she wanted. To get answers which fulfil her needs, it sometimes takes her a longer time:

ChatGPT is an AI, not a human. We need to have a clear instruction for ChatGPT. Sometimes the instruction I give to ChatGPT is not clear enough for it to generate answer accurately. It takes longer time to give clear and further instruction to ChatGPT to get specific answer. I often need to rephrase the question. When I'm rushing, I will just use my own brain. (I3)

Interviewee 4 gave comments that ChatGPT will not be creative as human. Sometimes, she will rather think more by herself other than obtaining ideas from ChatGPT:

ChatGPT cannot replace human. It will give idea too general and lack of creativity. We broadcasting students need content and idea which are more creative. So, I found that ChatGPT give answers that are too general, not creative as human. We still need to think more by ourselves. (I4)

Interviewee 5 stands firm on the fact that ChatGPT is not a human as it does not further explain the information provided to the interviewee. While she requires a deep understanding of something, ChatGPT will not be likely to provide the information that she wants. Instead of giving further acknowledgement, ChatGPT might just provide answers based on her original understanding towards a content:

ChatGPT is not human, ChatGPT will only provide the information that I ask without further, wider and deeper information and explanation. I feel that the answer is just depending on our own prior understanding when we are asking the question. (I5)

4.2.2.2 Accuracy of answer

Accuracy is defined as a qualitative performance attribute that expresses how closely a result aligns with the measurand (Menditto. A et al., 2007). Interviewee 1 expressed that her experience on the accuracy of ChatGPT in giving her answers based on her questions is not good. She will double check the answers provided through different platforms for validation:

> Accuracy of information is not good. ChatGPT provides the details that might not fully updated and 100% correct. After generating content on ChatGPT, I will also do research by myself through Google Scholar to prove the information I get is correct. (I1)

According to interviewee 2, interviewee 3, and interviewee 4, ChatGPT are not always accurate in giving answers. By requesting for references, information, data, citations, and articles for academic purposes, ChatGPT will sometimes provide wrong and unverified information and sources. With this problem, they mentioned that they will often fact check the information through Google Scholar so that they will not use the wrong reference and facts.

Interviewee 5 stated that the problem of accuracy may be depending on the version of ChatGPT. She mentioned that a paid version might give a more accurate answer to the request. She also described that ChatGPT will sometimes get the wrong understanding on her question which led to lack of accuracy on the answer. Therefore, in her opinion, the answers should be cross check across various verified platform:

> For accuracy, I think it depends on its version. If you use the paid version, it will give you more detailed information and deeper solutions compared to the free of charge version. Yes, I am aware of the accuracy of ChatGPT. I think sometimes AI might also be having wrong understanding on the sentence and the things that I ask, which makes the answer not as accurate as it is. So, sometimes, if I need to do deeper research, I will get idea and keywords from ChatGPT first and do further research on Google Scholar. Also, I will fact check the answers provided by ChatGPT using Google Scholar and some news platform. (I5)

4.2.2.3 Risk of plagiarism

According to Helgesson and Eriksson (2015), plagiarism should be defined as "an individual utilising another individual's intellectual property, thereby suggesting that it is something they have created on their own". In ChatGPT, the results are based on some original work of others. Students might get in the risk of plagiarism if they copy and paste the result provided by ChatGPT. Interviewee 3 mentioned that ChatGPT will give ideas like the existing content created by others. She will add on her own ideas on it and modify it to remain its originality:

Internet nowadays is moving fast. People will use ChatGPT to generate ideas. Sometimes it will generate ideas that are similar to the social media and other creators and users. It is very easy to make ideas that are similar to others. Therefore, I usually combine different ideas and add on my own point of view and ideas on it. So that it is original. (I3)

Interviewee 4 stated that she often uses ChatGPT as an inspiration to her idea:

I use ChatGPT mainly for inspiration and add my personal opinion to make sure I will not plagiarize other people's idea. (I4)

Interviewee 5 described her experience in terms of the shooting style on a content. Due to the fact that she might face plagiarism if she utilised 100% of the idea provided by ChatGPT, she mentioned that she will combine her own creativity on it:

The idea that provided by ChatGPT is done by someone else. Basically, a lot of people are following the trend and the style of shooting. So, I will use it as an example and try to add on own creative, making the context special and new. (I5)

4.2.2.4 excessive reliance in using ChatGPT

Some interviewees are worried that the students will be over relying on the use of ChatGPT in their daily work. Interviewee 1 concerned that the creativity and critical thinking will be undermined and deprived if there is too over-dependence on ChatGPT. Besides, interviewee 2 compared her experience nowadays to the old days when there was no ChatGPT. She mentioned that ChatGPT is helpful in a lot of ways and that has made her start to depend on ChatGPT whenever she faces problems. Eventually, it had caused her to be less creative and forgetful:

I will rely on ChatGPT nowadays compared to the old days. Nowadays we have ChatGPT to help do a lot of work. Everything I will ask ChatGPT, and it limited my creative thinking. During the old days I will search and easy to memorize something. But now I just need to ask ChatGPT, and it will "pop" some answers for me. (I2)

Interviewee 5 thought that ChatGPT is too convenient and that causes students to rely on it. For students that are not so disciplined, they might overuse ChatGPT in their studies:

I think sometimes students will be too relying on ChatGPT because ChatGPT is too convenient. If students have less self-discipline, it's very easy for them to rely on ChatGPT to complete their work. (I5)

However, interviewee 3 begged to differ with this statement. She thinks that relying on ChatGPT somehow will not affect her own creativity as she can always have her own idea generation other than using ChatGPT.

I don't think ChatGPT will influence my own creativity. Because I will have my own idea generation.

CHAPTER V

DISCUSSION & CONCLUSION

5.1 Introduction

This chapter emphasizes the key findings in this research, and their importance and ramifications. In this chapter, the results summary and recommendations, and limitations that pertain the objectives of this research will be covered: (1) to discuss the benefits of UTAR broadcasting students in using ChatGPT; and (2) to understand the challenges and concerns of UTAR broadcasting students in using ChatGPT.

5.2 Summary of key findings

The key findings discovered the benefits, concerns and challenges of UTAR broadcasting students in using ChatGPT for their assignments and projects. Based on the semi-structured interviews, the overall results shown are quite consistent to the interviewees, referring to UTAR broadcasting students.

5.2.1 Benefits of UTAR broadcasting students in using ChatGPT

As referred to Chapter IV, there are 6 themes classified for the benefits in using ChatGPT articulated by the interviewees: (1) Convenience; (2) Time-saving; (3) Brainstorming; (4) Language efficiency; (5) Doing research; and (6) Gain knowledge and skills.

While "Convenience" was the only benefit that was mentioned by all interviewees in using ChatGPT. All interviewees do agree that ChatGPT is a free AI chatbot that is easy to be used and to be accessed. Carbonaro (2024) insisted that ChatGPT was discovered as the most popular AI chatbot, recorded more than 60 percent of the usage for AI tools, with a total of 14 billion visits between September 2022 and August 2023. Interviewees acknowledged that

ChatGPT had been widely used by the students due to its accessibility and the fact that most of its function is free-of-charge, which brings a lot of convenience to them.

Furthermore, 4 interviewees agreed that ChatGPT brings benefits in terms of "Brainstorming" for content and research. Brainstorming is a process of generating creative ideas and it is a technique used to quickly identify a huge number of potential solutions to a problem (Kalayan Nilappa Kumbhar, 2018). Interviewees find ChatGPT useful in their content's brainstorming sessions as it provides a lot of ideas in different perspectives that the interviewees do not go through before. ChatGPT helps users to get in touch with various ideas and points of view by just inserting keywords of the project that they are doing. ChatGPT generates answers that serve as a guideline for the interviewees to further elaborate on their own ideas. Eventually, interviewees are able to create original ideas and contents based on the guidelines.

The benefit of "Language efficiency" was also supported by 4 interviewees. Grammar mistakes can be easily identified and modified using ChatGPT. It helps the users to create a content with formal language and accurate grammar that allows the content to be more presentable and understandable. Interviewees expressed that ChatGPT can rephrase and enhance sentences and paragraphs according to their requirements. For example, ChatGPT can modify the sentences into any characteristics, formal letter and email wording, poetic, or in other languages.

Followed by "Time-saving", there are a total of 3 interviewees supporting this benefit. ChatGPT offers and generates answers which are direct to the requirements and queries given by the users. It helps to summarize different sources of information regarding the commands and prompts and arrange it in sequence so that users can understand it easily. These solutions can be generated in a very short time which saves a lot of time for interviewees to complete their research and content generation.

Besides "Time-saving", "Gain knowledge and skills" also recorded as a benefit that was mentioned by 3 interviewees. Interviewees claimed that ChatGPT can be used in understanding new and unknown terms that they encountered throughout their learning process. In addition, they would use ChatGPT to learn new skills and knowledge that have not been taught in their higher education. Interestingly, there is an interviewee who uses ChatGPT as an instructor for academic purposes. ChatGPT operates as a generative pre-trained transformer, which was trained on a sizable dataset prior to the official launch (Hetler, n.d.). Therefore, allows it to answer a wide variety of questions with less limitations of field.

5.2.2 Challenges and concern of UTAR broadcasting students in using ChatGPT

Among the 4 concerns and challenges that have been pointed out by the interviewees, ChatGPT's issue of being "General and limited" and the problem in "Accuracy of answer" are the challenges that are concerned by all interviewees. The fact that ChatGPT generates answers based on the keywords prompt by the users, some users might not explain their "mind" clearly which led to the problem of ChatGPT being too general. Besides that, when it comes to the requirement of being creative, ChatGPT might not give answers that are new and original as the responses are based on its pre-trained data set. That brings the concern of having limitations in providing ideas which are as creative as human.

"Accuracy of answer" is one of the most serious concerns that might be faced by the students. Accuracy is an important aspect in completing a task. Students must provide accurate answers in their assignments, especially in doing research. Interviewees find that ChatGPT somehow provide wrong citation and false source of information. To add on, ChatGPT might generate misleading answers which require interviewees to fact check using other verified platforms like Google Scholar. All interviewees mentioned that they will take effort in doing

further verification and rectification via Google Scholar before including it into their project to ensure the accuracy of data and information that they get from ChatGPT.

Other than that, "Risk of plagiarism" and "excessive reliance in using ChatGPT", which only three interviewees and two interviewees mentioned respectively. ChatGPT's responses are based on its pre-trained database, and it will continue learning according to the data provided by the users. The response and answers by ChatGPT are based on existing data. Therefore, there is the risk of plagiarism if a student fully utilises the idea provided by ChatGPT. Interviewees mentioned that they will use ChatGPT's idea as a guideline in elaborating and modifying their original ideas so that they will not encounter the risk of plagiarism.

Interviewees also indicated that students nowadays would rely too much on using ChatGPT in their daily work. For ChatGPT being too convenient, students might be dependent on ChatGPT which weakens their creative thinking and critical thinking skills. Interviewees are aware of this issue and mentioned that they will try to control themselves from overusing ChatGPT.

5.3 Conclusion

ChatGPT is a generative AI language model which understands and responds using natural language like humans. It provides a lot of benefits to the higher education students for academic purposes and to learn new knowledge and skills. ChatGPT turned out to be a tool to aid students in completing their task effectively, allowing them to be productive in their daily life. Despite getting benefits from ChatGPT, there are some concerns and challenges that students cannot avoid now. ChatGPT has to continue to improve and modify to meet the expectations of its users. Concerns like the accuracy and quality of responses are to be overcome by ChatGPT in the future. While concerns of getting into plagiarism and overuse of

ChatGPT should be controlled by the users themselves when they use ChatGPT. Overall, ChatGPT is an AI technology that changes the behaviour of students in doing things. Students must use it as a tool creatively to enhance their studies, while having self-consciousness and self-discipline in using ChatGPT.

5.4 Implication

In this research, the benefits and concerns and challenges of UTAR broadcasting students in using ChatGPT had been explored. Research summarized the point of view of students using ChatGPT in their studies. However, this research consists of limitations where it only represents a relatively small sample size of broadcasting students in UTAR. The research findings may not be enough to represent all UTAR broadcasting students. Besides, there is limited time duration to complete this research. Some analysis and discussion might not be in-depth due to the time limit in completing this research. Eventually, more in-depth studies are needed for a deeper understanding of this topic. Lastly, this research is only focusing to explore among UTAR broadcasting students. It may not represent the broadcasting students in other universities.

5.5 Recommendation

From this research, there are a few recommendations that can be considered to improve the study. First of all, the sample size of this research should be increased. A larger sample size can provide more comprehensive findings to the research, contributing to a more in-depth understanding of this topic. Besides that, to consider a longer time in researching this topic, more detailed interviews, reviews, analysis, and writing could be done to enhance this research. Nevertheless, this research could be done by exploring the influence of ChatGPT to Malaysia broadcasting students, regardless of the university choices.

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