ARTIFICIAL INTELLIGENCE ChatGPT ON PUBLIC RELATIONS KNOWLEDGE TEST – CASE STUDY

ABSTRACT

Artificial intelligence is primarily based on a knowledge base in English. Since one of its basic features is the ability to understand natural languages, the capabilities of one of the widely used and popular artificial intelligence applications, ChatGPT, were tested, accepting questions and giving answers in Croatian. The subject of the test was actual exam questions from the "Introduction to Public Relations" course, designing a media release and checking the understanding of expressions in the figurative and derivative meaning, which were easy to understand based on the knowledge of the context. ChatGPT uses a huge knowledge base, which gives it an advantage in terms of reliability over artificial intelligence applications that rely on online sources available in real-time since their frequent repetition of online sources makes them more vulnerable to the possibility of offering wrong information or wrong answers. The knowledge test also confirms the hypothesis of the same authors already published in the last issue of the journal SEEJC, according to which artificial intelligence brings such significant changes that it can be named a new communication revolution.

Keywords: artificial intelligence (AI); public relations; ChatGPT; communication revolution.