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ACCEPTANCE OF CHATGPT IN THE COMMUNICATION INDUSTRY: THE ROLE OF SCEPTICISM IN THE TRADITIONAL TAM FRAMEWORK

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ABSTRACT

Artificial intelligence-based tools such as ChatGPT have captured significant interest from marketing and PR practitioners due to their creative potential and productivity gains, but have also raised some concerns. Despite the growing popularity of the technology, there is a notable lack of research into its uptake in the communications industry and a general lack of focus on scepticism around technology adoption. Our study, which focuses on marketing and PR practitioners and combines the technology acceptance model with risk psychology theory, aims to address these research gaps. In particular, it examines the role of a previously under-researched factor in technology acceptance studies - technology scepticism - along with other relevant factors that influence the acceptance of ChatGPT in the communications industry. Our research shows that perceived ease of use and perceived usefulness positively influence attitudes towards use, which in turn encourages intentions to use among communication professionals. The perceived quality of the output has a positive effect on the perceived usefulness and attitude towards use. Scepticism proves to be a critical psychological factor that has a negative impact on perceived usefulness and attitudes towards use. This shows how important it is to consider psychological elements when investigating the acceptance of AI tools. Finally, our study offers valuable insights for both theory and practice.

KEYWORDS: *AI, ChatGPT, TAM model, communication industry, marketing agencies, PR agencies*

1. INTRODUCTION

Since its market launch in November 2022, OpenAI's chatbot ChatGPT has attracted a lot of attention from scientists in various disciplines as well as the general public. In their in-depth studies on the use of ChatGPT in areas such as education (Baidoo-Anu & Ansah, 2023) and business (Raj et al., 2023), researchers recognise some undeniable benefits of the technology, including personalised and interactive learning, generating high-quality content and improving customer engagement. However, researchers also recognise the risks and potential challenges associated with its use. Regardless of context, these are typically incorrect and/or outdated information, biases in data training, people feeling intimidated by the technology, and pri-

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vacy concerns (Baidoo-Anu & Ansah, 2023; Deng & Lin, 2022).

Drawing from the definition of communication management by Brønn (2014) and the practice of Zerfass et al. (2020), we see the communication industry as consisting of entities whose primary business activity is integrated communications, and therefore we go beyond the boundaries of two disciplines when examining the adoption of AI tools by their employees: marketing and public relations. Therefore, we refer to marketing and PR agencies as the communications industry and their employees as communications practitioners. One of the most prominent and much-discussed strengths of AI tools, which became apparent shortly after their introduction, is their creative capability (Haleem et al., 2022). Research on creative writing even shows that readers do not rate creative content produced by humans and AI differently (Landa-Blanco et al., 2023). The creative potential of ChatGPT is of great importance in the communications industry as practitioners are financially rewarded for their creativity and ingenuity and are therefore under relentless pressure to create eye-catching and memorable campaigns that drive performance (Collier et al., 2021; Sullivan & Ford, 2010). Given the above characteristics of the communications industry, which are consistent with the commonly discussed characteristics of ChatGPT and other AI tools, an investigation into the use of this technology in the communications industry seems to be a worthwhile endeavour from both a theoretical and practical perspective. The need for such an investigation is further emphasised by the fact that there are no studies on the acceptance of this technology among communication practitioners. This suggests that while it is important to understand what might influence adoption in the communications industry, the topic does not appear to be sufficiently researched.

To understand the drivers of technology acceptance, much of the literature relies on the technology acceptance model (TAM) (Davis, 1986), which is based on the theory of reasoned action (TRA) (Fishbein & Ajzen, 1977). Previous research has shown that perceived ease of use, perceived usefulness and additional antecedents such as perceived output quality and self-efficacy are relevant and significant predictors of the acceptance of a new technology (e.g. Darayseh, 2023). However, not enough attention seems to have been paid to the influence of psychological factors on technology acceptance. The theory of the psychology of risk is based on the idea that risk is always a result of mental processes (Day et al., 2019) and that the perceived risk inherent in sceptics can determine attitudes and behaviour towards a particular object/issue that raises concerns and fuels scepticism. The stream of research addressing this area mainly focuses on constructs such as trustworthiness (Ayeh, 2015; Liu & Ye, 2021). Although scepticism as a state of apprehension towards technology seems to be a relevant predictor of technology acceptance, it has been overlooked in previous studies. However, when examining factors that influence the acceptance of AI tools among communication practitioners, its role seems to be of undeniable importance, especially because these tools not only provide creative support, but also pose a potential threat to the jobs, skills and enjoyment of work of these practitioners (Dekker et al., 2017; Nielsen & Haustein, 2018).

So far, the literature is silent on the adoption of the creativity- and productivity-enhancing AI tool ChatGPT among communication practitioners and lacks an understanding of how scepticism towards the technology can affect its adoption. To address these gaps, our study aims to investigate the adoption of artificial intelligence (AI) tools, specifically ChatGPT, among communication practitioners by applying the TAM framework and building on risk psychology theory. The contribution of our study is therefore multifaceted. The first theoretical implication of our study is to investigate the acceptability of ChatGPT among communication practitioners, i.e., in a highly competitive and creative but under-researched setting. The second theoretical contribution of our work is that we focus on the psychological drivers of technology acceptance, namely scepticism. In combination with the highly relevant context of the communication industry, the focus on scepticism adds to our contribution and creates additional value. In terms of practical contribution, our study provides valuable information to decision makers about the factors influencing the adoption of ChatGPT among communication practitioners. It can be used to guide future training programmes and make decisions in line with current technological advances and industry development.

2.THEORETICAL BACKGROUND

2.1. ChatGPT and the communication industry

Not long after its launch, ChatGPT has attracted considerable interest from technicians and practitioners in numerous different industries where the chatbot can be used, as well as academics interested in the adoption of such technology. The main advantage of ChatGPT is its ability to simulate conversations between humans and discuss a wide range of topics (Aljanabi et al., 2023). Researchers found that ChatGPT helps to improve users' motivation and writing skills

(Liu & Ma, 2023). In terms of impact on consumers, scholars argue that ChatGPT can increase engagement, improve customer service, and create a more personalised experience; however, privacy concerns, risks of misinformation, and ethical dilemmas pose potential problems (Paul et al., 2023). In terms of impact on service providers, ChatGPT has the potential to help them create personalised ads and improve customer service (Kumar et al., 2023). Ratten & Jones (2023) even argue that the technology utilising AI, if handled correctly and used creatively, can improve the thinking and learning processes of its users. It is therefore not surprising that marketing experts acknowledge the benefits of the technology for marketing research and content creation (Dwivedi et al., 2023).

The communications industry is known for its highly competitive and dynamic work environment, as it emphasises customer satisfaction and creative solutions. Research on knowledge, learning and organisational practices has shown that working in professional services firms such as marketing and PR agencies is very stressful as they have to respond immediately to clients' needs and offer a diversity of thinking and creativity. This is the reason why employees are often rotated and assigned to different clients (Swart & Kinnie, 2010). Creativity is recognised as one of the core business processes in these agencies (Lynch & West 2017). The emphasis on creativity is undeniable for employees in the communications industry, and the pressure is compounded by the realisation that creativity, when translated into numbers, is financially rewarded (Collier et al., 2021).

Access to creativity-enhancing resources appears to be one of the most important factors for increasing creativity (Amabile, 1988). Empirical studies have shown that resources such as job control and support for creativity from colleagues or the organisation have a positive influence on employee creativity (Eder & Sawyer, 2007). However, resources in the form of modern writing support and creativity-enhancing tools can be expected to actually maximise value for consumers (Msallam et al., 2018). Instability and constant pressure require creative tools as coping mechanisms in an era of uncertainty and rapid technological advancement (Kennel et al., 2013). Considering the effectiveness of ChatGPT in creative writing and learning (Fui-Hoon Nah et al., 2023) and the pressure for creativity in the communication industry (Dahlén et al., 2008), communication practitioners could be encouraged to experiment with this AI chatbot. To summarise, the creative capabilities of this AI chatbot and the need for such tools in the dynamic and ever-changing environment of the communications industry provide a link between this technology and the industry, making research into the adoption of the technology in this industry of great value.

2.2. Technology acceptance model

Since its introduction, the TAM proposed by Davis (1986) has become very popular and has been used in numerous contexts to test the acceptance of different technologies. According to the TRA, on which the TAM is based, actual behaviour is influenced by behavioural intentions, which in turn are influenced by attitudes towards behaviour. In addition, attitudes are formed on the basis of beliefs about the consequences of a particular behaviour. Building on the TRA, the TAM explains the acceptance of technology. In addition to attitudes towards use and intentions to use, the constructs perceived ease of use and perceived usefulness are included in the original TAM. Perceived usefulness is defined as the belief that using the technology improves the user's job performance, while perceived ease of use represents the extent to which using the technology is effortless (Davis et al., 1989). Both perceived usefulness and perceived ease of use affect attitudes, with the latter construct influencing the former because users perceive a technology that they can use with less effort to be more useful (Davis, 1986).

Most studies on the acceptance of AI technology are based either on the TAM (Davis, 1986) or the UTAUT (Eren, 2023) and AIDUA (Chi et al., 2023) models. Although the UTAUT and AIDUA models emerged to explain user technology acceptance after the TAM and are even based on some of the observed drawbacks of the TAM, the TAM remains relevant and is frequently used in research on AI acceptance (e.g., Tiwari et al., 2023). This is not surprising given the main advantages of TAM - the ease of analysis and interpretation with strong predictive power (King & He, 2006) as well as the inclusion of factors relevant to the adoption of AI-based tools. Newer models have demonstrated considerable exploratory capabilities and are often favoured for their ability to uncover nuanced insights (Lai, 2017). Nonetheless, compared to the TRA or TPB, the TAM continues to offer greater explanatory power for technology adoption (Lai, 2017) and maintains a balance between theoretical robustness and practical simplicity (Lai, 2017; Scherer et al., 2019), avoiding the excessive complexity that characterises some contemporary models. Notwithstanding the availability of newer models, many previous efforts aimed at understanding the acceptance of ChatGPT, such as those targeting educational systems and students' attitudes and behavioural intentions, were based on TAM (Tiwari et al., 2023). Therefore, following recent empirical practice and the above arguments in favour of TAM over other technology acceptance models, TAM

is used in our study to investigate the acceptance of ChatGPT in the communication industry.

2.3. The theory of the psychology of risk

Risk is often defined as the possibility of losing something or suffering damage or injury (Webster, 1983). There are various theories of risk in the literature. For the purposes of this study, we will focus on the psychology of risk theory, which was propagated by Fischhoff et al. (1978) and Slovic (1987). This theory is based on the idea that risk is always perceived. It is a direct consequence of cognitive processes and is subject to the influence of familiarity, dread, trust, controllability and the need to feel safe (Day et al., 2019). The theory emerged in an era of frequent discoveries that made people feel more like victims than benefit receivers (Slovic, 1987). Researchers who follow the psychographic paradigm do not see objective risk, only perceived risk (Slovic, 2010). Perceived risk is defined as a subjective assessment of expected loss (Peter & Ryan, 1976) and varies depending on the type of product or service (Featherman & Pavlou, 2003).

Technology poses a risk, not only for customers, but also for employees. There is an ongoing debate about the anxiety that technological improvements create in employees (Dekker et al., 2017). Much of this anxiety is embedded in the impact of technology on future employment opportunities (Frey & Osborne, 2017). However, the mere awareness that control is in the hands of technology represents a perception of risk and consequently distracts users from the technology (Castelfranchi & Falcone, 2010). A variety of individual and institutional conditions can influence an employee's perception of risk (Anderson & Pontusson, 2007; Dekker et al., 2017). When technology users not only appreciate the benefits of a new technology but also worry about the risks of using it, scepticism arises (Soopramanien, 2011). Scepticism is based on the belief that there are negative consequences or risks associated with the technology (Johannessen et al., 2023). People who perceive the risks rather than the benefits are more likely to be sceptical (Youn & Shin, 2020). In addition to the risk of losing their job, employees might also be sceptical about technology because of the impact on their work-related skills, enjoyment and safety (Nielsen & Haustein, 2018). Since risk is the result of broad mental processes and is therefore always perceived (Slovic, 2010) and such perception is inherent in sceptics and even precedes scepticism (Soopramanien, 2011), perceived fear reflected in scepticism seems to be a relevant psychological factor when analysing technology adoption in the communication industry.

3. HYPOTHESES DEVELOPMENT

3.1. Perceived ease of use and perceived output quality: factors that advance acceptance

Perceived ease of use, defined as the user's perception of the degree to which a technology is effortless to use (Davis, 1986), has been shown to be a significant predictor of perceived usefulness in many previous studies (e.g., Chtourou & Souiden, 2010). The reason for this effect is quite intuitive, as it is to be expected that users who perceive the use of a system or technology as less burdensome will also perceive it as more useful (Venkatesh et al., 2003). Regarding the acceptance of AI and ChatGPT in particular, previous studies have shown that the same positive effect can be observed among teachers (Darayseh, 2023) and students (Liu & Ma, 2023). Even more, Chatterjee et al. (2021) found a significant positive effect of perceived ease of use on the perceived usefulness of AI technology among employees in manufacturing and production companies. In addition to influencing perceived usefulness, perceived ease of use has the potential to directly influence attitudes towards use (Ayeh, 2015; Darayseh, 2023). With this in mind, we hypothesise the following:

H1a: Perceived ease of use has a positive effect on the perceived usefulness of ChatGPT among communication practitioners.
H1b: Perceived ease of use has a positive effect on attitudes towards the usage of ChatGPT among communication practitioners.

The influence of quality ratings is of interest when investigating the acceptance of robot technologies (Putra, 2016). The quality of the ChatGPT output is highly controversial. Some researchers warn of its poor quality (e.g. Cocci et al., 2023), while others emphasise its contribution to overall operational efficiency (Subagja et al., 2023). However, as the perceived quality of output has been shown to be one of the most important factors influencing the acceptance of different technologies (e.g. Gow et al., 2019), we hypothesise that:

H2a: Perceived output quality has a positive effect on the perceived usefulness of ChatGPT among communication practitioners.
H2b: Perceived output quality has a positive effect on the attitudes towards the usage of ChatGPT among communication practitioners.

3.2. Scepticism towards technology: a factor that inhibits acceptance

Users tend to avoid technology when they feel intimidated by it (Moore, 1989). With the advent of increasingly sophisticated technologies, people are becoming more apprehensive about these advances (Caldwell et al. 2020). There are many reasons for the emergence of scepticism when new technologies are introduced. Scepticism, i.e. concern about the negative effects of technology, stems from the awareness that the unknown and unfamiliar tools have the potential to undermine current social dynamics by taking over people's jobs and promoting individualism (Fromm & Anderson, 2017). If employees are insecure, they will perceive technology as less useful (Walczuch et al., 2007). Considering that scepticism is rooted in risk perception and that there are always risks associated with new technologies (Nielsen & Haustein, 2018), it is assumed that scepticism undermines users' attitudes towards technology use. We therefore hypothesise that:

H3a: Scepticism has a negative effect on the perceived usefulness of ChatGPT among communication practitioners.
H3b: Scepticism has a negative effect on the attitudes towards the usage of ChatGPT among communication practitioners.

3.3. Effect of perceived usefulness on attitudes and intentions

When technology users perceive the technology as useful, they have a more positive attitude towards using the technology (Davis, 1986). As with many other technologies, this effect can also be observed in the acceptance of AI (Darayaseh, 2023). In addition to the impact on attitudes, perceived usefulness is expected to positively influence behavioural intentions (Davis et al., 1989). In terms of employee acceptance of AI, studies show that manufacturing and production employees who perceive AI tools as useful are more likely to want to use them (Chatterjee et al., 2021). Communication practitioners have many tools at their disposal and are expected to evaluate their usefulness before forming an attitude and expressing future usage intentions. Therefore, we hypothesise the following:

H4a: Perceived usefulness has a positive effect on the attitudes towards the usage of ChatGPT among communication practitioners.
H4b: Perceived usefulness has a positive effect on communication practitioners' intentions to use ChatGPT.

3.4. Effect of attitudes on intentions

Finally, following the TRA (Ajzen & Fishbein, 1977), Davis (1986) suggested that attitudes towards use positively influence intention to use the technology. This means that attitudes can predict future usage intentions. According to Venkatesh et al.'s (2003) classification of attitude constructs, Davis et al.'s (1992) attitude definition emphasises "the perception that users will want to perform an activity for no apparent reinforcement rather than the process of performing the activity per se". We use the above definition and, following the logic of the original TAM, hypothesise the following:

H5: Attitudes towards the usage of ChatGPT positively affect usage intentions among communication practitioners.

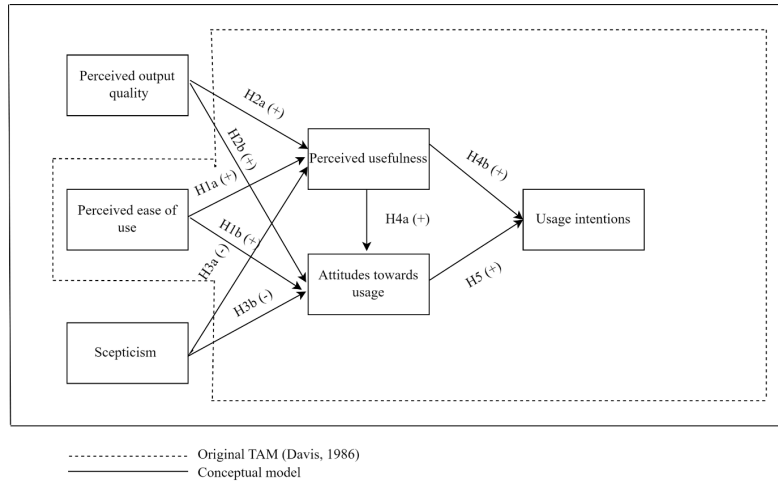

Figure 1. *Conceptual model*

4. MEASURES, DATA AND METHODS

To measure the constructs from our study, we used items from previously validated scales: perceived ease of use, perceived output quality, perceived usefulness and attitudes towards use (Davis et al., 1992); scepticism (Nielsen & Haustein, 2018); intentions to use (Venkatesh et al., 2003). All items were measured on a 7-point scale (1=completely disagree, 7=completely agree). It is worth noting that although Neielson and Haustein's (2018) scepticism scale was originally developed to measure scepticism towards self-driving cars, we found it suitable for our study. The main reason we concluded that the scale was suitable is that, unlike many other scepticism scales, it targets a form of AI technology and the items on the scale reflect users' general concerns about these technologies. We therefore used the same wording for the items following a standard scale adaptation procedure, but asked respondents exclusively about their scepticism towards ChatGPT.

To test our hypotheses, we created an online survey and sent it to multiple email addresses of marketing and PR agencies in Bosnia and Herzegovina, kindly asking them to forward the survey to their employees, explaining the aim of the research and guaranteeing the anonymity and confidentiality of the data provided. In addition to all the questions included in the pre-developed scales we used for our study, our survey also included demographic questions, including age, gender and education. The data was collected between October and December 2023. Before launching our survey, we assessed our content validity through discussions with subject matter experts and academics and ensured that we included the most important products of this technology in the perceived output quality scale, which is important due to its dependence on the purposes of a particular technology.

One hundred and two marketing and PR practitioners successfully completed our survey. The majority of our respondents were women (75.5%). Most study participants had a bachelor's degree (52%), followed by a master's degree (26.5%), an associate's degree (10.8%), a high school diploma (8.8%) and a doctorate (2%). All age groups were represented in the sample. Most of our participants were between 21 and 30 years old (31.4%), followed by respondents between 41 and 50 years old (28.4%) and between 31 and 40 years old (23.5%). The remaining 16.7% were between 51 and 60 years old.

To test our hypotheses, we used covariance-based structural equation modelling (CB-SEM). Although researchers tend to use partial least squares (PLS-SEM) when they have relatively small sample sizes and estimate complex models, it is mainly used to test the predictive perspective of the proposed theoretical framework and in exploratory research for the purpose of theory development (Hair et al., 2019). Considering that the appropriate sample size is always determined by the size of the population (Diamantopoulos et al., 2023), a smaller sample size is justifiable due to the contextual nature of our research and the limited population. Furthermore, according to the widely cited Hair et al. (2010) and Nicolaou & Masoner (2013), the minimum sample size is determined by the number of items and cannot be less than five observations per item. Hair et al. (2010) even stated that maximum likelihood estimation (MLE) can be used to estimate models with a sample size of only 50 observations. Since our sample size fits within the suggested range of 5:1, we concluded that CB-SEM can be used for our analysis. Before estimating the structural model, we estimated the measurement model. The analysis was performed in Amos21 . The results are presented in the following section.

5. RESULTS

Descriptive statistics, including means and standard deviations, are provided in Table 1, as well as the results of our confirmatory factor analysis (CFA). The reliability and validity of our constructs were tested using CFA. Model fit of a measurement model was satisfactory with all indices in accordance with established criteria of below 0.08 for RMSEA (Awang, 2012), 0.08 for SRMR and above 0.9 for CFI and TLI (Byrne, 1994) and below 2 for ChiSqr/df (Tabachnick & Fidell, 2007). Our values are all above the accepted thresholds of 0.7 for CR and 0.5 for AVE (Fornell & Larcker, 1981; Hair et al., 2014; Nunnally & Bernstein, 1994). All standardised loadings are above 0.6 (Table 3), which is considered a threshold for already established items (Awang, 2014). It is worth noting that to improve the fit of our model and to ensure discriminant and convergent validity, we excluded items with low loadings, which is a standard procedure and even recommended for reflective constructs. This resulted in scales with fewer items than in their original form (e.g. four instead of six items in the scale by Nielsen and Haustein (2018)). With the CR, the AVE and the standardised loadings corresponding to the accepted thresholds, we confirmed reliability and convergent validity. Since the square roots of the AVE for each construct are higher than the correlation coefficients, discriminant validity is given (Fornell & Larcker, 1981).

After the CFA, we tested our proposed hypotheses by estimating the structural model. Our model is a good fit with RMSEA=0.073, SRMR=0.067, TLI=0.929, CFI=0.943 and ChiSqr/df=1.542. All path coefficients

TABLE 1. Mean, standard deviation, composite reliability, average variance extracted and correlations

Construct	Mean	SD	CR	AVE	1	2	3	4	5	6
1. Perceived ease of use	5.64	1.02	0.902	0.701	**0.837**					
2. Perceived output quality	4.32	0.90	0.899	0.748	0.420	**0.865**				
3. Scepticism	2.74	1.30	0.806	0.513	-0.388	-0.351	**0.716**			
4. Perceived usefulness	4.53	1.45	0.871	0.692	0.460	0.460	-0.701	**0.832**		
5. Attitudes towards usage	4.34	1.33	0.876	0.701	0.581	0.601	-0.678	0.732	**0.838**	
6. Usage intention	4.65	1.35	0.967	0.936	0.505	0.515	-0.672	0.702	0.777	**0.967**

NOTES: he squared roots of AVE are on the diagonal line, and correlation coefficients are below the diagonal line.

TABLE 2. Standardised loadings and model fit

Item	Standardised loadings
Perceived ease of use (Davis et al., 1992) (PEU)	
Learning to operate ChatGPT would be easy for me. (PEU1)	0.771
I would find it easy to get ChatGPT to do what I want it to do. (PEU2)	0.702
It would be easy for me to become skilful at using ChatGPT. (PEU3)	0.932
I would find ChatGPT easy to use. (PEU4)	0.921
Perceived output quality (Davis et al., 1992) (QUAL)	
The quality of public statements created and written by ChatGPT would be... (QUAL1)	0.906
The quality of an ad created and written by ChatGPT would be... (QUAL2)	0.877
The quality of the email written by ChatGPT would be... (QUAL3)	0.808
Scepticism (Nielsen & Haustein, 2018) (SCEP)	
I am worried that I will lose my working skills if I use ChatGPT. (SCEP1)	0.628
I am worried that ChatGPT will make my skills less enjoyable and make me feel less in control. (SCEP2)	0.771
I am worried about general safety, and I don't trust technologies such as ChatGPT. (SCEP3) I am worried that it will be difficult for me to make spontaneous changes to the output from ChatGPT. (SCEP 4)	0.822 0.621
Perceived Usefulness (Davis et al., 1992) (USF)	
Using ChatGPT would improve my work performance. (USF1)	0.798
Using ChatGPT would enhance my effectiveness at work. (USF2)	0.888
I would find ChatGPT useful at work. (USF3)	0.807
Attitudes Towards Technology (Davis et al., 1992) (ATT)	
I Find using ChatGPT to be enjoyable. (ATT1)	0.849
The actual process of using ChatGPT is pleasant. (ATT2)	0.813
I have fun using ChatGPT. (ATT3)	0.850
Usage Intentions (Venkatesh et al., 2003) (UI)	
I intend to use ChatGPT regularly at work. (UI1)	0.946
I plan to use ChatGPT regularly at work. (UI2)	0.988

NOTES: SRMR=0.067, RMSEA=0.078, Chi-Square=221.410, df=137, CFI=0.941, TLI=0.927

TABLE 3. The path model results

Paths	β	t-statistics
PEU→USF	0.183	1.769
PEU→ATT	0.201*	2.250
QUAL→USF	0.205*	2.080
QUAL→ATT	0.267**	3.069
SCEP→USF	-0.579***	4.447
SCEP→ATT	-0.312*	2.492
USF→ATT	0.284*	2.213
USF→UI	0.275*	2.321
ATT→UI	0.593***	4.578
Control:		
Age→USF	0.064	0.010
Age→ATT	-0.066	0.876
Age→BI	0.011	0.154

NOTES: *p<0.05, **p<0.01, ***p<0.001; Chi-square=235.869, df=153, RMSEA=0.073, SRMR=0.067, TLI=0.929, CFI=0.943.

are significant, except for the effect of perceived ease of use on perceived usefulness, which means that our **H1a is rejected**. Perceived quality of output has a positive effect on usefulness (β=0.205, p<0.05), which supports **H2a**. Perceived ease of use and perceived quality of output have a positive effect on attitude (β=0.201, p<0.05 and β=0.267, p<0.01). Therefore, **H1b and H2b are supported**. Scepticism has a negative effect on perceived usefulness (β=-0.579, p<0.001) and attitude towards use (β=-0.312, p<0.05), which means that our **H3a and H3b are supported**. As predicted, perceived usefulness has a positive effect on attitude (β=0.284, p<0.05) and intention to use (β=0.275, p<0.05), which **supports H4a and H4b**. Finally, attitude towards use has a positive effect on intention to use (β=0.593, p<0.001). Therefore, **H5 is supported**.

As attitudes towards technology and intentions to use may depend on some potential covariates, particularly age (e.g. Morris & Venkatesh, 2000), we decided to include age as a control variable in our analysis, in line with other similar studies (e.g. Chi, 2018). Including age as a control variable prevents us from potentially invalidating our hypothesis conclusions. We related age to all dependent variables and, based on the observation of non-significant effects, concluded that the results to our hypothesis are valid even if we include the effect of communication practitioners' age.

Finally, although our sample size conformed to widely cited sample size recommendations to ensure that it was sufficient and did not result in Type I or II errors, we conducted a post-hoc power analysis and calculated the effect size using a commonly used calculator from the Daniel Soper website[3]. After plugging in the number of predictors, the observed R^2, and our sample size, the calculated power was 1.0, indicating that our study had sufficient power to adequately evaluate each of our hypotheses. We were able to determine such high power due to the high R^2, indicating that a high percentage of the variance in our endogenous variables was explained by exogenous variables in our model. The effect size that can be captured with our sample size is 0.36, which fits within the range of the medium effect size.

6. DISCUSSION

The communications industry is a highly competitive working environment in which creativity and innovation are highly valued. ChatGPT has proven to be a val-

3 Available: https://www.danielsoper.com/. Calculator was assessed on 26/07/2024.

uable creativity and productivity tool that facilitates the daily tasks of its users in different circumstances. By applying the TAM, we aimed to understand the drivers for the adoption of an AI tool, ChatGPT, among communication practitioners. The results of our study contradict studies that have demonstrated a significant positive effect of perceived ease of use on perceived usefulness (e.g., Darayseh, 2023). This could be due to the fact that ChatGPT is relatively easy to use and communication practitioners are used to more complicated tools, so perceived effortlessness of use does not contribute to its usefulness. However, if these practitioners believe that they can learn how to use and operate ChatGPT and use it as they want without much effort, they will have a more positive attitude towards this technology. The perception of high quality output increases the perception of usefulness. In addition, the perceived quality of the output has a positive effect on attitudes towards the technology. That is, if the output generated by this chatbot is perceived as high quality, users have a positive attitude towards its use, i.e. they perceive it as pleasant and enjoyable to use. If communication practitioners perceive ChatGPT as a technology that increases their productivity and effectiveness, they will have a more positive attitude towards using the technology and intend to use it in their daily tasks (e.g., Darayseh, 2023; Liu & Ye, 2021). As predicted by the TRA, the basis of the TAM, the intention to use ChatGPT in their future work is influenced by the attitude towards using the technology.

Our study has both theoretical and practical implications. By applying traditional TAM in an unexplored and highly relevant communications industry context, we have managed to uncover some of the driving forces behind the adoption of ChatGPT among practitioners working in these agencies. Studies on technology adoption tend to be industry and context specific, which means that this study, focussing on the previously neglected communications industry, adds to the literature on AI-based technology adoption studies. An important theoretical contribution of our study lies in the extension of the traditional TAM by introducing scepticism as an exogenous variable influencing technology adoption. This addition to the model is particularly important considering that the TAM model is still relevant for technology acceptance research but would benefit from additional predictors (Scherer et al., 2019). Neither the original TAM model (Davis, 1986) nor the adapted models of Venkatesh & Davis (2000) and Venkatesh & Bala (2008) paid much attention to the psychological factors influencing technology acceptance. There have been attempts to incorporate psychological factors into the TAM model (e.g. Ayeh, 2015), especially due to the fact that newly developed technologies are associated with high levels of security and privacy risks (Yang et al., 2017) and increased complexity and a resulting lack of understanding of these technologies (Son et al., 2012). Most scholars who have added the psychological perspective to the model have focused on constructs that measure the trustworthiness of technologies as their unique characteristic (Ayeh, 2015; Liu & Ye, 2021). Our research complements the psychological element of the TAM model by introducing scepticism as a specific psychological state inherent in a person who tends to perceive risks instead of benefits. Scepticism is of great importance for the acceptance of almost any technology (Kaliisa et al., 2022). However, when examining the acceptance of ChatGPT, scepticism is of extreme importance, as it has been found to be prevalent across all disciplines and is very strongly expressed when discussing employment opportunities and ethical concerns (Watters & Lemanski, 2023). Even when approached with some enthusiasm, the use of ChatGPT is associated with scepticism rooted in its legal, moral and social implications (Spirnak & Antani, 2023). Therefore, it is not surprising that our findings suggest that the high level of uncertainty perceived by sceptics among communication practitioners leads to lower perceived usefulness and lower attitudes towards use. These findings add to the literature examining the influence of psychological factors on attitudes towards technology use and perceived usefulness.

In addition to the theoretical implications, our research also has practical relevance. Our study highlights the key factors influencing the adoption of the popular AI tool ChatGPT and provides valuable insights into the adoption of productivity and creativity tools in marketing and PR agencies. It can help agency leaders understand the factors underlying the adoption of ChatGPT by their employees. Since the factors influencing the adoption of this technology by communications practitioners have not been previously researched, this study offers a new perspective on the use of the tool by these practitioners. HR managers and technicians can use these findings as a guide for communicating the advantages and disadvantages of this technology to communication practitioners. As the adoption of one of the most popular and widely used AI tools – ChatGPT - among these practitioners is influenced not only by the tangible benefits of use, including the quality of output produced and ease of use, but also by user scepticism, superiors can initiate programmes with the intention of sensitising and influencing sceptical employees or crafting communication messages that would probe their scepticism. Some tactics to tap into human factors could be to solve technological problems and support employees

with these problems (Ismatullaev & Kim, 2022), as it is extremely important for managers to increase confidence in new technologies (Hengstler et al., 2016), especially those that have a strong impact on productivity and creativity (Darayseh, 2023; Liu & Ye, 2021). Setting up educational workshops on all aspects of this technology could be one of these techniques, but it is highly advisable that managers ensure that they know where their employees' scepticism towards this technology comes from through transparent communication. In this way, they can better address the issue of scepticism that has been shown to hinder adoption. As expected, a higher perception of output quality improves adoption. Therefore, managers should initiate practices that help their employees use technology intelligently. It is critical that managers who recognise the potential of these and similar tools and encourage their employees to use them provide appropriate employee training and skills development workshops. Regardless of the acceptance of the technology, content creators need to use this generative AI tool responsibly. They need to realise that the ideas the tool generates will depend on the information provided, so a lot of human creative thinking and the use of other tools will be required. In addition, the ethical concerns about ChatGPT are still present and communication practitioners using it as a support should ensure that they never violate copyright and privacy laws (Fui-Hoon Nah et al., 2023).

7. LIMITATIONS

Our research has several limitations. The first and most obvious is that we tested intentions to use and not actual behaviour. Studies conducted using self-report questionnaires often do not have the opportunity to observe and report actual behaviour. Future research could focus on measuring usage rather than intentions. Our research uses scepticism as a state of concern inherent to those who perceive the risks rather than the benefits. However, future research could explore the possibility that technological risks lead to scepticism and underpin additional mechanisms of influence. The main methodological limitation of our research is related to the relatively small sample size and the restriction to one geographical region. Although our post-hoc power analysis showed that the study has sufficient statistical power due to a high percentage of explained variance, more sophisticated a priori SEM sample size tests are available and could have been used. However, due to the very specific context of the communication industry and the smaller population size compared to studies covering the entire population (Diamantopoulos et al., 2023), a relatively smaller sample size might be justifiable in this study. It is definitely advisable that future researchers increase the sample size and even replicate the study among communication practitioners from different regions. This would not only ensure a larger sample, but would also give us a clearer picture of the uptake of the technology in these practices. Future research could even compare the results between different cultures. Cultural differences could be significant due to the different levels of technological advancement in different cultures. Furthermore, we did not measure respondents' experiences with ChatGPT or similar tools. Future research could analyse whether usage intentions differ between more and less experienced communication practitioners. Finally, future research could also examine other factors relevant to the acceptance of this technology, including perceived creativity of the tool, ethical concerns, and trust.

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PRIHVAĆANJE CHATGPT-A U KOMUNIKACIJSKOJ INDUSTRIJI: ULOGA SKEPTICIZMA U TRADICIONALNOM TAM OKVIRU

SAŽETAK

Alati temeljeni na umjetnoj inteligenciji, poput ChatGPT-a, privukli su značajan interes stručnjaka za marketing i odnose s javnošću zbog svog kreativnog potencijala i poboljšanja produktivnosti, ali su ipak izazvali i određenu zabrinutost. Unatoč rastućoj popularnosti ove tehnologije, postoji značajan nedostatak istraživanja o njenom prihvaćanju unutar komunikacijske industrije, kao i opći nedostatak usmjerenosti na skepticizam u istraživanjima na temu prihvaćanja tehnologije. Fokusirajući istraživanje na stručnjake za marketing i odnose s javnošću, te integrirajući okvir modela prihvaćanja tehnologije s teorijom psihologije rizika, naša studija nastoji popuniti ove praznine u istraživanju. Specifično, ona ispituje ulogu prethodno nedovoljno istraženog faktora u studijama o prihvaćanju tehnologije - skepticizma prema tehnologiji zajedno s ostalim relevantnim prediktorima koji utječu na prihvaćanje ChatGPT-a u komunikacijskoj industriji. Naše istraživanje dokazuje da percipirana lakoća korištenja i percipirana korisnost pozitivno utječu na stavove prema korištenju, što zauzvrat pojačava namjere korištenja među komunikacijskim profesionalcima. Percipirana kvaliteta ispisa pozitivno utječe na percipiranu korisnost i stavove prema korištenju. Osobito se skepticizam ističe kao kritičan psihološki faktor, negativno utječući na percipiranu korisnost i stavove prema korištenju, čime se pokazuje važnost razmatranja psiholoških elemenata pri istraživanju prihvaćanja AI alata. Konačno, naše istraživanje nudi vrijedne uvide za teoriju i praksu.

KLJUČNE RIJEČI: *AI, ChatGPT, TAM model, komunikacijska industrija, marketinške agencije, PR agencije*