



Impact and diversity in the use of generative artificial intelligence tools in journalism and communication: a comparative analysis

Impacto y diversidad en el uso de herramientas de inteligencia artificial generativa en el periodismo y la comunicación: un análisis comparativo



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Abstract.

This research analyses the impact on the perception professional effectiveness, satisfaction and differences in the use of artificial intelligence (AI) tools by journalists and communicators in Ecuador. A structured questionnaire was used to collect data from 150 journalists and communicators from various specialties. The instrument included sections on AI use, perception of effectiveness, satisfaction and interest in training. The results revealed a positive correlation between the frequency of use of AI tools and user satisfaction. The respondents who use AI daily reported the highest levels of acquiescence, suggesting that familiarity and competence acquired through regular use contribute significantly to satisfaction. The study showed that journalists and content creators use AI for article writing, while marketers have a more diversified use, including research and data analysis. Also, radio broadcasters and photographers prefer AI tools for editing multimedia content. These findings underline the importance of developing specific training programmes adapted to the journalistic and communication field, as well as the need for guidelines for an ethical and relevant use of specialised AI tools.

Keywords:

Artificial Intelligence; journalism; communication; professional effectiveness; professional development.

Resumen:

Esta investigación analiza el impacto en cuanto a la percepción de efectividad profesional, la satisfacción y las diferencias en el uso de herramientas de inteligencia artificial (IA) por periodistas y comunicadores de Ecuador. Se utilizó un cuestionario estructurado que recopiló datos de 150 periodistas y comunicadores de diversas especialidades. El cuestionario incluyó secciones sobre el uso de IA, percepción de efectividad, satisfacción e interés en capacitación. Los resultados revelaron una correlación positiva entre la frecuencia de uso de herramientas de IA y la satisfacción de los usuarios. Los encuestados que usan IA a diario reportaron los niveles más altos de satisfacción, sugiriendo que la familiaridad y la competencia adquiridas con el uso regular contribuyen significativamente a la satisfacción. El estudio mostró que los periodistas y creadores de contenido utilizan IA para la redacción de artículos, mientras que los especialistas en marketing tienen un uso más diversificado, incluyendo investigación y análisis de datos. Los radialistas y fotógrafos prefieren herramientas de IA para la edición de contenido multimedia. Estos hallazgos subrayan la importancia de desarrollar programas de capacitación específicos, adaptados al campo periodístico y comunicacional, así como la necesidad de lineamientos para un uso ético y pertinente de herramientas de IA especializadas.

Palabras clave:

Inteligencia Artificial; periodismo; comunicación; efectividad profesional; desarrollo profesional.

1. Introduction

Generative artificial intelligence (GAI) has deeply transformed the field of communication, modifying the processes of production, distribution and reception of content. These technologies automate tasks and redefine professional routines, information structures and relationships with audiences, emerging as a transforming agent of communication practice in all areas, with technical opportunities and ethical challenges.

On the professional level, the media have started to integrate these tools at different stages of the workflow. In Spain, a recent study (Mayoral Sánchez, Parratt Fernández and Mera Fernández, 2023) revealed that 60% of the media already use AI, especially in automated content distribution tasks. Furthermore, about 75% of the journalists surveyed expressed a positive perception of these technologies. According to Mayoral Sánchez et al. (2023) “from rejection or fear, they are perceived more as an opportunity than as a danger” (p.821).

From the academic field, there is a growing interest on the part of universities and public bodies in researching the applications and effects of AI in journalism. Murcia Verdú et al. (2024) highlight that “the documentary analysis of project reports evidences that the effects of AI are being addressed not only from a technical point of view, but also from its socio-cultural and ethical impact” (p.5).

However, this development requires for caution; Saad and dos Santos (2023), in an experiment with ChatGPT, identified risks associated with automated content generation and stress that “the indispensable role of the human being in journalistic processes was highlighted through the functions of editing and active control” (p.783).

1.1. Theories on the adoption of technology in communication

The incorporation of emerging technologies, such as artificial intelligence (AI), has prompted renewed interest in theoretical models that explain how individuals and organisations adopt new tools. In the field of journalism and communication, this process involves cognitive, social, cultural and affective variables. Among the classic frameworks stands out, the Diffusion of Innovations Theory (Rogers, 1983), which identifies five stages for adoption: knowledge, persuasion, decision, implementation and confirmation. This model highlights the role of communication and the perceived characteristics of the innovation in the propagation of technological change.

Complementarily, Structural Adaptation Theory (DeSanctis and Poole, 1994) explains that technology, when is introduced into organisations, it is transformed by means of interaction with users. This approach recognises that technological tools and human dynamics shape each other, generating new organisational structures.

From the eighties, technology acceptance models offered a more accurate perspective on users' disposition towards technology. An example is the Technology Acceptance Model (TAM), proposed by Davis, Bagozzi and Warshaw (1989), which, as explained by Hwang and Seo (2024) “suggests that perceived utility and ease of use significantly influence user acceptance of technology, thereby reducing resistance” (p.422). This framework has demonstrated useful in communication contexts marked by constant innovation.

Subsequently, more advanced models such as TAM3 and the Unified Theory of Acceptance and Use of Technologies (UTAUT-2) (Venkatesh et al., 2012) incorporated new variables such as hedonic motivation, habit and facilitating conditions. These approaches broaden the analysis by considering not only technical, but also emotional, social and organisational aspects. Kacperski et al. (2025) argue that “user characteristics, including demographics and facilitating conditions [...] play a substantial role in the adoption and use of digital technologies” (p.3), highlighting that age, educational level and institutional environment are determinant factors for the acceptance of AI tools.

Due to, as technology develops, user experience becomes central, Gangadharaiah et al. (2023) propose the Pooled Rideshare Acceptance Model (PRAM), based on TAM and UTAUT, adapted to digital environments where perceptions of privacy, security and convenience are influential. In their study they conclude that “perceived usefulness and perceived ease of use were significant constructs of user trust and acceptance” (p.11). These variables are transferable to communication environments, where the use of technologies such as AI is mediated by user trust and perceived control.

For Bhooma et al. (2025), the role of training is a fundamental variable as “training goes beyond the transmission of knowledge to become a global intervention mechanism that influences other antecedents such as attitude, expectations, facilitation and motivation” (p.9). This implies that guided experience can positively modify attitudes towards technology, strengthening sustained adoption of technology management.

An emerging theoretical contribution comes from Social Capital Theory; Udo, Bagchi and Kirs (2023) who showed that moral trust, civic engagement and life satisfaction influence directly in the use of information technologies. In a multinational study, they concluded that “higher levels of ICT use are associated with higher levels of trust (especially moralistic), greater civic engagement and higher life satisfaction” (p.215), complementing traditional models by introducing relational and contextual dimensions that also condition technological adoption, especially in communication environments.

This theoretical evolution allows to recognise that the acceptance of technologies such as AI depends not only on their technical characteristics, but also on the social environment, institutional support, organisational culture and community ties surrounding the user.

1.2. Impact of AI on perceptions of professional effectiveness

Technological adoption models facilitate the understanding of the way that the implementation of artificial intelligence-based tools impacts on the perception of professional effectiveness in journalism and communication, redefining productive dynamics to contribute to a more strategic valuation of work.

Automation, for example, has gained a prominent place in newsrooms, allowing media such as Globo in Brazil to automatically generate thousands of stories based on official data, covering local events with an efficiency without precedent (Shaw, 2021). The ability of AI to handle large volumes of data and produce content quickly and accurately has transformed the perception of professional effectiveness in journalism, increasing productivity and the quality of work done. This phenomenon, called “automated journalism”, has led newsrooms to adopt a more technical approach to news production, where journalists become supervisors of systems that generate content (Calvo-Rubio and Ufarte-Ruiz, 2020).

Thus, it is undeniable that AI facilitates the production and accuracy of content, but it also sets out ethical risks and technological limitations. Ross et al. (2024) points out that “the challenge for risk communicators is how to redirect people to credible sources” (p.12), which evidences the loss of control over information quality and credibility of information. Moreover, automation has not yet reached the narrative depth that characterises human work; as Ufarte Ruiz and Manfredi Sánchez (2019) point out, “it still does not generate complex texts, a human quality among the many that robots still lack” (p.231).

Despite the challenges, the journalism sector recognises the need to adapt to technological changes to remain relevant. As Essenfelder et al. (2019) points out, “automation is presented as an alternative to release journalists from mechanical and repetitive tasks, allowing them to focus on higher value-added activities such as analysis and interpretation data” (p.259). This transition towards journalism focused on analytical functions, evidences a change in the perception of professional effectiveness driven by the capabilities of artificial intelligence in routine tasks.

1.3. The correlation between the use of AI and the perception of effectiveness: previous studies

Previous research has shown that artificial intelligence (AI) significantly influences the way professionals perceive their own performance. This impact can be both positive and negative, depending on its implementation and use. In the field of journalism, automation has made newsrooms operate more efficiently, Rojas Torrijos and Toural Bran (2019) note that “the use of *bots* in newsrooms automates repetitive tasks, allowing journalists to dedicate to functions that require more elaboration and contribute value-added” (p.247).

The perception of increased productivity is not free of tensions. Ufarte Ruiz and Manfredi Sánchez (2019) warn that AI “has not yet generated complex texts, a human quality among the many that robots still lack” (p.231).

On the other hand, the appreciation of effectiveness is also linked to job security. While automation generates concerns about job substitution, it can also reinforce job satisfaction when it allows for a focus on more strategic tasks. As Gangadharaiah et al. (2023) indicate, “AI-based personality development tools are often well received and considered effective by users, reinforcing the idea that AI can provide significant assistance in improving personal and social skills” (p.10), this idea evidences that confidence in the AI tool is key to effective integration and perception of positive performance

Other studies such as Kong et al. (2024) and Bhooma et al. (2025) show that sense of professional efficacy is related to resilience to automation and adaptability. As Bhooma et al. (2025) state, “Acceptance of digital transformation of government (TGD) requires major trust among employees, a positive perception of value and a sense of self-efficacy” (p.6).

1.4. Evolution and uses of AI in communication management

The advance of artificial intelligence (AI) has marked a turning point in the dynamics of the contemporary media ecosystem. Since its first uses in newsrooms for automated news production to its integration into strategic communication and marketing processes, AI has transformed both the operation and the professional logic of journalism and related sectors.

One of the milestones that marked the beginning of automated journalism was the launch of a sports news generation service by The Big Ten Network in 2010, in collaboration with Fox Networks (Canavilhas and Giacomelli, 2023). Subsequently, experiences such as that of the *Los Angeles Times* and the Associated Press consolidated the use of software to generate news

content without human intervention, allowing for an expansion of news coverage and an increase in productivity, especially in areas such as economics or sports. From 2019, this trend intensified globally, incorporating new functionalities such as data verification, trend analysis and content personalisation. Along these lines, Trang et al. (2024) state that “the adoption of AI in these sectors has numerous advantages, including improving the efficiency of journalists and the competitiveness of the media.” (p.2), contributing to improve the production processes and the strategic position of the media.

The study carried out by Tejedor et al. (2025) corroborates that this adoption process has spread worldwide, with particular intensity in media in the United States, Spain and the United Kingdom, “the technology imposed by AI is changing the media towards new models focused less on reach and more on interaction, through more personalised content” (Tejedor, 2025, p. 21). In addition, it is documented that more than 100 media outlets use AI for tasks such as headline generation, user analysis and video editing, which consolidates its strategic role in contemporary media production.

In this evolution, AI has also influenced media organisational structures. Traditional newsrooms have had to adapt to new workflows, permanent staff training and the redefinition of professional roles. This is confirmed by Al-Kfairy (2025) when he indicates that “generative AI is revolutionising the functioning of organisations, offering transformative capabilities ranging from automated content creation to strategic decision making” (p.1).

The impact of AI has transcended the information sphere and has extended to other areas such as marketing and institutional communication. Tools based on generative models allow the automated creation of advertising texts, strategic reports and personalised audiovisual content. This has radically transformed the production of messages in digital environments. However, new digital skills are required, as well as professional supervision to ensure the coherence of the message.

In international media such as *The Washington Post* or *The New York Times*, these technologies have been adopted to free journalists from repetitive tasks and expand coverage in real time (Aramburú Moncada et al., 2022). This has led professionals to concentrate on analysis, interpretation and verification, which increases the added value of journalistic work. According to Calvo-Rubio and Ufarte Ruiz (2020), this dynamic has transformed the productive routines, generating a broad reorganisation of the informative task.

Nevertheless, the accelerated integration of AI has also revealed tensions inherent in a transition process. Simon (2024) warns of a growing dependence of media on technology platforms; “AI reconfigures publishers’ dependence on platform companies, exacerbating existing dependencies in distribution and creating new dependencies in production” (p.149). These dynamics, although not detracting from the benefits of AI, invite reflection on the need for regulatory frameworks and models of technological governance adapted to the communications environment. Pinilla and Valle (2025) also highlight the need for a discussion based on ethical principles of the way which AI impacts on the social rationale of the profession, recognising that automation must be implemented without weakening the reflective and critical role of journalism.

From another perspective, the use of AI has opened up debates about the emotional experience of the public. Technologies such as Deep Nostalgia have given rise to automated content that appeals to emotion, but also generates perceptual dissonance. Kidd and Nieto McAvoy (2023) warn that “the shift from photo to video in Deep Nostalgia modifies and remediates memory to make it both real and unreal, immediate and remote, comforting and disturbing at a time.” (p.622), revealing how

artificial intelligence reconfigures the authenticity of media experience. Therefore, the integration of AI into communication management continues to advance, but requires that media autonomy and content integrity be prioritised.

1.5. AI tools for communication and journalism

The advance of artificial intelligence (AI) has introduced tools that are redefining journalistic and communicational work. These technologies, aimed at automating and optimising processes, have become structural elements that influence every phase of the news cycle. Tejedor and Vila (2021) affirm that “the irruption of artificial intelligence has transformed the way of capturing, processing, generating and distributing information” (p.830), promoting a model of journalist empowered by technology.

One of the most visible applications is robot journalism, which allows generating content from structured data using predefined algorithms. Although this improves accuracy and speed, it poses challenges in terms of creativity and narrative depth. As Opdahl et al. (2023) explain, “Robotic journalism often employs rule-based approaches to NL generation from structured data from highly trusted sources, such as public databases” (p.11), which evidences its technical value, although it diminishes the expressive richness of journalistic language.

Likewise, AI makes it possible to personalise the news experience by adapting content to the user’s preferences. Simon (2024) notes that “AI is used to personalise content, enhance the product experience and increase user engagement” (p.3), which has redefined digital media strategies.

1.6. Recurrent tools for tasks linked to the professional area

Artificial intelligence (AI) tools used in journalism and communication can be grouped according to the professional tasks or activities that facilitate the practice of this profession. This categorisation allows for a clearer understanding of how these technologies are integrated into workflows and how they are transforming professional practice in these fields.

- **Automatic content generation:** Chat GPT, Heliograf and Quakebot are examples of how AI is transforming journalism. The Washington Post’s Heliograf generates articles automatically from structured data. On the other hand, the Los Angeles Times’ Quakebot reports on earthquakes using data from the United States Geological Survey (USGS). The tools improve efficiency in news writing, allowing journalists to focus on more reasoned tasks (Gómez-Calderón and Ceballos, 2024).
- **Transcription and audio processing:** In the field of audio transcription and verification, Trint converts recordings into text quickly, facilitating the work of journalists (Gómez-Calderón and Ceballos, 2024). In addition, VerificAudio detects audio *deepfakes* to combat misinformation, ensuring the authenticity of sources.
- **Visual content generation:** MidJourney and Data Skrive are transforming visual content creation in journalism. MidJourney generates digital images from text, providing attractive visual content without the need for design skills, and Data Skrive automates the creation of graphics and visualisations based on data, optimising reports (Jaruga-Rozdolska, 2022).

- **Translation and reformulation of texts:** DeepL and AI Writer are outstanding tools. DeepL translates accurately and allows the reformulation of texts to improve clarity and style (García Sánchez, 2023). AI Writer, on the other hand, focuses on the generation of written content, producing drafts, summaries and advertising texts (Fernández, 2023).

Among the tools presented during the realisation of this research, some of the tools that have emerged as the most used by journalism and communication professionals are:

- **ChatGPT:** It is a language model based on transformer architecture, capable to generate text similar to a human from simple prompts. Widely used in writing articles, emails and social media content, ChatGPT has proven to be a valuable tool for overcoming writer's block and generating high-quality content in a short time (Fernandez, 2023).
- **MidJourney:** It allows the creation of digital images from textual descriptions. Developed on the Python programming language, MidJourney stands out for its ability to produce high-quality visual illustrations, making it an ideal choice for journalists and communicators who need to create attractive visual content quickly (Jaruga-Rozdolska, 2022).
- **Trint:** It converts audio recordings into text with high accuracy. The application saves time and effort, allowing professionals to concentrate on content creation. Its ability to recognise multiple languages and accents makes it especially useful in a globalised environment (Gómez-Calderón and Ceballos, 2024).
- **Wibbitz:** It automatically generates video from text, allowing journalists to create visual content without the necessity of advanced editing knowledge (Gómez-Calderón and Ceballos, 2024).
- **Bot Sentinel:** It classifies and tracks inauthentic accounts and toxic trolls on social networks, using machine learning. It is especially useful for communicators who manage the social media presence of brands or media outlets, helping to maintain a cleaner and more trustworthy online environment (García Sánchez, 2023).
- **DeepL:** It is primarily known as a translation tool, DeepL offers highly accurate translations and also allows for the reformulation of texts to improve clarity and style. This is especially useful for journalists that work with sources in multiple languages, facilitating access to global information (García Sánchez, 2023).
- **Jasper:** It allows journalists and communicators to create everything from articles to marketing campaigns, optimising texts for SEO and customising them according to the specific needs of the target audience. It generates high-quality content in large volumes (Fernandez, 2023).

1.7. Adapting AI to journalistic management

As part of the study, the main articles published from January to August 2024 by the international network of journalists the use and projection of artificial intelligence (AI) in the field of journalism were collected and analysed. These articles provide a real-world perspective on how AI is being used in professional practice and how it is projected to evolve in the near future. Next, some relevant examples are presented.

- **Operation Retuit** in Venezuela, led by the organisation Connectas, that uses AI-generated avatars to avoid the regime’s censorship and protect the safety of journalists. This project uses characters such as La Chama and El Pana, who, although are not real, present verified and high-quality content created by journalists (Cascante, 2024).
- **Research.** The use of AI for journalistic investigation in an automatic way has been significant. An example of this is Quartz which used optical character recognition (OCR) to read thousands of documents in its *Mauritius Leaks* investigation. Similarly, CIPER used Google’s Pinpoint to analyse information in multiple formats, facilitating complex investigations with limited human and monetary resources, as mentioned by Ana Paula Valacco (cited in Cabral, 2024).
- **The “Digital butler” JAMES**, used by The Times and The Sunday Times to personalise newsletters, show the potential of AI to improve connection with audiences. JAMES allows to adapt content to the specific interests of readers, reducing the rate of newsletter unsubscribes and enhancing the relevance of the content offered (Chauvet, 2024).

The examples analysed reflect how AI is being integrated into journalism in an effective and strategic way, allowing media to improve their efficiency, protect their professionals, and connect more deeply with their audiences.

According to Nic Newman’s report “Journalism, Media, and Technology Trends and Predictions 2024”, AI is destined to be a disruptive force in content production and distribution, which will significantly change the dynamics of traditional and digital journalism. Also, artificial intelligence is seen to have a considerable impact on media business models. Many news organisations are exploring how best to monetise their content in an environment where AI can generate and distribute information on a large scale. For example, licensing agreements are being established between media and AI platforms, such as the one signed by Axel Springer with OpenAI, which includes payments for the use of historical and current content. However, there is scepticism about whether these arrangements will benefit all industry players equally. As the Reuters Institute report warns, “Industry has the opportunity to work with AI actors to design a symbiotic ecosystem, and we must not miss it” (Newman, 2024, p.16).

For this reason, it is essential to use AI as a language base and not as a primary source of knowledge. This caution can ensure that AI complements, not undermines, the fundamental principles of journalism.

1.8. Ethical considerations

The incorporation of artificial intelligence (AI) in the field of communication sets out important ethical challenges. The automation of content transforms the production, distribution and consumption of information, generating concerns about transparency, algorithmic bias, professional responsibility, privacy, copyright and technological equity (Franganillo, 2023b).

One of the main challenges lies in information transparency. The ability of AI to generate text, images or videos like human requires that public to clearly distinguish between human and automated content. According to Franganillo (2023b) opacity in this aspect can erode trust and favour the circulation of misleading information, added to this Gutiérrez-Caneda et al. (2024) indicates that “the integration of AI, especially when talking about generative AI, raises questions related to algorithmic and data bias, transparency of the models used, data privacy, human supervision or even the possible loss of jobs.” (p.6), which obliges communicators to act with ethical responsibility in the face of these tools.

Likewise, the debate about intellectual property arises in contexts where models are trained on large volumes of publicly accessible data, but which may contain protected works. This practice sets out tensions regarding consent and fair compensation (McClausland and Salgado, 2022). Ienca (2023) warns that these forms of technological intervention may even transgress cognitive autonomy and “may violate some fundamental principles of freedom or right related to the dominance of a person’s brain and mind” (p.839).

In parallel, there are concerns about the perpetuation of biases and stereotypes. When AI models learn from biased data, they can reproduce discriminatory logics based on gender, ethnicity or culture (UNESCO & IRCAI, 2024). Moreover, the emotional and anthropomorphic design of these systems generates new forms of interaction that can distort user perception. Stark (2024) sums it up: “ChatGPT is a sophisticated textual animation [...] designed to give the system a greater appearance of vitality and personality” (p. 6), questioning the ethical relationship between appearance of agency and generated content.

On the other hand, there is a risk that AI will accentuate structural inequalities in the media ecosystem. Organisations with greater resources have easier access to these technologies, leaving smaller or peripheral entities behind. Opdahl et al. (2023) note that “trustworthy AI-based journalism requires a delicate balance between AI-enhanced human tasks and AI-automated routine tasks” (p.2).

Thus, it is essential that professionals adopt a critical and reflective approach to the implementation of these technologies, ensuring that they are used in a way that respects the fundamental values of society and promotes equity and justice in the production and distribution of information content.

2. Methodology

The purpose of this research was to analyse how the use of artificial intelligence (AI) tools influences the perception of professional effectiveness, user satisfaction and the differences in their application according to the different functions performed by journalists and communicators in Ecuador.

H1: Professionals who use AI tools designed for predictive analytics perceive a greater impact on their professional effectiveness.

H2: There is a positive correlation between the frequency of use of AI tools and the satisfaction reported by users in the performance of their work tasks.

H3: There are significant differences between the frequency of use of AI tools and the user’s profession or speciality.

The study design adopted a non-experimental quantitative approach, using a structured survey as the main data collection instrument. The questionnaire was designed to capture detailed information on the main variables, including type of tools used, frequency of use, perception of professional effectiveness, level of satisfaction and interest in receiving additional training. Before the final application of the questionnaire, a validation was carried out through a pre-test in order to ensure the clarity, relevance and contextual appropriateness of the questions asked. This pre-test was applied to a group of 23 people: professional journalists who are members of the National Union of Journalists (*UNP- Unión Nacional de Periodistas*) in Loja city, as well as students and graduates of the communications career of the Universidad Técnica Particular de Loja (UTPL).

The choice of this group was based on its geographical proximity and the possibility of having professionals familiar with the dynamics of journalism and communication. The validation revealed certain aspects of the questionnaire that needed adjustments. In particular, it was noted that some questions were not completely clear in their wording or did not precisely match the professional context of the participants. Suggestions collected during the pre-test allowed us to reformulate those questions that were ambiguous, as well as to reduce the number of questions, in order to optimise the respondent's experience and ensure the quality of the data collected.

The population, subject of the study, included Ecuadorian journalists and communicators who incorporate artificial intelligence (AI) tools in their professional activities. Given the exploratory nature of the research and the difficulty of accessing an updated national registry of professionals in the sector who use AI, a non-probabilistic convenience sampling approach was chosen. This approach allowed us to effectively reach a diverse group of participants within a limited collection timeframe and with moderate logistical resources.

The final sample was made up of 150 professionals, and an attempt was made to ensure diversity both in terms of profession (journalists, communicators, content creators, marketing specialists, radio broadcasters, photographers) and in terms of specialisations and work contexts (traditional, digital, institutional and freelance media). To broaden geographical representativeness, participants from several provinces of the country were included, mainly from Loja, Pichincha, Guayas and Azuay. This was achieved by distributing the survey through professional networks, trade associations (such as the National Union of Journalists-*Unión Nacional de Periodistas*), groups specialised in communication on social networks, and dissemination lists linked to universities and media outlets.

Although the sample does not pretend to be statistically representative of the entire population of communicators in Ecuador, it does seek to reflect the heterogeneity of the current communication ecosystem, with emphasis on those professionals who have begun to integrate AI tools into their work routines. This approach is consistent with previous studies that explore emerging technological phenomena in professional fields, where usage practices are still in consolidation and access to the total population is limited.

In order to ensure the internal consistency of the applied questionnaire, the Cronbach alpha reliability index was calculated for the two key sections of the instrument: perception of professional effectiveness and satisfaction with the use of artificial intelligence (AI) tools. These dimensions were selected because of their direct relevance to the hypotheses raised and for representing latent constructs that required reliable measurement.

The analysis was performed in the statistical software R Studio, using the Cronbach. Alpha() function of the psych package. The results obtained showed coefficients of $\alpha = 0.81$ for the perceived effectiveness scale and $\alpha = 0.77$ for the satisfaction scale, indicating good internal consistency in both cases. According to the specialised literature, values above 0.70 are considered acceptable for exploratory purposes in the social sciences (Nunnally and Bernstein, 1994), which supports the reliability of the instrument used in this research.

These results reinforce the methodological validity of the study by ensuring that the measurements consistently reflect participants' perceptions of the professional impact of AI in their work environments. This statistical validation, combined with the previously described qualitative pre-test, guarantees the robustness of the questionnaire as a data collection tool.

2.1. Data collection instrument

To obtain information that responds to the objectives and hypotheses raised, a structured questionnaire was used that included the following sections:

- Demographic data: Age, profession.
- Use of AI: Type of AI tools used, frequency of use.
- Perception of professional effectiveness: How respondents perceive the effectiveness of AI tools in their work.
- Satisfaction: Level of satisfaction with the use of AI tools.
- Interest in training: Interest in receiving additional AI training.

The code card was established according to the hypotheses that seek to obtain quantitative-qualitative data on the resources used by Ecuadorians.

For the construction and application of this instrument, the process described below was followed:

- **Questionnaire design:** The questionnaire was designed to include closed and multiple-choice questions, facilitating the quantification of responses.
- **Instrument validation:** The questionnaire was validated through a pre-test with a small group of journalists, communicators and students in their final years of communication studies to ensure its clarity and relevance.
- **Survey distribution:** The survey was distributed electronically via email and social media platforms specifically for journalists and communicators.
- **Data collection:** Data were collected over a period of 8 weeks (February and March 2024).
- **Data analysis:** Data collected were analysed using descriptive and inferential statistical techniques. Statistical software (R studio) was used to perform correlation analysis and comparison of means.
- The following data analysis techniques were used:
- **Descriptive analysis:** It was used to describe the demographic characteristics of the respondents and the frequencies of AI tool use.
- **Correlation analysis:** It was used to evaluate the relationship between the type of AI tool most used and the perception of professional effectiveness (Hypothesis 1), as well as the relationship between frequency of AI tool use and satisfaction (Hypothesis 2).
- **Analysis of variance (ANOVA):** It was applied to identify significant differences in the type and frequency of AI tool use between the different professions (Hypothesis 3).

In addition, in order for the research to meet the required ethical standards, the following aspects were taken into account:

- **Informed consent:** Informed consent was obtained from all participants prior to data collection.
- **Confidentiality:** The confidentiality of participants' responses was ensured, keeping the data anonymous and secure.

- **Voluntariness:** Participation in the survey was completely voluntary, and participants could withdraw at any time without repercussions.

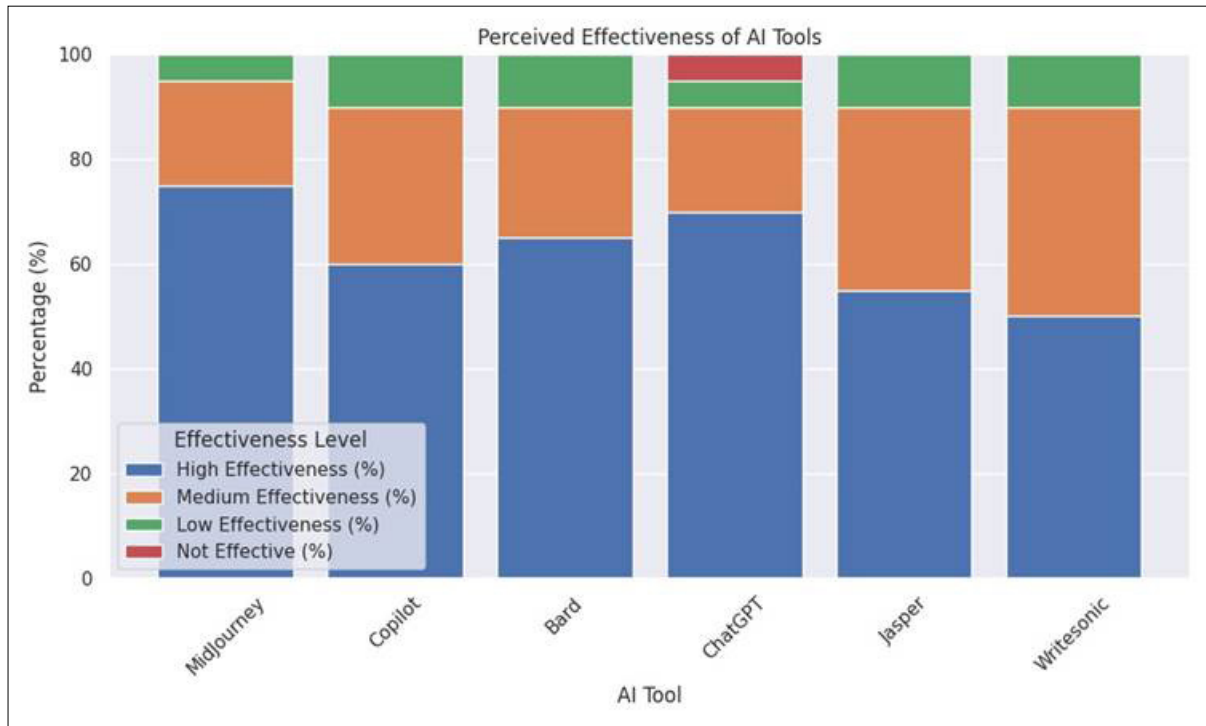
3. Results

The presentation of results and the interpretation of the data is organised in three sections that respond to each of the hypotheses designed:

3.1. Relationship between type of AI tool used and perceived professional effectiveness

For this analysis, percentage correlations were calculated between the different types of AI tools used and the perception of professional effectiveness reported by respondents.

Figure 1. Correlation between AI and perceived effectiveness



Source: surveys applied

The results of correlations in figure 1 reveal that the MidJourney AI tool is perceived as highly effective by 75% of respondents who use it, while Copilot and Bard are perceived as highly effective by 60% and 65% of users, respectively. ChatGPT also has a high perception of effectiveness, with 70% of users considering it highly effective, although a small percentage (5%) consider it not effective. On the other hand, Jasper and Writesonic show smaller percentages of high effectiveness (55% and 50%, respectively) and relatively high percentages of medium effectiveness (35% and 40%, respectively).

There are several endogenous factors that could explain these results. First of all, the specific functionalities and adaptability of the tools play a crucial role. MidJourney, for example, seems to offer specific tools for creative tasks that are highly valued by journalists and communicators. Similarly, ChatGPT is appreciated for its versatility and ability to generate coherent and relevant content in multiple contexts. Ease of use is also an important factor; tools such as MidJourney and ChatGPT can have intuitive user interfaces and simple integration processes, facilitating adoption and regular use. Furthermore, the frequency and quality of software updates and the technical support offered can influence perception of effectiveness, given that tools with strong support and constant improvements are likely to receive higher ratings.

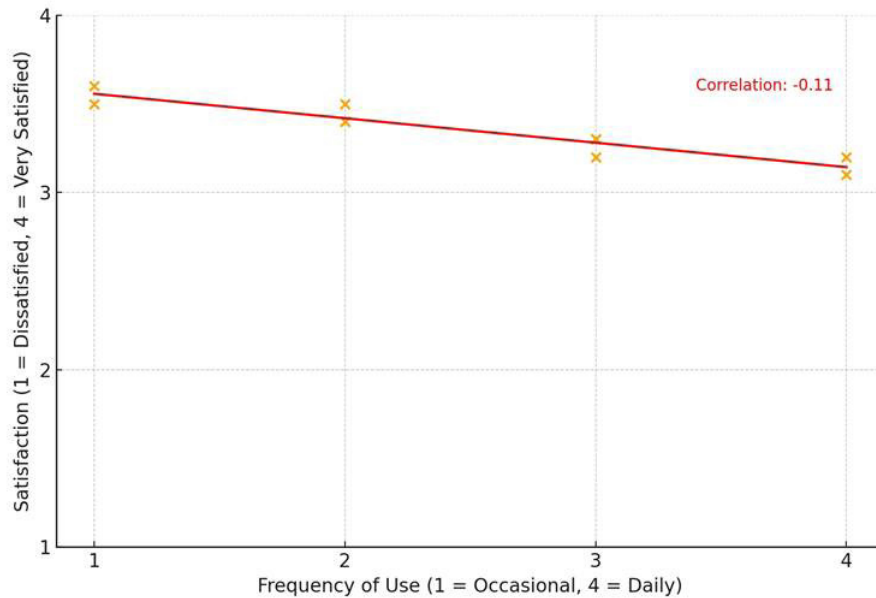
Likewise, there are also exogenous factors that may be influencing these perceptions. The reputation of the tool and the marketing strategies employed can significantly affect the perception of effectiveness. Tools such as MidJourney and ChatGPT can benefit from effective advertising campaigns and good reviews on public platforms. The existence of an active user community and the availability of resources such as tutorials, forums and guides can also improve the perception of effectiveness. Tools with a strong user community, such as ChatGPT, provide a collaborative learning environment that improves the user experience. In addition, compatibility with other systems and tools used by journalists and communicators can be a key factor. Platforms that integrate easily with existing software in the professional workflow are perceived as more effective.

Tools perceived as highly effective, such as MidJourney and ChatGPT, may see an increased adoption, which could lead to further development and improvement of their functionality. Differences in the perception of effectiveness can drive competition among AI tool developers, encouraging innovation and continuous product enhancement. In addition, organisations can focus on offering specific training in the use of highly rated tools to maximise their effectiveness in professional work, which could include workshops, online courses and additional resources for users of MidJourney, ChatGPT, and other prominent resources. Finally, tools that do not achieve high effectiveness ratings may need to be evaluated and their functionality updated to favourably accomplish the needs of users, based on feedback received.

3.2. Correlation between the frequency of use of AI tools and the satisfaction of journalists and communicators

The following graph shows the percentage correlations between the frequency of use of AI tools and the satisfaction reported by respondents:

Figure 2. Correlation between frequency and satisfaction



Source: surveys applied

Pearson's correlation analysis between frequency of use of artificial intelligence (AI) tools and professional satisfaction showed a correlation coefficient of -0.11 ($p=0.09$), indicating that there is no statistically significant relationship between the two variables. However, a descriptive analysis of the trends in the data suggests that satisfaction could vary with frequency of use, revealing patterns that may be notable for future research.

As can be seen in Figure 2, users who employ AI tools on a daily basis report the highest levels of satisfaction: 70% described as very satisfied and 25% as satisfied, while only 5% expressed little satisfaction and no users were dissatisfied. This group stands out for their high familiarity and competence, which seems to translate into a more positive perception of the tools used.

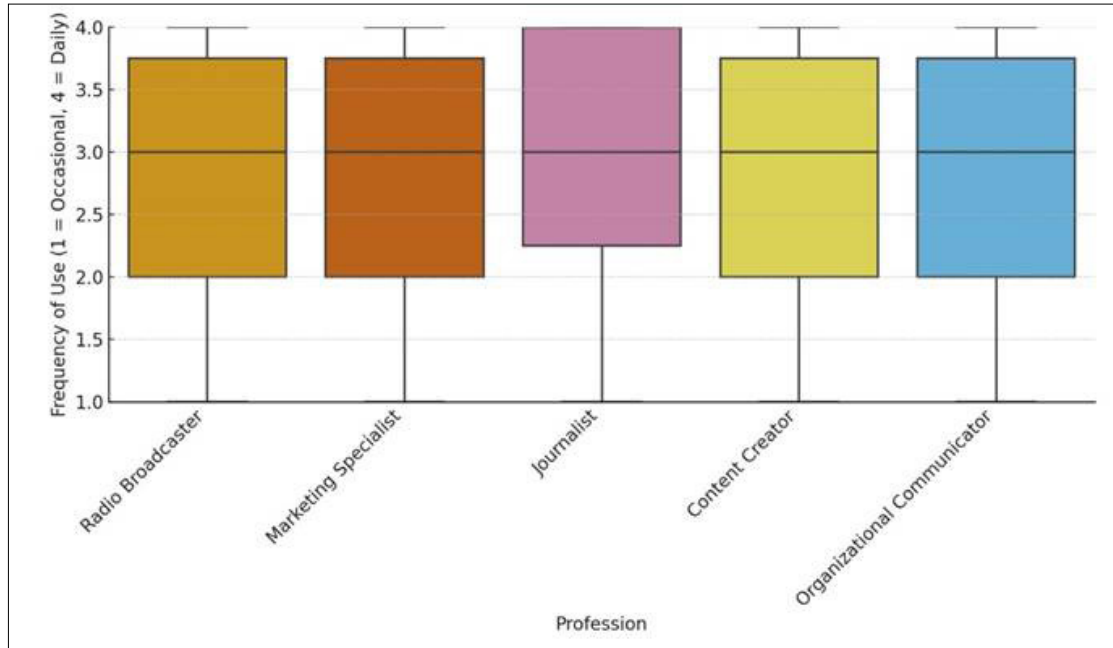
On the other hand, those who use AI tools weekly maintain high overall satisfaction, with 50% of users very satisfied and 40% satisfied. Nevertheless, the remaining 10% were considered little satisfied, reflecting a decrease compared to daily users. This trend could be attributed to less consistent use, which could limit familiarity with the advanced features of these technologies.

Users who use AI tools less frequently, such as those who use them monthly, show a greater dispersion in satisfaction levels. While 30% are very satisfied and 50% satisfied, 20% express little satisfaction. This reduction in higher levels of satisfaction may reflect the difficulty in maintaining a constant level of familiarity or practical skill due to sporadic use.

Finally, occasional users report the lowest overall satisfaction, with only 20% describing themselves as very satisfied and 40% satisfied. A significant percentage (30%) indicated little satisfaction, and 10% declared themselves dissatisfied. This low frequency of use seems to be associated with a lack of confidence in handling the tools, which contributes to less positive experiences.

3.3. Differences in the type and frequency of use of AI tools between different professions

Figure 3. Differences in the use of AI tools by profession



Fuente: Source: surveys applied

Note: The graph shows the percentage differences in the type and frequency of use of AI tools among different professions

The analysis of variance (ANOVA) conducted to evaluate differences in the frequency of AI tool use between the different professions did not find statistically significant results ($F=1.77$, $p=0.14$). This indicates that, in general, the frequency of use does not vary substantially between the professional groups analysed, since the p -value is greater than 0.05. However, a descriptive analysis suggests some interesting trends in the usage patterns of AI tools, depending on the specific needs of each profession.

Figure 3 shows that journalists stand out for their high use of AI tools for article writing, with 80% of respondents indicating this application as predominant. However, their use in other areas is limited: only 10% use AI for research, 5% for data analysis, 3% for video editing and 2% for social media. This reflects the textual nature of their work and the reliance on AI tools focused on written content generation.

In contrast, marketing specialists show a more diversified use of AI tools. 40% use them for article writing, 20% for research, 30% for data analysis and 5% for both video editing and social media. This pattern underlines the multidimensional nature of marketing, which combines content creation, market research and strategic analysis.

Content creators also present high use of AI tools for article writing (70%), though with additional applications in research (15%) and data analytics, video editing and social media (5% each). This suggests that, while they share similarities with journalists, their work includes a wider range of tasks that leverage diverse AI capabilities.

On the other hand, radio broadcasters distribute their use of AI among various activities: 20% use it for writing news stories, 30% for research, 10% for data analysis, 30% for video editing and 10% for social media. This balanced distribution of usage reflects the multifaceted nature of their work, which combines research and multimedia production.

Finally, photographers focus on editing visual content, with 60% using AI tools for video editing. Other uses are less frequent: 10% for article writing and data analysis, 5% for research and 15% for social media. This pattern reflects the specific demands of photography, where image and video editing play a key role.

4. Discussion

The findings of this study reveal patterns in the relationship between the use of artificial intelligence (AI) tools and the perception of effectiveness and professional satisfaction in the fields of journalism and communication in Ecuador. Some correlations were not statistically significant, the descriptive data offer interpretative clues that merit analysis in the light of theoretical frameworks such as the Technology Acceptance Model (TAM) and its extensions (TAM3 and UTUAT 2) and the subsequent Pooled Rideshare Acceptance Model (PRAM), based on TAM and UTUAT2.

4.1. The relationship between frequency of use and professional satisfaction

While the correlation coefficient between frequency of AI tool use and professional satisfaction was low ($r = -0.11$, $p = 0.09$), the descriptive data indicate that those who use these technologies daily report consistently high levels of satisfaction. This finding can be interpreted through the TAM3's notion of "fit" (Venkatesh et al., 2012), where perceptions of usefulness and ease of use transform as experience with the technology increases. It is probably that frequent users have overcome the initial learning curve and developed a degree of competence that allows them to integrate AI in a fluent way into their work, raising their perception of satisfaction.

Likewise, as Gangadharaiah et al. (2023) indicate, it is key to understand that over the years, a key element for the user is the security they feel when using one AI versus another. Similarly, this result aligns with studies such as Kong et al. (2024), which point out that positive perceptions of AI favour professional resilience and informal learning. In this sense, not only access to tools, but prolonged and meaningful interaction with them, directly influences the professional experience, as Hwang and Seo (2024) clearly explain. Also, the concept of "meaningful adoption" of technologies comes into play, in which it is not enough to use a tool, but it must be perceived as useful and coherent with the user's work and cognitive goals (Davis, 1989; Orlikowski, 2000).

4.2. Differences according to professions: beyond ANOVA

Although the ANOVA analysis did not show statistically significant differences between professions ($F=1.77$, $p=0.14$), the patterns observed in the descriptive data indicate a functional segmentation of AI use. Journalists and content creators focus mainly on writing texts; marketing specialists diversify their use towards research and data analysis; while radio broadcasters and photographers prioritise, tools linked to multimedia editing. These results coincide with previous research (Túñez et al., 2020; Calvo-Rubio and Ufarte-Ruiz, 2020) that warn about the transformation of professional routines based on the specific capabilities of AI. This diversity in uses coincides with recent studies that point out that AI is adopted in a functional way according to the operational logic of each professional field (Napoli, 2022; Carlson, 2023).

This finding supports the proposal that the design of AI tools and training programmes should be adapted to the characteristics of the specific professional field. Instead of generalist solutions, contextualised specialisation is required, which maximises the potential of AI according to the tasks and needs of each job profile linked to communication and journalism.

4.3. Implications and contributions to the academic debate

An important contribution of this study is its proposal to look beyond classical statistical indicators to recover the interpretative value of emerging patterns of use. In a context where AI is in a state of early adoption or transition, understanding how these early experiences of use are configured is essential to anticipate resistance, gaps or strategic uses. Thus, this work is inserted in the academic debate on the differential adoption of technologies, dialoguing with approaches such as the Structural Adaptation Theory (DeSanctis and Poole, 1994), which highlights the dynamic interaction between technological capabilities and organisational structures.

Furthermore, Trang et al. (2024) highlight that the effectiveness of the media has increased in relation to the use of AI. However, its use is reinforced by the need to consider qualitative and organizational factors that can modulate the perception of effectiveness and satisfaction, such as professional culture, the type of media or the resources available for training and updating.

However, the study also allows us to advice certain barriers that could be holding back a wider use of AI among communication professionals. These include a lack of specific training, limited customization of available tools, and, in some cases, resistance to technological change. These limitations coincide with the literature that warns that the implementation of AI in creative or narrative fields used to face tensions related to professional autonomy and the perception of threat to human competencies (Zamith, 2021; Beckett, 2023).

4.4. Future directions

The findings of this research open up future lines of study around the adoption and perception of generative artificial intelligence (GAI) tools in communication contexts. Firstly, it would be pertinent to develop longitudinal studies that analyse how the perception of effectiveness and professional satisfaction evolve as users gain experience and become familiar with the tools. This approach would make it possible to empirically validate the postulates of the TAM3 model and even the PRAM model in real contexts of communication management.

It is also necessary to explore how cultural, organisational and generational factors influence the adoption and use of AI, comparing national and international scenarios to identify global patterns and also specific dynamics to each region or type of media, contributing to a more holistic understanding of the phenomenon.

Also, it is relevant to analyse the ethical, labour and deontological implications associated with the intensive use of AI in journalism and communication. Aspects such as transparency in authorship, automated verification of information, copyright protection, or the creation of misleading content generated by algorithms require priority attention in the academic and professional debate.

It is important to investigate the impact of these technologies on productivity, but also on the quality, creativity and authenticity of the content generated. Qualitative and experimental studies could shed light on whether AI tools are strengthening or weakening the critical and humanistic practice of journalism, and how a balance can be achieved between technological efficiency and editorial principles.

5. Conclusions

This study offers an empirical look at the impact and diversity in the use of generative artificial intelligence (AI) tools in journalism and communication in Ecuador. Through a quantitative approach, it was analysed how the perception of professional effectiveness, satisfaction and frequency of use varies in different areas of communication.

One of the findings shows that professionals who use AI tools on a daily basis report higher level of satisfaction, which is related to concepts from the Technology Acceptance Model (TAM3) and Pooled Rideshare Acceptance Model (PRAM), such as accumulated experience and adjustment of perceptions through continuous use. correspondence suggests that familiarity and progressive domain of the tools contribute to their functional integration into everyday work, as well as to a more positive attitude towards their professional usefulness.

In addition, although no significant differences between professions were identified, usage patterns showed a clear segmentation: journalists tend to focus on text writing, while marketing specialists, radio broadcasters and photographers diversify their applications towards data analysis, research or multimedia editing.

The research underlines the need to design differentiated training strategies according to the professional profile, promoting an effective and contextualised use of AI technologies. It also highlights the importance of promoting digital literacy policies that accompany technological evolution with a critical, ethical and humanistic approach. At a time when technologies are advancing faster than the capacity for institutional adaptation, studies such as this one allow us to detect opportunities, gaps and tensions.

Finally, this study has certain limitations that must be recognised. Firstly, the sample was obtained by convenience and is concentrated in a specific geographical context (Ecuador), which limits the generalisability of the results. Secondly, the absence of statistical significance forces us to consider that the observed patterns could be influenced by variables external to this study. Furthermore, a single cross-sectional measurement was used, so causal inferences cannot be established and not even to observe evolution over time. Despite these limitations, the study offers inputs for understanding how AI technologies

are being appropriated in communication professions and opens up lines of research that could be deepened in the future and provide greater interpretative density.

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7. Specific contributions of each author

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Methodology	Hernán Yaguana-Romero
Data collection and analysis	Hernán Yaguana-Romero, Ximena Margarita Coronado-Otavaló and Viviana Noemí Galarza-Ligña
Discussion and conclusions	Hernán Yaguana-Romero, Ximena Margarita Coronado-Otavaló
Drafting, formatting, version review and approval	Hernán Yaguana-Romero, Ximena Margarita Coronado-Otavaló and Viviana Noemí Galarza-Ligña.

8. Conflict of interest

The authors declare that there is no conflict of interest contained in this article.

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