

ICA 年度雙語論文

建構新聞工作者接受與採用AI的理論模式： 影響台灣新聞科技整合的關鍵因素

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摘要

隨著AI的迅速發展，其對新聞界的影響也越來越受學界的關注，但新聞業與AI的相關研究大都偏重分析AI對新聞組織與實務運作的影響，探討新聞工作者為何及如何採用AI的研究仍然有限。為填補此一研究缺口，本研究以科技接受模式為基礎，並整合理性行為理論，對1,391位台灣新聞工作者進行大規模調查分析，探討「感知易用性」與

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論文投稿日期：2025年6月30日。論文接受日期：2025年12月5日。

《傳播與社會學刊》，（總）第78期（2026）

「感知有用性」如何影響他們的AI採用行為；另外，本研究也以「感知接受度」作為中介變項，進一步提出「新聞工作者接受與採用AI理論模式」(journalistic ai acceptance and adoption model)。研究結果發現：「感知易用性」可以正向預測「感知有用性」與「感知接受度」，而「感知有用性」與「感知接受度」進一步促使記者在新聞蒐集、協助報導與內容生成等實務工作中採用AI。本研究結果不僅提供影響新聞工作者使用AI的具體實證，更擴展了新聞業採納新科技的理論與理解。

關鍵詞：人工智慧、新聞工作者接受與採用AI理論模式、感知易用性、感知有用性、感知接受度

ICA Annual Bilingual Paper

Modeling Journalistic AI Acceptance and Adoption: Key Factors Influencing Technology Integration Among Taiwanese Journalists

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Abstract

While existing research on AI in journalism has largely focused on news practices and media organizations, few studies offer empirical insights into journalists' actual adoption of AI. This study addresses that gap using data from a large-scale survey of 1,391 Taiwanese journalists. Grounded in the technology acceptance model and integrated with the theory of reasoned action, it examines how perceived ease of use and perceived usefulness influence AI

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Article History: Received on 30 June 2025. Accepted on 5 December 2025.

Communication and Society, 78 (2026)

adoption, with perceived acceptance introduced as a mediating factor, and further proposes the journalistic AI acceptance and adoption model. Structural equation modeling reveals that perceived ease of use predicts both perceived usefulness and acceptance, which in turn drive AI adoption for tasks such as news gathering, reporting, and content generation. The findings offer empirical evidence on the factors shaping journalists' use of AI and extend the current understanding of technology adoption in journalism.

Keywords: artificial intelligence, journalistic AI acceptance and adoption model, perceived ease of use, perceived usefulness, perceived acceptance

研究背景與目的

人工智慧 (artificial intelligence, AI) 融入新聞產製已有十多年的時間，近幾年更因生成式 AI (generative artificial intelligence, GAI) 問世，引發更多新聞實務與學術研究的關注 (Sonni et al., 2024)。許多研究探討 AI 對新聞業的影響，大部分聚焦在分析 AI 對新聞實踐和媒體組織的層面。隨著 AI 導入新聞產製的情形越來越多，也有研究關注 GAI 對新聞專業的衝擊，例如演算法的偏誤、依賴資料庫生成內容損及正確性及倫理爭議等 (Matich et al., 2025; Pitluk et al., 2026; Van Dalen, 2024)。然而，探討新聞工作者如何、以及為何在新聞日常中採用 AI 的實證研究仍然不足 (Ioscote et al., 2024)。本研究旨在填補此一研究缺口，期望透過大規模問卷調查，探討台灣新聞工作者在專業實務中採納與運用 AI 科技的情形，以期能對相關的研究有所貢獻。

對於新聞工作者使用新科技的研究，過去經常以創新傳布理論來解釋科技被採納的脈絡，但此理論在預測記者採用新科技的認知與行為方面仍有局限。本研究以科技接受模式 (technology acceptance model, TAM) (Venkatesh & Davis, 2000) 為基礎，這個模式指出「感知易用性」(perceived ease of use) 與「感知有用性」(perceived usefulness) 兩個重要因素，對科技採用的意願與行為具有相當的影響力。在這個理論模型基礎之上，本研究進一步探討：在新聞工作的環境中，專業社群與同儕對新科技的接受程度是否也會影響新聞工作者的採納行為？

因此，本研究嘗試將理性行為理論 (theory of reasoned action, TRA) 納入 TAM 的架構中 (Ajzen & Fishbein, 1980)。此理論主張，個體的行為會受到「主觀規範」(subjective norms) 影響，當個人感受到他所處的社會群體或同儕對某一新科技的接受度高時，他會更願意採用它。據此，本研究進一步提出「感知接受度」(perceived acceptance)，希望了解：新聞工作者認為在專業實務中的重要他人對 AI 的接受程度，是否對他們採用此一新科技的行為有顯著影響？

綜上所述，本研究整合科技接受模式和理性行為理論，嘗試建構「新聞工作者接受與採用 AI 的理論模式」(journalistic ai acceptance and adoption model)，以闡述「感知易用性」、「感知有用性」、「感知接受度」

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及AI使用行為之間的關係。並在新聞專業的特定情境中，深化對新聞界接受與採用新科技運作機制的理解，進而拓展理論視野。

文獻探討與研究假設

AI與新聞室的轉型

隨著AI的快速發展，新聞業採用AI已漸成為常規，尤其2022年起GAI問世後，如ChatGPT、DALL·E、Stable Diffusion及Google Gemini等相關工具，使各國的新聞室都面臨了日益增加的壓力，必須採用這些顛覆性技術(Cools & Diakopoulos, 2026)。英國牛津大學路透新聞研究所(Reuters Institute for the Study of Journalism)的《2024數位新聞》(*Digital News Report 2024*)報告指出，GAI正在改變新聞產製的流程，部份媒體高層表示，導入AI不但可以節省成本，也有助於新聞創新(Newman et al., 2024)。

事實上國際重要新聞機構將AI納入新聞產製已越來越常見。2024年初，《紐約時報》(*The New York Times*)組成跨部門團隊，共同探討如何在新聞報導中使用GAI來維持編輯水準並兼顧倫理規範(Once, 2024)。英國新聞探尋媒體集團(Newsquest Media Group)亦聘用AI輔助記者(AI-assisted journalists)，開發以ChatGPT為基礎的專屬寫稿系統(Topping, 2023)。台灣媒體亦同步展開AI導入新聞產製的各項嘗試，甚至有電視台開始使用AI主播播報氣象。更值得一提的是，鑑於AI對於新聞業日益重要，普立茲獎委員會也在2024年允許使用AI輔助的作品參賽，惟必須揭露使用方式(Deck, 2025)。

AI在新聞業中的演變

運用AI進行自動化新聞寫作(automated journalism)並非全新的概念，但GAI的問世卻重新使學術界與新聞界關注其影響力。早在2010年代中期，「運算新聞學」(computational journalism)即將自動化技術引進新聞產製常規中。Diakopoulos (2019)將其定義為：在秉持新聞價值的前提下，透過演算法產製內容。典型的例子是美聯社(The Associated

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Press) 在2014年開始使用 Wordsmith 平台，將原始的財務數據迅速地轉換成可讀性高的新聞內容 (Miller, 2015)。《華盛頓郵報》(*The Washington Post*) 也於2016年起使用自行開發的 Heliograf 系統報導奧運賽事，並在當年十月美國大選中提供讀者即時選舉資訊 (WashPostPR, 2016a; 2016b)。

這些重要媒體的率先採用，奠定了AI被新聞室廣泛使用的基礎。後續如彭博社 (Bloomberg)、路透社 (Reuters) 與英國廣播公司 (British Broadcasting Corporation, BBC) 等國際媒體亦陸續投入AI應用技術之研發與應用 (Shi & Sun, 2024)，因而「自動化新聞」(robot journalism) (Van Dalen, 2012) 與「演算法新聞」(algorithmic journalism) (Dörr, 2016) 等名詞隨之出現，這顯示AI在內容產製上不斷演進也日益重要。科技的進步與變革不斷影響著新聞業，不論是新聞製作、內容形式、甚至閱聽眾新聞消費習慣等皆然。正如 Pavlik (2021) 所言，科技的變革不斷地重新定義新聞工作者的角色，AI的出現，將新聞業又帶至另一個新的發展階段。

從傳統AI到生成式AI

GAI的發明被視為人工智慧技術的重大突破。自2018年起，隨著自然語言處理 (natural language processing, NLP) 與大型語言模型 (large language models, LLMs) 技術的突破，人工智慧系統開始具備理解與產生類似人類文本 (human-like text) 之能力 (Shi & Sun, 2024)。GAI和傳統的AI有兩項關鍵性的差異：其一，它能生成不同形式的內容，包括文字、圖像、甚至動態影像；其二，它的使用門檻大幅降低，不具備科技背景的一般人也可以輕易操作。OpenAI在2022年底推出的 ChatGPT 即是典型的技術突破代表。

英國歷史最悠久的新聞媒體《伍斯特新聞報》(*The Worcester News*) 利用 ChatGPT 開發寫作工具，輔助記者撰寫或自動生產例行性的地方新聞 (Topping, 2023)。澳洲新聞集團 (News Corp Australia) 執行主席 Michael Miller 也宣稱，該集團每週可使用生成式AI產生多達三千則報導，旗下的《每日電訊報》(*The Daily Telegraph*) 已常態性使用GAI生成圖像用於報導內容中 (Meade, 2024)。即便以嚴謹著稱的《紐約時報》亦

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於2025年初批准編輯部可以使用GAI進行編輯、寫作、優化標題等，並同步制定明確使用規範(Tani, 2025)。

台灣媒體在新聞產製中導入AI的情形也越來越普遍。例如鏡傳媒旗下的《READr》利用AI進行網路資料的主題分析與情緒分析；《中央通訊社》(Central News Agency)將AI運用在主播語音模擬與文字轉語音服務；網路媒體ETtoday也成功開發了一套快速生成新聞稿的AI模型(陳洧農, 2024)。隨著媒體採用GAI日漸增多，媒體也陸續訂出使用規範。例如，《天下雜誌》與《報導者》分別於2023與2024年公佈其AI使用準則，強調向讀者揭露、資訊透明與倫理規範。

AI在新聞室的使用與功能

儘管GAI在技術分類上屬AI的子領域(Breazu & Katsos, 2024)，但在新聞實務與學術研究中，兩者經常是交替使用，這種名詞混用的情形，也反映傳統的AI與GAI兩者具有重疊的本質：兩者都以機器學習為基礎，且具模擬人類智能運作的能力。因此本研究不刻意區分兩者，而以AI一詞涵蓋所有運用人工智慧進行資料學習、分析、生成內容的技術與應用。

新聞業導入AI，其實正是整體產業數位轉型、強化產製流程與創造更大利潤的必經過程。美國奈特基金會(Knight Foundation)在2021年檢視130項編輯室使用AI的專案，歸納出新聞機構使用AI的三個功能：提升報導能力、降低製作成本、及優化營收模式(Keefe et al., 2021)。同年美聯社針對192家新聞機構的調查，結果發現：即便對這種機器介入新聞產製不免擔憂，但多數媒體仍支持AI導入新聞室，認為可以簡化流程增加利潤(Rinehart & Kung, 2022)。

對於AI導入新聞產製具有何種功能，已有幾位學者進行相關研究。Shi和Sun(2024)將AI在新聞產製的應用歸納出三大部份：資訊蒐集、內容生成、個人化新聞推播。Fridman等人(2025)在研究挪威一項跨領域團隊進行調查性報導的專案研究中發現，AI在海量、非結構化的資料具有相當的分析能力，有助於提升報導的深度與層次。Miroshnichenko(2018)進一步提出AI在新聞應用的四大重要功能：資料探勘、留言審查、主題選擇與新聞撰寫。

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此外，Cools與Diakopoulos (2026) 透過訪談丹麥與荷蘭記者，描繪出GAI在他們新聞工作的樣態。兩位學者以新聞生產價值鏈來區分GAI的四大核心功能：新聞蒐集、新聞生產、新聞查核、及新聞發布與管理。

綜上所述，AI在新聞業的應用已越來越多元且複雜，然而，目前大多數的研究仍以質性訪談或個案為主，較缺乏量化的實證資料來了解新聞工作者實際使用AI的情形。基於此，本研究的目標乃在了解台灣新聞工作者在專業實務中，使用AI的具體情況。因此，本研究提出以下研究問題：

RQ1a：台灣新聞工作者最常使用AI技術協助執行哪些新聞相關工作任務？

RQ1b：不同類型媒體、不同職務的新聞工作者在工作中使用AI的頻率是否有所不同？

科技接受模式

在分析使用者如何接受與採用科技的相關研究中，以Davis (1985) 提出之 TAM最受學界重視。在TAM模式中，Davis (1985) 提出了兩個預測使用意圖的變項：感知有用性 (perceived usefulness) 與感知易用性 (perceived ease of use)。前者是指使用某種科技能提升工作績效的程度，後者則指使用者不必花太多力氣學習、使用這種科技很容易。

Davis (1989) 隨後執行兩項研究以檢驗此模式的適用性，他發現感知有用性對使用意圖的預測力最強，也就是說，如果使用者認為這項科技他對工作有幫助，會願意使用。此外，研究也發現感知易用性會顯著影響感知有用性，並透過對感知有用性的作用，間接影響行為意向。在此基礎上，Venkatesh和Davis (2000) 進一步擴充TAM模式，納入更多變項以檢驗這個模式對使用者行為的影響，在他們所進行的四項縱貫性研究 (longitudinal studies) 中發現，感知易用性對感知有用性的正向影響極為穩定。基於這些研究結果，本研究提出以下假設：

H1：台灣新聞工作者對AI技術的感知易用性會正向影響他們對AI技術的感知有用性。

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過去四十年，TAM被認為是科技接受與採用領域中最具影響力的理論模式之一。它應用在廣泛而多元的領域中，例如，研究教育情境中學習科技的情形 (Granić & Marangunić, 2019)，線上學習 (Masrom, 2007)，遠距醫療服務的接受程度 (Kamal et al., 2020) 等。Li 等人 (2008) 選取自1980年至2005年刊登在學術期刊上，以TAM為主、且研究方法設計嚴謹的34篇論文，分析這些研究結果中各個變項間的關係。他們發現，感知有用性與態度及行為等依變項具有強大且顯著的關聯性。

近年來也陸續有學者以TAM模式進行新聞工作者使用新科技的研究。例如，Ayyad等人 (2023) 探討阿拉伯聯合酋長國 (United Arab Emirates, UAE) 新聞記者對新通訊技術 (new communication technologies, NCTs) 在新聞產業中應用的看法。透過問卷收集63位來自主要報社的記者與編輯的意見。結果發現，當新聞工作者越認為NCTs有助於撰寫高品質的報導時，使用的意願就越高。

如前所述，AI已經成為當代新聞業不可或缺的新技術，不少研究也顯示，它對於提升新聞工作表現及效能有相當的潛力。Cools和Diakopoulos (2026) 訪問荷蘭與丹麥記者以及Thäsler-Kordonouri (2025) 針對英國媒體新聞室的調查，都顯示使用AI有助於優化工作流程，讓記者減少處理例行瑣事的時間與精力，進而提升工作效率。

對從事調查性報導的記者而言，AI更可以幫助他們分析大量且龐雜的資料，找到報導的角度與切入的重點 (Fridman et al., 2025)。Veerbeek (2025) 的研究亦指出，GAI能在短時間內針對大量數據快速分類，並且用容易理解的語言解釋。值得一提的是，Kalfeli和Angeli (2025) 的研究發現，受訪的希臘記者甚至用「上天賜予的禮物」(a gift from God) 來形容AI如何輕易將訪談錄音轉換成可撰稿的精確文字。上述的研究都顯示，新聞工作者使用AI和他們對此技術的感知有用性密切相關。Urdan和Masson (2024) 研究新聞室的ChatGPT採用，也發現新聞工作者對ChatGPT的感知有用性會正向影響使用意圖。基於此，本研究提出第二個研究假設：

H2：台灣新聞工作者對AI技術的感知有用性，會正向影響他們的AI採用行為。

理性行為理論

TRA由Fishbein和Ajzen (1980) 提出，該理論強調，人的行為是有計劃且理性的。個人是否採取某項行動的意向會受到主觀規範 (subjective norms) 的影響。主觀規範是個人是否從事某項行為所感受到的社會壓力，這種壓力來自個人感受到重要他人 (significant others)，例如親友、同儕等會對他採取此行為的期望 (Vallerand et al., 1992)。相關研究證實，主觀規範與行為意向顯著相關 (Rausch & Kopplin, 2021; Schepers & Wetzels, 2007)。例如，Karnowski等人 (2017) 在一項針對德國社群媒體使用者的研究中發現，主觀規範正向影響了使用者分享新聞的態度，以及他們分享新聞的行為意向。

根據理性行為理論的核心主張，本研究認為感知有用性可以提升個人對新科技的感知接受度 (perceived acceptance)。感知接受度指的是個人感受到他人 (重要他人) 對某項行為或創新認可或支持的程度。在新聞實務中，這亦反映出新聞工作者如何感受同事、主管或專業社群成員，對採納AI的正面評價程度。換言之，當新聞工作者認為重要他人期待或鼓勵使用AI時，他們願意採納這項科技的可能性也隨之提高。此一機制與社會影響理論 (social influence theory) (Strong, 2000) 的主張相同，此理論主張，個人傾向於使自己的行為符合社會認可或具備社會正當性與規範性。因此，感知有用性越高，越能向專業社群傳遞一種「正當性」 (legitimacy)，增強新科技被接受的程度，進一步促使新科技的廣泛採納。

因此，新聞同業對AI的感知接受度，對新聞工作者決定是否採納AI具有顯著的影響力。換言之，如果新聞工作者感受到AI已被業界接受，他們實際採用AI的行為可能會隨之提升。感知有用性和感知接受度之間的交互作用，凸顯了在形塑新聞界技術採納新科技時，個人信念與集體態度兩者並重的交織關係。Zhang和Chen (2022) 研究香港新聞工作者對數據新聞 (data-driven journalism, DDJ) 的接受程度發現，感知普遍性 (perceived popularity) 與採納行為呈正向顯著相關，亦即當記者認知此項新科技已被新聞圈普遍使用時，他的使用意願更高。這項發現強化了社會認知 (social perception) 在科技採納中的重要角色，也

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呼應理性行為理論中重要他人的概念，即個人行為受其所重視的他人的意見與價值的影響。

整合「科技接受模式」與「理性行為理論」的觀點，本研究主張：新聞工作者對於AI技術的感知易用性與感知有用性，都對AI的感知接受度有正向影響。當新聞工作者認為AI工具易於操作且對工作有益，同時察覺到這些工具受到同儕的接納或期待時，他們更可能將採用AI視為值得一試且符合專業規範的行為。據此，本研究另外提出三個假設，以檢視個人感知和社會影響在形塑新聞工作者AI採納行為中的交互作用：

H3：台灣新聞工作者對AI技術的感知易用性，與他們對AI在新聞界的感知接受度具正向相關。

H4：台灣新聞工作者對AI技術的感知有用性，與他們對AI在新聞界的感知接受度具正向相關。

H5：台灣新聞工作者對AI在新聞界的感知接受度，與他們採用AI行為具正向相關。

此外，本研究也認為，作為形塑新聞工作者行為的重要機制，感知接受度在感知有用性及AI採用行為之間，扮演中介角色。根據社會影響理論(Strong, 2000)，個人傾向採取符合社會期待或在群體中可被接受的行為。當新聞工作者認為AI技術有用時，這種認知會增強它的社會正當性與可欲性，進一步促使專業社群對其產生更廣泛的接受與集體認可。久而久之，這種共享的認知可能演變成集體期待或規範，進而對個別新聞工作者產生社會壓力，促使他們採用AI。因此，本研究提出以下假設：

H6：新聞界對AI的感知接受度，在新聞工作者對AI感知有用性與AI採用行為之間，具有中介效果。

理論模式

本研究整合科技接受模式與理性行為理論，試圖建構新聞工作者接受與採用AI的模式(journalistic AI acceptance and adoption model)，

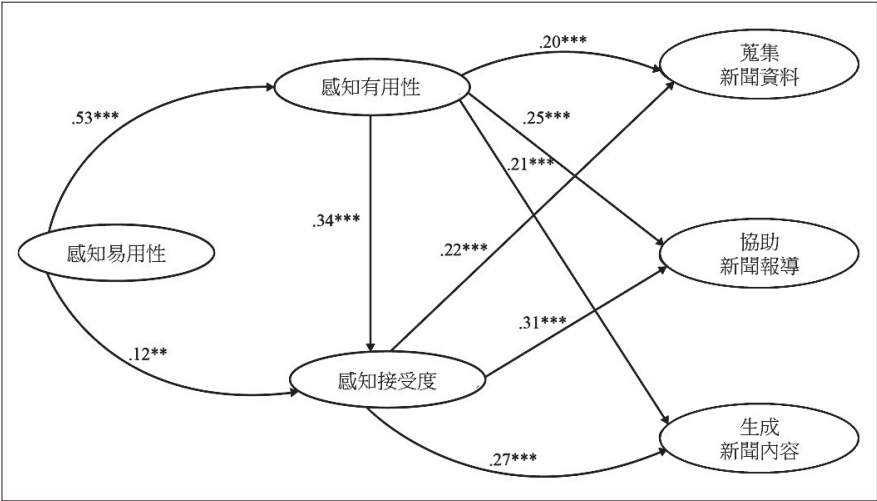
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藉以說明感知易用性、感知有用性與感知接受度之間的理論關係，以及這些感知因素如何影響台灣新聞工作者的 AI 採用行為。

如圖一所示，感知易用性會影響感知有用性及感知接受度，而這些感知將進一步促使新聞工作者採用 AI 處理各種不同的新聞任務，包括蒐集新聞資料、協助新聞報導及產製新聞內容等。基於此模式，本研究提出下列假設：

H7：感知易用性可提升對 AI 技術的感知有用性與感知接受度，而感知有用性與接受度則將更進一步影響台灣新聞工作者的 AI 採用行為。

圖一 結構方程模型



註：* $p < .05$ ，** $p < .01$ ，*** $p < .001$ 。

研究方法

抽樣

本研究以直接處理新聞的專業從業人員為對象，包括記者、攝影記者與編輯及其主管，但排除後製的繪圖師、工程師、及社群小編等。考量數位匯流的環境下，台灣媒體的型態越來越多元，本研究以市場佔有率之規模區分，採取兩種抽樣策略。

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首先，由於報紙和電視新聞工作者仍佔多數，我們希望能收集到更多樣本，因此，採取類似配額抽樣 (quota sampling-like)。第一步先確認台灣地區16家電視台及3家主要報紙符合本研究對象受訪的人數，再根據各媒體人數三分之一作為配額樣本數。電視媒體共有2,247人符合資格，目標樣本為749人，最後取得727份有效樣本；三家主要報紙共有960人符合資格，目標樣本為320人，最後有315份有效樣本；此外本研究亦以自願填答方式邀請發行量較小的報社之新聞工作者填答，共獲得24個樣本，故報紙總樣本數為339人。同時，在台灣的中央通訊社，也以類配額抽樣方式在60個目標樣本中取得58個有效樣本。

其次，其他類型的媒體如廣播、網媒和雜誌，新聞工作者人數相對較少，我們採取自願填答方式，共獲得網路175人、廣播28人、周刊雜誌58人及獨立媒體5人。

本次調查透過多元管道邀請新聞工作者填答問卷，雖採用自願填答，但因已確定電視、報紙與通訊社符合資格的人數，故當填答人數達到該媒體預計樣本數時，即停止發放問卷。問卷調查自2024年7月1日起至2024年8月31日止，總共獲得1,391個有效樣本。

在1,391位受訪者中，男性佔53.7%，女性佔46.3%。受訪者的平均年齡為39.72歲 ($SD = 8.79$ ，年齡介於22至70歲)。共有98.3%的受訪者表示曾受大專程度的教育。具體而言，6.3%有三年制專科學歷，67.7%有學士學位，碩士或博士學位的則有24.4%。

主要變項與測量方法

I. 感知易用性

本研究參考過去的研究 (Urdan & Masson, 2024; Zhang & Chen, 2022)，以三個題項詢問受訪者，並以五點李克特量表 (1 = 非常不同意，5 = 非常同意) 衡量其同意程度。此三題項分別為：(1) 熟練使用AI對我來說很簡單；(2) 學習AI對我來說是件容易的事；(3) 學習AI的各種功能對我來說很容易。主成分因素分析 (principal component factor analysis) 結果顯示，三個題項均屬於單一因素 (eigenvalue=2.70,

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explained variance=89.89%)。因此，本研究將三個題項合併並取平均值，形成「感知易用性」的複合指標 (composite measure) ($M = 3.06$, $SD = .85$, Cronbach's $\alpha = .94$)。分數越高，代表受訪者對AI使用的感知易用性越高。

II. 感知有用性

參考Rogers (1989)的研究，我們以五個題項詢問受訪者，分別是使用AI：(1)使我工作更有效率；(2)工作更方便省事；(3)能更快速報導新聞；(4)可以改善我的工作作業流程；(5)能報導更多新聞，並以李克特五點量表衡量。主成分因素分析結果顯示，五個題項屬於單一因素 (eigenvalue = 4.03, explained variance = 81.27%)。因此，本研究將五個題項合併並取平均值，形成「感知有用性」的複合指標 ($M = 3.09$, $SD = .85$, Cronbach's $\alpha = .94$)。分數越高，代表受訪者對AI使用的感知有用性越高。

III. 感知接受度

為衡量AI在新聞界的接受程度，我們請受訪者分別就(1)長官接受程度；(2)同事接受程度及(3)同業接受程度予以評級，同樣以李克特五點量表評估。主成分因素分析結果顯示，三個題項可歸屬於單一因素 (eigenvalue = 2.19, explained variance = 72.95%)。因此，本研究將三個題項合併並取平均，形成「感知接受度」的複合指標 ($M = 2.99$, $SD = .75$, Cronbach's $\alpha = .80$)。分數越高，代表受訪者感知AI在新聞界的接受度越高。

IV. AI技術使用行為

為建構AI採用行為量表，我們除了參考對新聞業使用AI的相關研究 (Cools & Diakopoulos, 2026; Shi & Sun, 2024)，也訪談六位在工作中使用AI工具的記者，據此設計13個題項，包括：(1)尋找新聞素材；(2)尋找消息來源；(3)查證資訊；(4)找補充資訊；(5)協助整理資料；(6)協助分析資料；(7)協助翻譯報導資料；(8)協助將語音轉成文字檔；(9)重製新聞內容；(10)製作新聞標題；(11)修改稿件內容；(12)

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生成各式內容；(13) 修飾或強化圖像。請受訪者回答使用的情形(1是從未，4是經常)。為了分析方便，本研究進一步將13個題項進行主成分因素分析，並採用 Varimax 轉抽法，共萃取三個因素，總解釋變異量為76.04%。第一個因素包含第1至4題項 (eigenvalue = 3.49, explained variance = 26.81%)，反映出利用AI尋找資訊的相關行為，故將此四題加總平均後形成「蒐集新聞資料」複合指標 ($M = 1.62$, $SD = .76$, Cronbach's $\alpha = .92$)；第二個因素則為第5至8題項 (eigenvalue = 3.44, explained variance = 26.46%)，我們將此四題加總平均形成新的複合指標，命名為「協助新聞報導」($M = 2.02$, $SD = .90$, Cronbach's $\alpha = .88$)。第三個因素則是由9至13題項組成 (eigenvalue = 2.96, explained variance = 22.77%)，將此五個題項加總平均形成新的複合指標，命名為「生成新聞內容」($M = 1.39$, $SD = .60$, Cronbach's $\alpha = .89$)。

V. 控制變項

此次調查中受訪者亦填答性別、年齡、教育程度及收入等相關資料，本研究將這些人口變項納入迴歸分析中，因為羅文輝等人(2007)的研究顯示，新聞工作者採納新科技的行為與這些變項相關。此外，Rogers (2003)亦指出，組織對新技術的採用是影響個人採用的關鍵因素，故本研究亦將媒體新聞室的AI採用頻率納入控制變項中。

研究結果與分析

新聞工作者使用AI情形

首先，本研究針對研究問題一進行分析，探討台灣新聞工作者在工作中最常使用AI進行哪些和新聞相關的任務；以及不同媒體類型、不同職務的新聞工作者使用AI的情形是否有差異。結果發現，新聞工作者最常使用這項新工具進行「訪談語音轉文字」($M = 2.23$, $SD = 1.16$)，其次是「協助翻譯報導資料」($M = 2.14$, $SD = 1.08$)，「協助整理資料」居第三($M = 1.90$, $SD = 1.00$)及「協助分析資料」($M = 1.80$, $SD = .96$)。相較之下，「尋找補充資料」($M = 1.80$, $SD = .95$)、「查證資訊」

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($M = 1.58, SD = .83$)、「尋找消息來源」($M = 1.51, SD = .78$)使用的頻率較低。最不常使用則是「修飾強化圖像」($M = 1.35, SD = .71$)、及「生成各式內容」($M = 1.37, SD = .70$)、「製作新聞標題」($M = 1.39, SD = .72$)及「重製新聞內容」($M = 1.46, SD = .77$) (見表一a)。從表一a的比例或平均數來看，新聞工作者使用AI的比例並不高，特別是與生成內容相關的題項，如製作標題、修改稿件或生成圖像等。

表一a 台灣新聞工作者使用AI處理新聞任務的頻率

AI使用	從不	很少	有時	經常	平均數 (標準差)
尋找新聞素材	848 (61.4%)	306 (22.2%)	196 (14.2%)	30 (2.2%)	1.57 (0.81%)
尋找消息來源	890 (64.5%)	306 (22.2%)	153 (11.1%)	31 (2.2%)	1.51 (0.78%)
查證資訊	851 (61.7%)	303 (21.8%)	185 (13.4%)	41 (3.0%)	1.58 (0.83%)
尋找補充	720 (52.2%)	291 (21.1%)	294 (21.3%)	74 (5.4%)	1.80 (0.95%)
複合指標：蒐集新聞資料	/	/	/	/	1.62 (0.76%)
協助整理資料	657 (47.6%)	316 (22.9%)	296 (21.4%)	111 (8.0%)	1.90 (1.00%)
協助分析資料	720 (52.20%)	303 (22.0%)	273 (19.8%)	84 (6.1%)	1.80 (0.96%)
協助翻譯報導資料	543 (39.4%)	282 (20.4%)	378 (27.4%)	176 (12.8%)	2.14 (1.08%)
協助將語音轉文字檔	538 (39.0%)	240 (17.4%)	343 (24.9%)	258 (18.7%)	2.23 (1.16%)
複合指標：協助新聞報導	/	/	/	/	2.02 (0.90%)
重製新聞內容	948 (68.9%)	268 (19.5%)	121 (8.8%)	39 (2.8%)	1.46 (0.77%)
製作新聞標題	1,009 (73.1%)	234 (17.0%)	111 (8.0%)	26 (1.9%)	1.39 (0.72%)
修改稿件內容	1,026 (74.3%)	236 (17.0%)	89 (6.4%)	29 (2.1%)	1.36 (0.70%)
生成各式內容	1,029 (74.6%)	214 (15.5%)	116 (8.4%)	21 (1.5%)	1.37 (0.70%)
修飾強化圖像	1,057 (76.5%)	184 (13.3%)	115 (8.3%)	25 (1.8%)	1.35 (0.71%)
複合指標：生成新聞內容	/	/	/	/	1.39 (0.60%)

進一步分析不同媒體類型以及擔任不同職務的新聞工作者在AI使用上的差異，本研究進行了一系列單因子變異數分析 (one-way ANOVAs)。分析結果顯示不同媒體類型之間存在顯著差異，網路媒體新聞工作者的AI使用程度明顯高於其他類型媒體的工作者，具體而言，網媒工作者更傾向於使用AI來蒐集新聞資料 ($M = 1.89, SD = .79$)、協助新聞報導 ($M = 2.65, SD = .87$)，以及生成新聞內容 ($M = 1.88, SD = .77$)，而報

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紙、電視、廣播、通訊社與雜誌等媒體的新聞工作者，在這三大使用面向上，並無顯著差異（見表一b）。

此外，本研究亦發現不同職位的新聞工作者在AI使用上亦有些許差異。在蒐集新聞素材與協助新聞報導這兩個面向上，記者、編輯與攝影記者之間的AI使用情形並未出現顯著差異。然而，在生成新聞內容方面，則可看出編輯使用AI工具的程度（ $M = 1.55, SD = .66$ ）顯著高於記者（ $M = 1.33, SD = .55$ ）與攝影記者（ $M = 1.39, SD = .60$ ）（見表一b）。這些結果顯示，由於編輯的主要工作在產製後端針對新聞內容進行修改與綜整，因此他們在工作上更常有機會、甚或有需求利用AI生成各式不同內容，以順利完成工作。

表一b 不同媒體類型、不同職務新聞工作者的AI使用頻率

AI 使用		蒐集 新聞資料	協助 新聞報導	生成 新聞內容
媒體類型	$N = 1,378$	$M (SD)$	$M (SD)$	$M (SD)$
報紙	337	1.55 (.75)	1.83 (.85)	1.27 (.46)
電視	719	1.59 (.77)	1.94 (.86)	1.32 (.55)
廣播	28	1.30 (.57)	1.75 (.79)	1.20 (.40)
通訊社	58	1.66 (.74)	1.98 (.92)	1.35 (.52)
網路媒體	179	1.89 (.79)	2.65 (.87)	1.88 (.77)
雜誌	57	1.59 (.69)	2.28 (.94)	1.53 (.60)
F 值		6.33***	24.99***	33.65***
工作職務	$N = 1,379$	$M (SD)$	$M (SD)$	$M (SD)$
記者	765	1.59 (.75)	2.04 (.92)	1.33 (.55)
編輯	229	1.65 (.75)	2.04 (.87)	1.55 (.66)
攝影	300	1.61 (.79)	1.93 (.78)	1.39 (.60)
其他	85	1.78 (.86)	2.08 (.97)	1.44 (.68)
F 值		1.76	1.35	8.25***

註：此兩題項中漏答的受訪者已被排除在分析之外。*** $p < .001$ 。

影響 AI 使用相關因素分析

本研究第二階段將檢驗七個假設。首先H1預測台灣新聞工作者對AI技術的感知易用性會正向影響他們對AI技術的感知有用性。經由階

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層迴歸分析發現，在控制人口學變項與新聞室中 AI 採用頻率後，感知易用性成為預測感知有用性最強的因素 ($\beta = .49, p < .001$)。換言之，新聞工作者越認為 AI 技術容易使用，越會認為其對專業工作具有實質助益。因此，H1 成立（見表二第 2 欄）。

H2 預測台灣新聞工作者對 AI 技術的感知有用性，會正向影響他們的 AI 採用行為。本研究針對三種使用行為面向分別進行階層迴歸分析。結果顯示，在控制人口學變項、新聞室中的 AI 採用頻率，以及感知易用性之後，感知有用性仍然是 AI 採用的重要預測因素，感知有用性可以顯著預測蒐集新聞素材 ($\beta = .19, p < .001$)，協助報導 ($\beta = .19, p < .001$)，生成新聞內容 ($\beta = .15, p < .001$) 等三項使用行為。因此，H2 獲支持，也顯示當新聞工作者認為 AI 技術能提升其工作效率與績效時，他們在各類新聞工作任務中採用 AI 的程度也越高（見表三）。

H3 與 H4 預測新聞工作者對 AI 技術的感知易用性與感知有用性，會分別正向影響他們對該技術在新聞實務中之感知接受度。從表二第三欄的階層迴歸分析可以看出，感知易用性對感知接受程度具顯著影響 ($\beta = .07, p < .05$)，感知有用性亦與感知接受程度呈顯著正相關 ($\beta = .23, p < .001$)。此結果顯示，當新聞工作者認為 AI 工具容易操作且有助於工作，他們對該技術在業界被接受的程度也會相對提升，換言之，AI 工具的易用性與有用性皆為促進 AI 正當性與專業社群接納的重要條件。故 H3 與 H4 皆獲得支持。

表二 感知易用性、感知有用性與感知接受度之階層迴歸分析

自變項	感知易用性	感知有用性	感知接受度
第一階層：人口變項			
性別 (男)	.07*	.01	-.13***
年齡	-.10**	.00	-.05
教育程度	.03	-.00	-.02
收入	.031	-.04	.01
Adjusted R^2	1.3%	0.6%	3.2%
第二階層：組織採用			
新聞室內 AI 採用	.15***	.15***	.29***
Incremental adjusted R^2	2.3%	5.1%	11.8%

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自變項	感知易用性	感知有用性	感知接受度
第三階層：感知易用性			
感知易用性	/	.49***	.07*
Incremental adjusted R^2	/	23.4%	3.3%
第四階層：感知有用性			
感知有用性	/	/	.23***
Incremental adjusted R^2	/	/	3.6%
Total adjusted R^2	3.6%	29.1%	21.9%

註：表中 Beta 值來自包括所有變項均輸入的最終迴歸方程式；凡在迴歸分析中所使用之變項中有漏答的受訪者已被排除在分析之外。 $N = 1,348$ ；*** $p < .001$ ，** $p < .01$ ，* $p < .05$ 。

表三 蒐集新聞資料、協助新聞報導與生成新聞內容之階層迴歸分析

自變項	蒐集 新聞資料	協助 新聞報導	生成 新聞內容
第一階層：人口變項			
性別（男）	.00	.01	.04
年齡	.12***	-.09**	-.03
教育程度	-.03	.03	-.06*
收入	-.06*	.02	-.01
Adjusted R^2	0.0%	2.9%	0.9%
第二階層：組織使用			
新聞室內 AI 採用	.27***	.32***	.36***
Incremental adjusted R^2	11.6%	17.9%	18.3%
第三階層：感知易用性			
感知易用性	.03	.15***	.08**
Incremental adjusted R^2	1.8%	6.8%	2.5%
第四階層：感知有用性			
感知有用性	.19***	.19***	.15***
Incremental adjusted R^2	2.9%	3.2%	1.8%
第五階層：感知接受度			
感知接受度	.10**	.12***	.08**
Incremental adjusted R^2	0.7%	1.1%	0.41%
Total adjusted R^2	16.9%	31.9%	23.9%

註：表中 Beta 值來自包括所有變項均輸入的最終迴歸方程式；凡在迴歸分析中所使用之變項中有漏答的受訪者已被排除在分析之外。 $N = 1,348$ ；*** $p < .001$ ，** $p < .01$ ，* $p < .05$ 。

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H5 預測台灣新聞工作者對 AI 技術在新聞界之感知接受程度，會正向影響他們的 AI 採用行為。如表三所示，在控制人口學變項與新聞室中 AI 採用頻率與感知易用性、感知有用性後，感知接受度仍是新聞工作者 AI 採用行為的顯著預測變項，這些行為包括蒐集新聞素材 ($\beta = .10, p < .001$)、協助新聞撰寫 ($\beta = .12, p < .001$)、以及生成新聞內容 ($\beta = .08, p < .01$)。這些結果指出，記者感知新聞界對 AI 的接受度越高，在各項工作任務中採用 AI 的頻率也越高。H5 獲得支持。

H6 預測 AI 技術在新聞界的感知接受度，會中介影響新聞工作者對 AI 的感知有用性與 AI 採用行為之間的關係。為評估感知接受度之中介效果，本研究採用 Hayes (2022) 所發展的拔靴法 (bootstrapping procedure)。我們使用了 5,000 次拔靴重抽樣 (bootstrap samples)，並套用 95% 偏誤校正信賴區間 (bias-corrected bootstrap confidence interval)。分析結果顯示，AI 技術的感知有用性會透過感知接受程度的中介，間接影響下列三項 AI 採用行為：蒐集新聞資料 ($b = .0507, SE = .0091, 95\% CI = [.0342, .0700]$)，協助新聞報導 ($b = .0855, SE = .0114, 95\% CI = [.0641, .1084]$)，生成新聞內容 ($b = .0458, SE = .0070, 95\% CI = [.0326, .0602]$) (見表四)。由於所有中介效果之信賴區間均不包含 0，顯示中介效果達顯著水準，感知接受度在感知有用性與 AI 採用行為間具有中介效果，故 H6 獲得支持。

表四 感知有用性對 AI 採用行為的間接效果

中介變項：感知接受度	Effect	Boot SE	Boot LLCI	Boot ULCI
感知有用性 → 蒐集新聞素材	.0507	.0091	.0342	.0700
感知有用性 → 協助新聞報導	.0855	.0114	.0641	.1084
感知有用性 → 產出新聞內容	.0458	.0070	.0326	.0602

註：Bootstrap 重抽樣次數 = 5,000；估計值係使用 PROCESS 分析模組 (模型 4) 計算而得。

建構模型

最後，為了驗證 H7，本研究使用 AMOS 21 進行結構方程模型 (structural equation modeling, SEM) 分析 AI 感知易用性、感知有用性、

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感知接受度與AI採用行為之間的關係。結果顯示，雖然卡方檢定結果達顯著水準（ $\chi^2 = 1,225.24$, $df = 224$, $\chi^2/df = 5.47$, $p < .001$ ），但其他各項適配指標皆顯示本研究模型具有良好整體適配度，具體包括：比較適配指數（CFI = .97）、基準適配指數（NFI = .96）、Tucker-Lewis指數（TLI = .96），以及均方根誤差（RMSEA = .057），均符合Hu與Bentler（1999）所建議之評估標準。

如圖一所示，感知易用性對感知有用性（ $\beta = .53$, $p < .001$ ）與感知接受度（ $\beta = .12$, $p < .001$ ）均呈現顯著正向影響。此外，感知有用性亦正向預測感知接受度（ $\beta = .34$, $p < .001$ ）。此外，感知有用性對三類AI採用行為皆具有顯著直接效果，分別是蒐集新聞資料（ $B = .20$, $p < .001$ ），協助新聞報導（ $B = .25$, $p < .001$ ），生成新聞內容（ $B = .21$, $p < .001$ ）。同樣地，感知接受度亦對此三類行為呈現顯著正向影響：蒐集新聞資料（ $B = .22$, $p < .001$ ），協助新聞報導（ $B = .31$, $p < .001$ ），生成新聞內容（ $B = .27$, $p < .001$ ）。

本研究以SEM分析的結果，對所提出的理論模式提供有力支持。模式顯示，感知易用性不僅會正向影響感知有用性與感知接受度，這兩個因素又進一步促使新聞工作者採用AI進行蒐集資訊、協助報導與生成內容等關鍵行為。這些變項間的關聯性顯示感知易用性、感知有用性與感知接受度是新聞工作者接受與採用AI的重要認知因素。

結論與討論

綜觀相關研究仍停留在概念性或產業層級的探究，本研究對新聞工作者採用AI的相關研究具有重要貢獻。本研究以大規模調查，提供新聞工作者為何、及如何採用AI的實證證據，不但指出AI在新聞工作中的特定功能，也探究不同媒體類型、不同職位者的AI使用差異。本研究結果發現，網路媒體工作者比其他媒體工作者更常使用AI，且台灣新聞工作者較常將AI使用於支援性工作，例如訪談逐字稿整理、資料翻譯與資料整理，而較少用於編輯或創意性任務，如內容編修、標題撰寫或新聞內容生成。這些研究結果顯示，新聞工作者對AI的理解與使用方式存在著功能上的區隔，他們可能認為AI是提升工作效率的主要工具，而非促進創意創新的媒介。

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這些發現和過去新聞室新科技採用的研究結論一致，都指出提升工作效率是新聞工作者採用新科技的主要動機 (Ekdale et al., 2015; Fridman et al., 2025; Moon & Hadley, 2014)。至於記者為何較少使用AI進行較具創意的各種生成式內容，可能因為這些做法違反新聞追求真實的原則，並可能涉及新聞倫理爭議 (Van Dalen, 2024)。對新聞工作者而言，AI的主要功能是輔助報導與優化新聞產製，這是本研究結果的重要發現。

值得一提的是，雖然AI被視為是近年來推動新聞創新最重要的動力 (Diakopoulos, 2019; Shi & Sun, 2024)，但創新的概念在不同研究中仍存在歧異與模糊之處。在問卷設計階段，本研究曾進行六位新聞工作者的訪談，以探究在新聞工作中如何使用AI。受訪者認為，AI在分析資料、語音轉文字及生成內容等方面的功能，是過去科技工具較難達成且具創新性。這些訪談結果顯示在新聞實務的情境中，AI的創新使用已經融入日常工作中，未來研究可以進一步探討創新使用的定義，或進行深度訪談以了解新聞工作者如何在日常工作中創新使用AI。

本研究最重要的貢獻是建構、並以實證方式驗證了一個整合性的「新聞工作者接受與採用AI的理論模式」(journalistic AI acceptance and adoption model)；這個模式說明AI的感知易用性、有用性、接受度與AI採用行為之間的關聯性。分析結果顯示，感知易用性可顯著預測感知有用性，進而連同感知易用性一起影響新聞工作者感知AI在新聞界的被接受程度。而感知有用性和感知接受度又成為促使記者採用AI行為的重要因素。這樣的發現凸顯認知因素在形塑新聞界科技採納行為的重要性，對新科技採納的學術研究具有重要貢獻。

此外，本研究也發現，感知接受度在感知有用性與AI採用行為之間，扮演關鍵中介角色。感知有用性可以直接預測新聞工作者在新聞任務中使用AI行為（包括蒐集資料、協助報導與內容生成等）；也就是說，記者越認為AI對新聞產製流程有幫助，便越傾向於將其納入自身的工作實踐之中。除了這種直接影響之外，感知有用性亦透過提升感知接受度而間接形塑AI的採用行為。換言之，新聞工作者對AI有用性的認知，不僅會促使他們採用它，也會增進AI在新聞界的接受度，進而加強他們的採用行為。這種中介效果凸顯認知評估與社會接受程度，在感知有用性對AI採用行為的影響過程中，扮演的關鍵角色。

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感知接受度的重要性可以從文化與組織兩個層面解釋。台灣深受華人文化影響，較傾向集體主義，所以重要他人的行為與思想成為個人行動的重要參考依據，主管、同事與同業成為新聞工作者在工作日常中的重要他人。新聞工作雖然強調專業自主，但在媒體組織內主管與同事互動頻繁，尤其主管言行又具政策指引的暗示。因此，當個人察覺媒體組織內的主管和同事都對AI評價正面時，他的使用行為更容易受影響。

透過整合既有的理論架構發展新聞的理論模式，本研究填補了目前AI與新聞業相關研究的缺口。我們提出的「新聞工作者採用與接受AI的理論模式」在理論與實務層面提供深入的啟示：如能確保AI工具容易操作快速上手，且能證明其有助於工作效益，則能促使AI能更迅速且有效地整合進新聞工作流程。對媒體組織與技術開發者而言，這些研究發現顯示，提升易用性並確保新科技符合工作所需，將是促進AI能被廣泛採用的關鍵。

在新聞實務上，媒體管理者應制訂使用AI的準則，使新聞工作者清楚在使用上有哪些不可逾越的倫理界限。隨著AI工具不斷演進，新聞採訪也日益多樣，新聞機構應定期舉辦相關的訓練或工作坊，反思如何在多變的環境中，合宜且負責地使用AI。此外，開發商亦可與媒體合作，針對不同媒體在AI使用上的需求，進行產製流程融入AI的優化方法，這是目前較具領先品牌的媒體已採用的策略，也只有這樣才能降低潛在風險，同時增強新技術的效益。

本研究因台灣實行個人資料保護法之故，難以取得新聞工作者名單，因此採用類配額抽樣及自願樣本結合的抽樣策略，使樣本代表性有所局限，此乃本研究限制之一。未來研究可依媒體類型分層抽樣，並與新聞機構合作取得研究所需名單，再進行比例抽樣。本研究的另一限制是，本研究根據理論及實證資料分析認為，感知有用性會影響AI的感知接受度，但也有可能是新聞工作者對於AI被同儕接受程度的感知，反過來影響了他們對AI有用性的評估。然而，由於本研究採用橫斷面研究設計，無法檢驗此一反向因果關係。未來研究可進一步探討這兩個構念之間的因果方向。

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最後，過去的研究指出，可供性 (affordance) 透過形塑使用者對科技之有用性、易用性與相關性的認知，進而影響科技的採用。在實務情境中，新聞工作者覺察AI具有提升效率、降低成本，及促進創新的可供性時，便更有可能採用這項科技。未來研究可以進一步檢視感知易用性、感知有用性、感知接受度、感知可供性與AI採用行為之間的相互關係。

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Modeling Journalistic AI Acceptance and Adoption: Key Factors Influencing Technology Integration Among Taiwanese Journalists

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Introduction

Numerous researchers have examined the impact of artificial intelligence (AI) on journalism, with much of the focus on its influence on news practices and media organizations (Sonni et al., 2024). However, few studies have provided empirical evidence on how and why journalists adopt AI in their work (Ioscote et al., 2024). This study helps address this gap by contributing to the growing body of literature on AI's impact on journalism. Using survey data, it investigates how journalists in Taiwan accept and use AI technology in their professional activities.

Drawing on the technology acceptance model (TAM; Venkatesh & Davis, 2000), this study proposes that journalists' perceived ease of use and perceived usefulness regarding AI technology will drive their motivation to adopt that new technology. Furthermore, the study extends the TAM by incorporating the concept of perceived acceptance of AI among journalists and examining its influence on the adoption of AI in journalism.

According to the theory of reasoned action (TRA; Ajzen & Fishbein, 1980), subjective norms influence individuals' behavior. Individuals are more likely to adopt a new technology if they perceive it as acceptable within their professional peers. Based on this reasoning, we propose that the perceived acceptance of AI in journalism will significantly impact whether journalists choose to adopt it.

This study integrates the TAM and TRA to develop the AI acceptance and adoption model, which articulates the interrelationships among perceived ease of use, perceived usefulness, perceived acceptance, and

journalists' AI adoption behavior. This research thus contributes to the growing literature on AI in media by deepening our understanding of technology adoption in journalistic practice.

Literature Review

Artificial Intelligence and the Transformation of Newsrooms

Over the past decade, the integration of AI into journalism has accelerated significantly. Since the release of generative AI (GAI) tools like ChatGPT, DALL-E, and Stable Diffusion in 2022, newsrooms around the world have faced increased pressure to adapt to these transformative technologies (Cools & Diakopoulos, 2026). The Reuters Institute's *Digital News Report 2024* shows that GAI is reshaping news production processes, with media executives noting both cost savings and journalistic innovation as benefits of AI adoption (Newman et al., 2024).

Several prominent news organizations have already incorporated AI in meaningful ways. In early 2024, *The New York Times* formed a cross-disciplinary team to explore the ethical and editorial use of GAI (Once, 2024). The United Kingdom's *Newsquest* hired AI-assisted journalists and created its own writing tool based on ChatGPT (Topping, 2023). Taiwan has followed suit, with media outlets testing GAI in reporting and even deploying AI-generated weather anchors. The recognition of AI's growing role was evident in the 2024 decision by the Pulitzer Prize committee to accept AI-assisted submissions, provided that the AI use is transparent (Deck, 2025).

The Evolution of Artificial Intelligence in Journalism

While automated journalism is hardly new, the emergence of GAI has reinvigorated scholarly and professional interest in its implications. Research has increasingly focused on the effects of GAI on the journalism professionalism, with concerns about algorithmic bias, factual accuracy, and ethical boundaries (Matich et al., 2025; Pitluk et al., 2026; Van Dalen, 2024).

In the mid-2010s, the rise of "computational journalism" introduced automation into newsroom routines. Diakopoulos (2019) defined that term as using algorithms to produce content consistent with journalistic values.

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A key example is the Associated Press, which began automating corporate earnings reports in 2014 using the Wordsmith platform, thus quickly transforming raw data into readable stories (Miller, 2015). Similarly, *The Washington Post* (2016) used its Heliograf system to report on the 2016 Olympics and US elections with real-time updates.

These developments laid the groundwork for broader adoption. Outlets like Bloomberg, Reuters, and the BBC also began exploring AI applications in journalism (Shi & Sun, 2024), leading to the emergence of terms like “robot journalism” (Van Dalen, 2012) and “algorithmic journalism” (Dörr, 2016) that emphasize AI’s evolving role in content creation. Technological progress has long driven change in journalism, from production to presentation and consumption. As Pavlik (2021) notes, technological evolution continually redefines the journalist’s role.

From Traditional to Generative Artificial Intelligence

GAI represents a significant leap. Since around 2018, breakthroughs in natural language processing (NLP) and large language models (LLMs) have allowed machines to understand and generate human-like text (Shi & Sun, 2024). GAI differs from traditional AI in two key ways: its ability to generate original content across formats (text, image, etc.), and its accessibility to non-technical users. OpenAI’s ChatGPT, launched in late 2022, epitomizes these advancements.

For instance, the oldest newspaper in the United Kingdom, *The Worcester News*, built a GAI-based tool to automate routine local stories. News Corp Australia’s Michael Miller reported producing up to 3,000 articles weekly with GAI, using it for AI-generated images in *The Daily Telegraph* (Meade, 2024). Even *The New York Times* has approved GAI for editing, writing, and generating headlines for search engine optimization, backed by internal ethical guidelines (Tani, 2025).

AI has become increasingly integrated in the Taiwanese context. *READr*, part of Mirror Media, uses AI for topic and sentiment analysis, the Central News Agency uses AI for voice replication and script-to-audio services, ETtoday developed a rapid article-generation model (Chen, 2024), and *CommonWealth Magazine* and *The Reporter* introduced guidelines for the use of AI in 2023 and 2024, respectively, to promote transparency and uphold ethical standards in journalistic practice.

Functional Applications of Artificial Intelligence

Although GAI is technically a type of AI (Breazu & Katsos, 2024), the terms are often used interchangeably in journalistic practice and research. This is due to the overlapping nature of traditional and generative technologies, both of which are based on machine learning and emulating aspects of human intelligence. This study follows this broader interpretation, using “AI” to refer to all such technologies.

The integration of AI into journalism has unfolded alongside the broader digital transformation of the industry. A 2021 review by the Knight Foundation of 130 AI-related newsroom projects identified three core functions: enhancing reporting capabilities, reducing production costs, and optimizing revenue streams (Keefe et al., 2021). In the same year, a survey conducted by the Associated Press involving 192 US news organizations found that most newsrooms supported the adoption of AI-driven automation in news production (Rinehart & Kung, 2022).

Scholars such as Shi and Sun (2024) have identified three primary domains of AI application in journalism: (1) information gathering, (2) content creation, and (3) personalized distribution. Fridman et al. (2025) investigated the use of AI by interdisciplinary teams engaged in investigative journalism in Norway and found it particularly useful for processing unstructured data and enhancing the depth of reporting. Miroshnichenko (2018) highlighted four key AI functions in journalism: data mining, comment moderation, topic selection, and content writing.

Cools and Diakopoulos (2026) conducted interviews with journalists in Denmark and the Netherlands and provided a comprehensive account of GAI applications that identified four core functions in the news production value chain: news gathering, news production, news verification, and news distribution and moderation.

These studies collectively illustrate the growing diversity and sophistication of AI applications in journalism. Nonetheless, much of the existing research remains qualitative, based primarily on case studies and interviews and offering limited empirical data on how journalists use AI in practice. To address this gap, a central aim of the present study is to examine the practical use of AI technologies by Taiwanese journalists. Accordingly, we propose the following research questions:

RQ1a: Which news-related activities do Taiwanese journalists most frequently use AI to perform?

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RQ1b: Does the frequency of AI use differ among journalists across media organizations and job positions?

The Technology Acceptance Model

Among the various frameworks developed to study how users adopt and utilize new technology, the TAM proposed by Davis (1985) has been the most widely applied. In the TAM framework, Davis (1985) proposed two key variables for predicting users' behavioral intention to use technology: perceived usefulness and perceived ease of use. Perceived usefulness refers to the degree to which a user believes that a particular technology will enhance their job performance, while perceived ease of use refers to the extent to which a user believes that using the technology will be free of effort or at least easy to learn.

Davis (1989) later conducted two empirical studies to test the applicability of the model and found that perceived usefulness was the strongest predictor of usage intention. Additionally, perceived ease of use was shown to have a significant influence on perceived usefulness and to indirectly affect behavioral intention through its impact on perceived usefulness. Building on that evidence, Venkatesh and Davis (2000) expanded the TAM by incorporating additional variables to examine their influence on user behavior. Across four longitudinal field studies they conducted, the positive influence of perceived ease of use on perceived usefulness was found to be highly stable. Based on these consisting findings, we predict the following:

H1: Taiwanese journalists' perceived ease of use of AI technology will be positively associated with their perception of its usefulness.

We also propose that the perceived usefulness of AI technology among Taiwanese journalists will affect their AI adoption behavior. This expectation is based on the TAM and findings from previous studies. Over the past four decades, the TAM has become one of the most influential theoretical frameworks in the field of technology adoption research. Its application has expanded across a wide range of domains, including studies on educational technology in learning environments (Granić & Marangunić, 2019), online learning (Masrom, 2007), and the acceptance of telemedicine services (Kamal et al., 2020). Li et al. (2008) selected 34 well-designed

empirical studies grounded in the TAM and published in academic journals between 1980 and 2005 to analyze the relationships among variables across those studies. Their findings revealed that perceived usefulness consistently demonstrated a strong and significant relationship with dependent variables such as attitudes and behaviors.

In recent years, a growing number of scholars have applied the TAM to study journalists' adoption of new technologies. For example, Ayyad et al. (2025) examined journalists' perceptions of the use of new communication technologies (NCTs) in the news industry in the United Arab Emirates (UAE). Using a questionnaire survey, they collected responses from 63 journalists and editors working at major newspapers in the UAE. The results indicated that the more journalists perceived NCTs as helpful in producing high-quality reporting, the more willing they were to adopt and use such technologies.

As noted above, AI has become an integral and increasingly indispensable technology in the journalism industry. A growing body of research highlights its potential to enhance journalists' job performance and productivity. For example, Cools and Diakopoulos (2026), through interviews with journalists in the Netherlands and Denmark, and Thäsler-Kordonouri (2025), in a study of AI use in U.K. newsrooms, found that AI contributes to workflow optimization and increased efficiency by reducing the time and effort required for routine tasks.

For investigative journalists, AI has proven particularly valuable in analyzing large volumes of data and identifying key angles and focal points for reporting (Fridman et al., 2025). Veerbeek (2025) emphasized the advantages of GAI in terms of speed and scalability, highlighting its capacity to rapidly classify extensive datasets and produce clear, concise explanations in a short period of time. Notably, Greek journalists interviewed by Kalfeli and Angeli (2025) described AI as "a gift from God," citing its convenience in converting interview recordings into usable formats and accurate transcriptions. These findings suggest that journalists' actual use of AI is closely tied to their perceptions of its usefulness. Supporting this, Urdan and Masson (2024) found in a recent study on ChatGPT adoption in newsrooms that perceived usefulness significantly predicted journalists' intention to use the tool. Based on these insights, the following hypothesis is proposed:

H2: Taiwanese journalists' perceived usefulness of AI technology will be positively associated with their AI adoption behavior.

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Theory of Reasoned Action

The TRA (Ajzen & Fishbein, 1980) posits that human behavior is both planned and rational, with an individual's intention to perform a behavior shaped by subjective norms defined as perceived social pressure to engage or not engage in a particular action. These norms are influenced by an individual's beliefs about whether significant others expect them to perform the behavior (Vallerand et al., 1992). Empirical research has consistently demonstrated a significant association between subjective norms and behavioral intentions (Rausch & Kopplin, 2021; Schepers & Wetzels, 2007). For instance, in a study of German social media users, Karnowski et al. (2017) found that subjective norms positively influenced users' attitudes toward sharing news and their behavioral intentions to do so.

Building on the TRA, we propose that perceived usefulness enhances perceived acceptance of new technology, which refers to the extent to which individuals believe others approve of or support a given behavior or innovation. In the journalism context, it reflects how favorably colleagues, supervisors, or the broader professional community are perceived to view AI adoption. When journalists believe that important others expect or encourage AI use, they are more likely to adopt it themselves. This mechanism aligns with social influence theory (Strong, 2000), which posits that individuals tend to conform to behaviors viewed as socially endorsed or normative. Furthermore, high perceived usefulness can signal legitimacy within the professional community, thereby reinforcing acceptance and promoting broader adoption.

Thus, perceived acceptance of AI technology among fellow journalists can significantly influence an individual journalist's decision to adopt it. The interaction between perceived usefulness and perceived acceptance underscores the importance of both individual beliefs and collective attitudes in shaping technology adoption behavior within newsrooms. In a recent study, Zhang and Chen (2022) found that perceived popularity was positively associated with the adoption of data-driven journalism (DDJ), with journalists more likely to adopt such practices when they believed them to be widely used within the journalistic community. This finding reinforces the idea that social perceptions play a critical role in technology adoption and aligns with the "important others" concept in the TRA, which suggests that individuals are influenced by the expectations and behaviors of those whose opinions they value.

Drawing upon insights from the TAM and the TRA, we posit that both perceived ease of use and perceived usefulness of AI technology will be positively associated with perceived acceptance of AI among journalists. When journalists perceive AI tools as easy to use and beneficial to their work and simultaneously observe that these tools are accepted or expected by their peers, they are more likely to view AI adoption as both desirable and professionally normative. Accordingly, we propose the following three additional research hypotheses to examine the interplay between individual perceptions and social influence in shaping journalists' AI adoption behavior:

H3: Taiwanese journalists' perceived ease of use of AI technology will be positively associated with their perceived acceptance of AI in journalism.

H4: Taiwanese journalists' perceived usefulness of AI technology will be positively associated with their perceived acceptance of AI in journalism.

H5: Taiwanese journalists' perceived acceptance of AI technology in journalism will be positively associated with their AI adoption behavior.

Furthermore, we propose that perceived acceptance mediates the relationship between perceived usefulness and the adoption of AI technology, as it functions as a mechanism of social influence that shapes journalists' behavior. According to social influence theory (Strong, 2000), individuals tend to conform to behaviors that are perceived as socially acceptable or expected. When journalists view AI technology as useful, this perception can enhance its legitimacy and desirability, fostering broader acceptance within the professional community. Over time, this shared perception may evolve into collective expectations or norms, which in turn exert social pressure on individual journalists to adopt the technology. Accordingly, we propose that perceived acceptance plays a critical mediating role in the relationship between perceived usefulness and journalists' AI adoption behavior:

H6: Perceived acceptance of AI in journalism will mediate the relationship between Taiwanese journalists' perceived usefulness of AI and their AI adoption behavior.

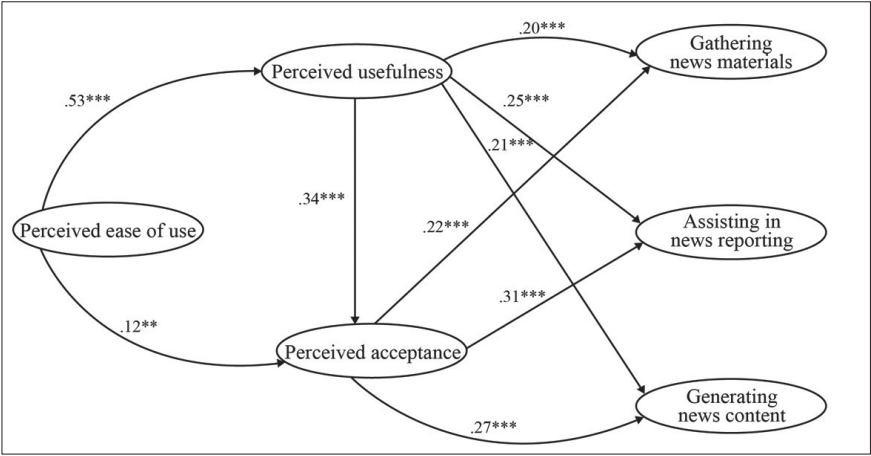
The Theoretical Model

This study integrates the TAM with the TRA to propose the journalistic AI acceptance and adoption model, which delineates the theoretical relationships among perceived ease of use, perceived usefulness, and perceived acceptance of AI technology in shaping Taiwanese journalists’ adoption behavior. Specifically, we aim to investigate whether perceived acceptance strengthens the influence of perceived ease of use and perceived usefulness on journalists’ decisions to adopt AI technologies.

As illustrated in Figure 1, perceived ease of use influences both perceived usefulness and perceived acceptance of AI technology. These perceptions, in turn, are expected to motivate journalists to use AI for various news-related tasks, including gathering news materials, assisting in news reporting, and generating news content. Grounded in this model, we propose the following research hypothesis:

H7: Perceived ease of use will enhance both the perceived usefulness and the perceived acceptance of AI technology, which will in turn influence AI adoption behavior among Taiwanese journalists.

Figure 1 The Structural Equation Model



Note: * $p < .05$, ** $p < .01$, *** $p < .001$.

Methods

Sampling

This study targeted frontline news professionals, including reporters, photojournalists, editors, and their supervisors, as the primary survey respondents. It excluded individuals involved in post-production work, such as graphic designers and engineers. Given the increasing diversity of media types under the digital convergence and the difficulty of obtaining journalists' personal information in Taiwan, this study adopted two different sampling strategies, based on media market share.

First, since newspaper and television journalists still make up the majority of the profession, we aimed to collect a more comprehensive sample. Therefore, we adopted a quota sampling-style approach. We first determined the number of eligible respondents at 16 television stations and three major newspapers and then calculated the required sample size based on one-third of the quota.

In the television sector, the target sample was set at 749 out of 2,247 eligible journalists, and 727 valid responses were ultimately obtained. An additional 24 valid responses were obtained from journalists working for smaller newspapers using a self-selection sampling approach, bringing the total newspaper sample to 339. As for the three leading newspapers, the target was 320 out of 960, with 315 completed questionnaires collected. The same procedure was applied to Taiwan's national news agency, yielding 58 valid responses out of a target of 60.

In addition, for other types of media—radio, online media, magazines, and so on—the number of journalists was comparatively smaller. Therefore, a self-selection sampling approach was adopted. Through this method, we collected 175 responses from online media journalists, 28 from radio journalists, 58 from magazine journalists, and 5 from independent media workers.

The survey was distributed through multiple channels to encourage participation among journalists. Although the survey was voluntary, for television and newspaper outlets—where the eligible population was clearly defined—questionnaire distribution ceased once the target sample size was reached. The survey was conducted from July 1 to August 31, 2024, and yielded a total of 1,391 valid responses.

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Of the 1,391 respondents, 53.7% were male and 46.3% female. The average age of the respondents was 39.72 ($SD = 8.79$, ranging from 22 to 70). A total of 98.3% indicated they had received some level of college education. Specifically, 6.3% held a three-year college degree, 67.7% a bachelor's degree, and 24.4% a graduate degree.

Measurement of Key Variables

Perceived ease of use. Based on previous studies (Urdan & Masson, 2024; Zhang & Chen, 2022), perceived ease of use was measured using three items. Respondents were asked to indicate their level of agreement on a five-point Likert scale ranging from one (*strongly disagree*) to five (*strongly agree*) with the following statements: (1) "Proficiently using AI is very easy for me," (2) "Learning to use AI is very easy for me," and (3) "Learning the various features of AI is very easy for me." A principal component factor analysis suggested that the three items were grouped into one factor ($eigenvalue = 2.70$, $explained\ variance = 89.89\%$). Therefore, the three items were combined and averaged to form the composite measure *perceived ease of use* ($M = 3.06$, $SD = .85$, $Cronbach's\ \alpha = .94$). The higher the score, the greater the perceived ease of AI use.

Perceived usefulness. The perceived usefulness measures were adapted from Davis (1989) and comprised five items. Respondents indicated their level of agreement with each statement using a five-point Likert scale ranging from one (*strongly disagree*) to five (*strongly agree*): (1) "Using AI makes my work more efficient," (2) "Using AI makes my work more convenient and hassle-free," (3) "Using AI enables me to report news more quickly," (4) "Using AI can improve my workflow," and (5) "Using AI allows me to report more news." Principal component factor analysis showed that the five items were grouped in a single factor ($eigenvalue = 4.03$, $explained\ variance = 81.27\%$). A composite measure of *perceived usefulness* was computed by combining and averaging the five items ($M = 3.09$, $SD = .85$, $Cronbach's\ \alpha = .94$). Higher scores indicate greater perceived usefulness.

Perceived acceptance. To assess perceived acceptance of AI technology in journalism, respondents were asked to rate the level of acceptance of AI among the following media professionals: (1) their supervisors; (2) their colleagues; and (3) peer journalists. The response

categories ranged from one (*very low*) to five (*very high*). Principal component factor analysis showed that the three items were grouped into one factor (*eigenvalue* = 2.19, *explained variance* = 72.95%). Therefore, the three items were summed and averaged to form a composite measure of *perceived acceptance* ($M = 2.99$, $SD = .75$, *Cronbach's* $\alpha = .80$). The higher the score, the higher the perceived acceptance of AI among journalists in Taiwan.

Adoption of AI technologies. To construct the AI adoption scale, we reviewed existing literature on the use of AI in journalism (Cools & Diakopoulos, 2026; Shi & Sun, 2024) and conducted interviews with seven journalists who have incorporated AI into their work. Based on insights from the literature review and those interviews, a 13-item scale was developed for this study. Respondents were asked to indicate how frequently they used AI to perform the following news-related tasks using a four-point scale ranging from one (*never*) to four (*frequently*): (1) “Searching for news materials,” (2) “Finding sources of information,” (3) “Verifying information,” (4) “Looking for supplementary information,” (5) “Assisting in organizing data,” (6) “Assisting in analyzing data,” (7) “Helping translate report materials,” (8) “Transcribing interview audio into text files,” (9) “Reproducing news content,” (10) “Creating news headlines,” (11) “Editing articles,” (12) “Generating various content,” and (13) “Enhancing pictures and images.”

A principal component factor analysis of these items with varimax rotation led to a three-factor solution, accounting for 76.04% of variance. The first factor was comprised of items (1) to (4), reflecting the use of AI to find news materials (*eigenvalue* = 3.49, *explained variance* = 26.81%). A composite measure of *gathering news materials* was computed by combining and averaging the four items ($M = 1.62$, $SD = .76$, *Cronbach's* $\alpha = .92$). The second factor consisted of items (5) to (8), which reflected using AI to assist in news reporting (*eigenvalue* = 3.44, *explained variance* = 26.46%). These items were combined and averaged to form the composite variable *assisting in news reporting* ($M = 2.02$, $SD = .90$, *Cronbach's* $\alpha = .88$). The third factor consisted of items (9) to (13), reflecting the use of AI to generate news content (*eigenvalue* = 2.96, *explained variance* = 22.77%). These items were combined and averaged to form the composite variable *generating news content* ($M = 1.39$, $SD = .60$, *Cronbach's* $\alpha = .89$). Higher scores indicate higher AI usage.

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Control variables. Respondents were asked to report their gender, age, education, and income. These demographic variables were included as controls in the regression analyses because previous studies have shown that they are associated with journalists' adoption of new technologies (Lo et al., 2007). In addition, organizational AI adoption in newsrooms was also included as a control variable, as prior research has indicated that organizational adoption of new technologies is a critical factor influencing their adoption by individuals (Rogers, 2003).

Results

The first stage of the analysis addressed RQ1a by examining the news-related activities for which Taiwanese journalists most frequently used AI. As shown in Table 1a, the most common uses were transcribing interview audio into text ($M = 2.23$, $SD = 1.16$), translating materials ($M = 2.14$, $SD = 1.08$), organizing data ($M = 1.90$, $SD = 1.00$), and analyzing data ($M = 1.80$, $SD = .96$). By contrast, AI was less frequently used for tasks such as searching for supplementary information ($M = 1.80$, $SD = .95$), fact-checking ($M = 1.58$, $SD = .83$), searching for news materials ($M = 1.57$, $SD = .81$), and finding sources ($M = 1.51$, $SD = .78$). The least common uses included enhancing images ($M = 1.35$, $SD = .71$), editing articles ($M = 1.36$, $SD = .70$), generating content ($M = 1.37$, $SD = .70$), creating headlines ($M = 1.39$, $SD = .72$), and reproducing content ($M = 1.46$, $SD = .77$). Overall, the data indicate that AI adoption among journalists remains limited, especially for content creation tasks.

To examine whether journalists working in different types of media and occupying different job positions varied in their frequency of AI use, a series of one-way ANOVAs were conducted. The results, presented in Table 1b, reveal notable distinctions across media categories. In particular, online journalists reported significantly higher levels of AI use than their counterparts in other media outlets. They were more inclined to employ AI for gathering news materials ($M = 1.89$, $SD = .79$), assisting in news reporting ($M = 2.65$, $SD = .87$), and generating news content ($M = 1.88$, $SD = .77$). By contrast, journalists working for newspapers, television, radio, news agencies, and magazines did not differ significantly from one another in their reported use of AI across these tasks.

Table 1a Frequency of AI Usage in News Reporting by Journalists in Taiwan

AI usage items	Never	Rarely	Sometimes	Often	Mean (SD)
Searching for news materials	848 (61.4%)	306 (22.2%)	196 (14.2%)	30 (2.2%)	1.57 (0.81)
Finding sources of information	890 (64.5%)	306 (22.2%)	153 (11.1%)	31 (2.2%)	1.51 (0.78)
Verifying information	851 (61.7%)	303 (21.8%)	185 (13.4%)	41 (3.0%)	1.58 (0.83)
Looking for supplementary information	720 (52.2%)	291 (21.1%)	294 (21.3%)	74 (5.4%)	1.80 (0.95%)
Composite measure: Gathering news materials	/	/	/	/	1.62 (0.76%)
Assisting in organizing data	657 (47.6%)	316 (22.9%)	296 (21.4%)	111 (8.0%)	1.90 (1.00%)
Assisting in analyzing data	720 (52.20%)	303 (22.0%)	273 (19.8%)	84 (6.1%)	1.80 (0.96)
Helping translate report materials	543 (39.4%)	282 (20.4%)	378 (27.4%)	176 (12.8%)	2.14 (1.08)
Transcribing interview audio into text files	538 (39.0%)	240 (17.4%)	343 (24.9%)	258 (18.7%)	2.23 (1.16%)
Composite measure: Assisting in news reporting	/	/	/	/	2.02 (0.90%)
Reproducing news content	948 (68.9%)	268 (19.5%)	121 (8.8%)	39 (2.8%)	1.46 (0.77%)
Creating news headlines	1,009 (73.1%)	234 (17.0%)	111 (8.0%)	26 (1.9%)	1.39 (0.72%)
Editing articles	1,026 (74.3%)	236 (17.0%)	89 (6.4%)	29 (2.1%)	1.36 (0.70%)
Generating various content	1,029 (74.6%)	214 (15.5%)	116 (8.4%)	21 (1.5%)	1.37 (0.70%)
Enhancing pictures and images	1,057 (76.5%)	184 (13.3%)	115 (8.3%)	25 (1.8%)	1.35 (0.71%)
Composite measure: Generating news content	/	/	/	/	1.39 (0.60%)

With respect to job position, the findings were somewhat different. No significant differences emerged among reporters, editors, and photographers in the use of AI for gathering news materials or supporting news reporting. However, a clear distinction was observed in the use of AI for content generation; editors were more likely to rely on AI tools ($M = 1.55$, $SD = .66$) than reporters ($M = 1.33$, $SD = .55$) or photographers ($M = 1.39$, $SD = .60$). This finding implies that editors, given their focus on refining and producing content, are more likely to find opportunities or reasons to use AI in content generation.

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Table 1b Frequency of AI Usage in News Reporting by Media Type and Journalist Job Position

AI usage		Gathering news materials	Assisting in news reporting	Generating news content
<i>Media types</i>	<i>N = 1,378</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Newspaper	337	1.55 (.75)	1.83 (.85)	1.27 (.46)
Television	719	1.59 (.77)	1.94 (.86)	1.32 (.55)
Radio	28	1.30 (.57)	1.75 (.79)	1.20 (.40)
News agency	58	1.66 (.74)	1.98 (.92)	1.35 (.52)
Online media	179	1.89 (.79)	2.65 (.87)	1.88 (.77)
Magazine	57	1.59 (.69)	2.28 (.94)	1.53 (.60)
F Value		6.33***	24.99***	33.65***
<i>Job Positions</i>	<i>N = 1,379</i>	<i>M (SD)</i>	<i>M (SD)</i>	<i>M (SD)</i>
Reporters	765	1.59 (.75)	2.04 (.92)	1.33 (.55)
Editors	229	1.65 (.75)	2.04 (.87)	1.55 (.66)
Photographers	300	1.61 (.79)	1.93 (.78)	1.39 (.60)
Others	85	1.78 (.86)	2.08 (.97)	1.44 (.68)
F Value		1.76	1.35	8.25***

Note: Journalists with missing responses to two questions were excluded from the analysis. *** $p < .001$.

The second stage of the analysis involved testing the seven research hypotheses. H1 proposed a positive relationship between Taiwanese journalists' perceived ease of use of AI technology and their perception of its usefulness. To evaluate it, a hierarchical regression analysis was conducted. As shown in Column 2 of Table 2, after controlling for demographic variables and the organizational AI adoption in newsrooms, perceived ease of use emerged as the strongest predictor of perceived usefulness ($\beta = .49, p < .001$). This finding suggests that the more journalists perceive AI technology as easy to use, the more useful they believe it to be in their professional work. Therefore, H1 was supported.

H2 predicted that the perceived usefulness of AI technology among Taiwanese journalists would be positively associated with their AI adoption behavior. To test this hypothesis, three hierarchical regression analyses were conducted. As shown in Table 3, after controlling for demographics, newsroom AI use, and perceived ease of use, perceived usefulness remained a significant predictor of AI adoption for gathering news ($\beta = .19, p < .001$), assisting in news reporting ($\beta = .19, p < .001$), and generating news content ($\beta = .15, p < .001$). These findings indicate that higher perceived

usefulness is associated with greater AI adoption across various journalistic tasks. Thus, H2 was supported.

H3 and H4 proposed that perceived ease of use and perceived usefulness of AI technology would be positively associated with the perceived acceptance of AI in journalism. To test these hypotheses, a hierarchical regression analysis was conducted. As shown in Column 3 of Table 2, after controlling for demographic variables and organizational AI adoption in newsrooms, perceived ease of use was significantly associated with perceived acceptance ($\beta = .07, p < .05$), with perceived usefulness also a significant predictor ($\beta = .23, p < .001$). These results suggest that higher levels of perceived ease of use and perceived usefulness contribute to greater acceptance of AI in journalism, underscoring the importance of accessible and practically valuable AI tools in facilitating their integration into newsroom practices. Therefore, H3 and H4 were supported.

Table 2 Hierarchical Regression Analysis Predicting Perceived Ease of Use, Perceived Usefulness, and Perceived Acceptance

Independent variables	Perceived ease of use	Perceived usefulness	Perceived acceptance
Block 1: Demographics			
Gender (male)	.07*	.01	-.13***
Age	-.10**	.00	-.05
Education	.03	-.00	-.02
Income	.031	-.04	.01
Adjusted R^2	1.3%	0.6%	3.2%
Block 2: Organizational Use			
Organizational AI adoption in newsrooms	.15***	.15***	.29***
Incremental adjusted R^2	2.3%	5.1%	11.8%
Block 3: Perceived Easiness			
Perceived ease of use	/	.49***	.07*
Incremental adjusted R^2	/	23.4%	3.3%
Block 4: Perceived Usefulness			
Perceived usefulness	/	/	.23***
Incremental adjusted R^2	/	/	3.6%
Total adjusted R^2	3.6%	29.1%	21.9%

Note: Cell entries are standardized regression coefficients from the final regression equation with all blocks of variables in the model. Respondents with missing data on the variables used in the regression analysis were excluded from the analysis. $N = 1,348$; *** $p < .001$; ** $p < .01$, * $p < .05$.

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Table 3 Hierarchical Regression Analysis Predicting Gathering News Materials, Assisting in News Reporting, and Generating News Content

Independent variables	Gathering news materials	Assisting in news reporting	Generating news content
Block 1: Demographics			
Gender (male)	.00	.01	.04
Age	.12***	-.09**	-.03
Education	-.03	.03	-.06*
Income	-.06*	.02	-.01
Adjusted R^2	0.0%	2.9%	0.9%
Block 2: Organizational use			
Organizational AI adoption in newsrooms	.27***	.32***	.36***
Incremental adjusted R^2	11.6%	17.9%	18.3%
Block 3: Perceived easiness			
Perceived ease of use	.03	.15***	.08**
Incremental adjusted R^2	1.8%	6.8%	2.5%
Block 4: Perceived usefulness			
Perceived usefulness	.19***	.19***	.15***
Incremental adjusted R^2	2.9%	3.2%	1.8%
Block 5: Perceived acceptance			
Perceived acceptance	.10**	.12***	.08**
Incremental adjusted R^2	0.7%	1.1%	0.41%
Total adjusted R^2	16.9%	31.9%	23.9%

Note: Cell entries are standardized regression coefficients from the final regression equation with all blocks of variables in the model. Respondents with missing data on the variables used in the regression analysis were excluded from the analysis. $N = 1,348$; *** $p < .001$; ** $p < .01$; * $p < .05$.

H5 predicted that Taiwanese journalists' perceived acceptance of AI technology in journalism would be positively associated with their AI adoption behavior. As shown in Table 3, after controlling for demographic variables, the extent of AI use in newsrooms, perceived ease of use, and perceived usefulness, perceived acceptance remained a significant predictor of AI adoption. Specifically, it was significantly associated with gathering news materials ($\beta = .10$, $p < .001$), assisting in news reporting ($\beta = .12$, $p < .001$), and generating news content ($\beta = .08$, $p < .01$). These findings indicate that higher levels of perceived acceptance are linked to increased AI adoption across various journalistic tasks. Thus, H5 was supported.

Table 4 The Indirect Effect of Perceived Usefulness of AI on Its Adoption Behavior among Taiwanese Journalists

Mediator: Perceived acceptance	Effect	Boot SE	Boot LLCI	Boot ULCI
Perceived usefulness → Gathering news materials	.0507	.0091	.0342	.0700
Perceived usefulness → Assisting in news reporting	.0855	.0114	.0641	.1084
Perceived usefulness → Generating news content	.0458	.0070	.0326	.0602

Note: Bootstrap resample = 5,000; Estimates were calculated using the PROCESS macro (Model 4).

H6 predicted that perceived acceptance of AI in journalism would mediate the relationship between perceived usefulness of AI and AI adoption behavior. To assess the mediating effects of perceived acceptance of AI technology, we employed a bootstrapping procedure developed by Hayes (2022), using 5,000 bootstrap samples along with a 95% bias-corrected bootstrap confidence interval. As shown in Table 4, results indicated that the perceived usefulness of AI technology was indirectly related to gathering news materials, ($b = .0507$, $SE = .0091$, 95% CI = [.0342, .0700]), assisting in news reporting ($b = .0855$, $SE = .0114$, 95% CI = [.0641, .1084]), and generating news content ($b = .0458$, $SE = .0070$, 95% CI = [.0326, .0602]), with perceived acceptance serving as a mediator. H6 was supported.

Finally, to address the second research question, which explored the relationships among perceived ease of use, perceived usefulness, perceived acceptance, and journalists' AI adoption behavior, we conducted structural equation modeling using Amos 21. The results indicated that while the chi-square for the model was significant ($\chi^2 = 1,225.24$, $df = 224$, $\chi^2/df = 5.47$, $p < .001$), other fit indices, including the comparative fit index (.97), normed fit index (.96), Tucker-Lewis index (.96), and root mean square error of approximation (.057), demonstrated an acceptable overall model fit, based on Hu and Bentler (1999).

As illustrated in Figure 1, perceived ease of use positively influenced both perceived usefulness ($\beta = .53$, $p < .001$) and perceived acceptance ($\beta = .12$, $p < .001$). Furthermore, perceived usefulness was positively associated with perceived acceptance ($\beta = .34$, $p < .001$). Perceived usefulness also had significant direct effects on gathering news materials ($B = .20$, $p < .001$), assisting in news reporting ($B = .25$, $p < .001$), and generating news content ($B = .21$, $p < .001$). Similarly, perceived acceptance significantly impacted

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gathering news materials ($B = .22, p < .001$), assisting in news reporting ($B = .31, p < .001$), and generating news content ($B = .27, p < .001$).

These findings from structural equation modeling provide strong support for the proposed theoretical model. They emphasize how perceived ease of use impacts perceived usefulness and perceived acceptance, which subsequently drive key behaviors such as gathering news materials, assisting in news reporting, and generating news content. The relationships among these variables underscore the pivotal role of perceived ease of use in shaping perceived usefulness and acceptance, which in turn act as crucial cognitive mechanisms for understanding journalists' adoption and application of AI technologies in their reporting practices.

Discussion

This study makes several important contributions to the literature on AI in journalism. While much existing research remains conceptual or focused on industry-level expectations, this study offers empirical, journalist-level evidence, identifying specific AI functions currently used in daily news production. The findings indicate that Taiwanese journalists are more likely to adopt AI for logistical and support tasks—such as transcribing interviews, translating materials, and organizing data—than for more creative tasks like editing, writing headlines, or generating content. This suggests a functional divide in how AI is perceived and used: primarily as a tool for enhancing efficiency rather than for creative innovation.

These findings align with previous research on the adoption of new technologies in newsrooms, which consistently identifies efficiency enhancement as a primary motivation for journalists' use of technological tools (Ekdale et al., 2015; Fridman et al., 2025; Moon & Hadley, 2014). The limited use of generative AI for creative or content-producing purposes likely stems from concerns that such practices may conflict with journalism's core principles of accuracy and truth-seeking, thereby raising ethical issues (Van Dalen, 2024). Consequently, journalists tend to regard AI mainly as a tool to assist in reporting and news production—an important finding highlighted in this study.

Although AI is often viewed as a driver of newsroom innovation (Diakopoulos, 2019; Shi & Sun, 2024), the concept of “innovation” remains ambiguously defined across studies. During the survey design stage,

interviews with six journalists revealed that functions such as data analysis, speech-to-text transcription, and content generation were already considered innovative compared with previous tools. This suggests that AI's innovative uses have become integrated into the routine work in journalistic practice. Future research may refine the concept or conduct in-depth interviews to further explore how journalists apply AI innovatively.

A major contribution of this study is the formulation and empirical validation of an integrated journalistic AI acceptance and adoption model that explicates the relationships among perceived ease of use, perceived usefulness, perceived acceptance, and AI adoption behavior. Drawing on the TAM and the TRA, the model received strong empirical support. The results show that perceived ease of use significantly predicts perceived usefulness that—along with ease of use—influences perceived acceptance. Perceived acceptance emerged as a critical determinant of journalists' actual AI adoption behavior. These findings highlight the importance of these cognitive factors in shaping technology adoption in journalism.

The study highlights *perceived acceptance* as a critical mediator linking *perceived usefulness* to AI adoption behaviors. Perceived usefulness was found to be directly associated with journalists' use of AI for core professional tasks, including gathering news materials, assisting in reporting, and generating content. These findings suggest that the more journalists recognize AI as beneficial in facilitating news production, the more inclined they are to integrate it into their work practices. Beyond this direct effect, perceived usefulness also shaped adoption indirectly by enhancing perceived acceptance. In other words, journalists' perceptions of AI's utility not only encourage immediate use but also foster broader acceptance of the technology, which in turn strengthens their willingness to adopt it. This mediation effect underscores the importance of both cognitive evaluations and social acceptance processes in amplifying the influence of perceived usefulness on AI adoption in journalism.

The importance of perceived acceptance can be understood through both cultural and organizational lenses. Taiwan's cultural context is strongly influenced by Chinese collectivist traditions, where the attitudes and behaviors of significant others serve as key reference points for individual decision making. For journalists, supervisors, colleagues, and industry peers represent these important others in their professional environment. Although journalism values professional autonomy, interactions with supervisors and

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colleagues are frequent in media organizations. Supervisors' attitudes and actions often signal implicit organizational policy directions, and when acceptance among colleagues becomes widespread, it can further reinforce the organizational culture. Consequently, when journalists perceive that their supervisors and peers hold positive attitudes toward AI, they are more likely to be influenced in their own adoption behavior.

By extending established theoretical frameworks to the journalistic context, this study helps fill a gap in empirical research on AI adoption in newsrooms. The proposed journalistic AI acceptance and adoption model provides both theoretical and practical insights: ensuring that AI tools are user-friendly and demonstrably beneficial can facilitate their wider and more effective integration into journalistic workflows. For media organizations and technology developers, these findings suggest that improving usability and ensuring that tools meet journalists' needs are essential for fostering responsible adoption.

In practical terms, media managers should establish clear guidelines for the use of AI to ensure that journalists understand the ethical boundaries that must not be crossed. As AI tools continue to evolve and reporting practices become increasingly diverse, regular training programs and workshops can create shared spaces for reflection and dialogue on appropriate use in dynamic news environments, while reinforcing professional norms.

Moreover, technology developers should work closely with media organizations to co-develop and optimize AI integration based on newsroom-specific needs and workflows. This collaborative approach reflects strategies already adopted by several leading media brands and can help minimize potential risks while maximizing the benefits of new technologies in journalistic practice.

Like all research, this study has certain limitations. Because a complete list of journalists was unavailable, a combination of quota-like and self-selection sampling was used, which limits the representativeness of the sample. Future research could adopt stratified sampling by media type and collaborate with news organizations to obtain journalist rosters for a more proportional selection. Another limitation is that while the study argues that perceived usefulness influences perceived acceptance of AI technology, it is also plausible that journalists' perception of peers' acceptance could shape their perceived usefulness. However, the cross-

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sectional design limits our ability to test this possible reverse causality. Future research should examine the causal direction between these two constructs.

Moreover, past research suggests that affordance can influence technology adoption by shaping perceptions of usefulness, ease of use, and relevance. In the newsroom context, journalists are more likely to adopt AI when they perceive it as affording functions that enhance news production, reduce costs, and foster journalistic innovation. Future research should further examine the relationships among perceived ease of use, perceived usefulness, perceived acceptance, perceived affordance, and AI adoption behavior. Finally, as this study was conducted in the specific cultural and media context of Taiwan, its findings may not be readily generalizable to other regions. Cross-national comparisons are needed to examine how differing media systems and newsroom cultures shape AI adoption.

披露聲明

本文研究者未報告潛在的利益衝突。

Disclosure Statement

No potential conflict of interest was reported by the authors.

研究經費資助

本文獲國家科學及技術委員會專題研究「產業巨變下的新聞工作者：工作狀況、社會支持與數位工作安全研究」(NSTC 112-2410-H-119-001-SS3) 經費補助。

Funding

This article was funded by the National Science and Technology Council (NSTC) of Taiwan under the project “Journalists in a Changing Landscape: Working Conditions, Social Support, and Digital Work Security” (NSTC 112-2410-H-119-001-SS3).

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本文引用格式

劉蕙苓、羅文輝、陳秀鳳 (2026)。〈建構新聞工作者接受與採用AI的理論模式：影響台灣新聞科技整合的關鍵因素〉。《傳播與社會學刊》，第78期，頁215–268。

Citation of This Article

Liu, H.-L., Lo, V.-H., & Chen, H.-F. (2026). Modeling journalistic AI acceptance and adoption: Key factors influencing technology integration among Taiwanese journalists. *Communication and Society*, 78, 215–268.