Systematic Review

AI in Public Communication Research

2008–2022

Supplementary Material

About this Research

Artificial intelligence (AI) has become pervasive in everyday life, and with the publication of large language models such as ChatGPT especially relevant in the context of media and public communication. This paper synthesizes the conceptualizations, types, methods, and evaluations of AI in public communication in the early phases of innovation adoption, before the broad public discussion around generative AI set in. We conducted a systematic review of empirical research focusing on AI in six social and computing-science databases up until and including 2022 (k = 198). Results show a steep increase in the number of studies published on AI in public communication in just four years. To facilitate a common understanding of what AI is and how it is studied, AI applications are grouped into four AI types: (1) AI as method, (2) Generative AI, (3) AI as communicator, and (4) AI generally. People's interaction with and attitudes towards AI seem to be central in this research. In addition, AI has mostly been investigated with quantitative methods, often with human participants, as evident by the dominance of surveys and experiments. The reviewed research primarily comes from English-speaking countries, and often fails to define what AI is or to formulate normative implications. Five blind spots of AI research in public communication and their implications for future empirical studies are discussed.

Notification of Publications

If you work with this codebook or the corresponding data set, please inform us about publications and their bibliographic details.

Suggested Citation

tba.

Overview

Name of the Study	Types, Methods, and Evaluations of Artificial Intelligence (AI) in Public Communication Research in the Early Phases of Adoption: A Systematic Review
Responsible Institutions	BLIND
Method	Manual Quantitative Content Analysis
Sampled Period	January 1st 2008 until December 31st 2022
Number of Variables	23
Measured Constructs	– Journal – Year – Special Issue – University Affiliation of 1st Author – Institutional Affiliation of 1st Author – Country Affiliation of 1st Author – Field of Communication Research – Type of AI under Study – Definition of Type of AI – Definition of AI – Method – Unit of Analysis – Prescriptions – Normativity
Population	Public Communication Research
Sample Size	198 after Screening and Data Cleaning
Article-Link	tba.

Table of Contents

Tables

1. Overview of variables collected

Block of Variables	Variable	Variable Name
Index	ID	Article ID
1. Formal Variables	FV_01	Journal
	FV_02	Year
	FV_03	Special Issue
	FV_04	University Affiliation of First Author
	FV_05	Institutional Affiliation of First Author
	FV_06	Country Affiliation of First Author
	FV_07	Field of Communication Research
2. Conceptualization	CO_01	Type of AI
	CO_02	Definition of the Type of AI
	CO_02_TEXT	Definition of the Type of AI (Open)
	CO_03	Definition of AI
	CO_03_TEXT	Definition of AI (Open)
3. Empirical Conditions	EC_01	Method
	EC_02	Qualitative Analysis/Study
	EC_03	Quantitative Analysis/Study
	EC_04	Unit of Analysis
	EC_05	Unit of Analysis Specific: Text
	EC_06	Unit of Analysis Specific: Visual
	EC_07	Unit of Analysis Specific: Audio
4. Evaluation	EV_01	Prescriptive
	EV_01_TEXT	Prescriptive (Open)
	EV_02	Normative
	EV_02_TEXT	Normative (Open)

2. Search Strings and Sampling

How has AI been conceptualized in empirical research on public communication?

BLIND
BLIND

Table S1. *Search Results Sampling*

Database	Number of Hits Round 1*	Peer reviewed Articles Round 1*	Number of Hits Round 2**	Peer reviewed Articles Round 2**
PsycINFO	1.282	980	231	182
Communication & Mass Media Complete	359	285	71	65
Business Source Premier	3.545	1.027	296	138
SocINDEX	272	220	25	20
Worldwide Political Science Abstracts	183	115	9	9
ACM Digital Library	1.049	502	160	119
Sum Database Search	6.303	**3.129**	792	**533**
One additional article, added thanks to review comment: **1**				
Full Sample: **3.663**				

**Round 1, Searched on June 24, 2022*
***Round 2, Searched on June 26, 2023, time limit: December 31, 2022*

PsycINFO

#1 Artificial intelligence
exp Artificial Intelligence/ OR
(artificial intelligence or "AI" or "A.I.").ti,ab,id.

32.275 hits (June 24th, 2022)

#2 Public communication
Journalists/ OR
Mass media/ OR
News media/ OR
Newspapers/ OR
Popular culture/ OR
Public opinion/ OR
Public relations/ OR
(coverage OR frames OR framing OR journalis* OR media OR news OR newspapers OR political communication OR popular culture OR public communication OR Public engagement OR public opinion OR Public perception OR public relations OR public sphere OR science communication OR science fiction).ti,ab,id.

147.681 hits (June 24th, 2022)

#1 AND #2: 1.282 hits => LIMIT TO PEER REVIEWED: **980 hits**

Communication & Mass Media Complete

#1 Artificial intelligence

TI (("artificial intelligence" OR "AI" OR "A.I.")) OR SU (("artificial intelligence" OR "AI" OR "A.I.")) OR AB (("artificial intelligence" OR "AI" OR "A.I.")) OR KW (("artificial intelligence" OR "AI" OR "A.I."))

1.624 hits (June 24th, 2022)

#2 Public communication

TI ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR SU ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR AB ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR KW ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction"))

223.614 hits (June 24th, 2022)

#1 AND #2: 359 hits => LIMIT TO PEER REVIEWED: **285 hits**

Business Source Premier

#1 Artificial intelligence

TI (("artificial intelligence" OR "AI" OR "A.I.")) OR SU (("artificial intelligence" OR "AI" OR "A.I.")) OR AB (("artificial intelligence" OR "AI" OR "A.I.")) OR KW (("artificial intelligence" OR "AI" OR "A.I."))

58.710 hits (June 24th, 2022)

#2 Public communication

TI ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR SU ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR AB ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR KW ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction"))

1.494.608 hits (June 24th, 2022)

#1 AND #2: 3.545 hits => LIMIT TO PEER REVIEWED: **1.027**

SocINDEX

#1 Artificial intelligence

TI (("artificial intelligence" OR "AI" OR "A.I.")) OR SU (("artificial intelligence" OR "AI" OR "A.I.")) OR AB (("artificial intelligence" OR "AI" OR "A.I.")) OR KW (("artificial intelligence" OR "AI" OR "A.I."))

2.857 hits (June 24th, 2022)

#2 Public communication

TI ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR SU ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR AB ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction")) OR KW ((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction"))

162.188 hits (June 24th, 2022)
#1 AND #2: 272 hits => LIMIT TO PEER REVIEWED: **220**

Worldwide Political Science Abstracts

#1 Artificial intelligence
ab("artificial intelligence" OR "AI" OR "A.I.") OR su("artificial intelligence" OR "AI" OR "A.I.") OR ti("artificial intelligence" OR "AI" OR "A.I.")
1.488 hits (June 24th, 2022)

#2 Public communication
ab(coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "’science fiction") OR su(coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "’science fiction") OR ti(coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "’science fiction")
109.114 hits (June 24th, 2022)

#1 AND #2: 183 hits => LIMIT TO PEER REVIEWED**: 115 (June 24th, 2022)**

ACM Digital Library

#1 Artifical intelligence AND #2 Public communication Abstract:(("artificial intelligence" OR "AI" OR "A.I.")) AND Abstract:((coverage OR frames OR framing OR journalism OR media OR news* OR "popular culture" OR "political communication" OR "public communication" OR "public engagement" OR "public opinion" OR "public perception" OR "public relations" OR "public sphere" OR "science communication" OR "science fiction"))

1.049 hits => LIMIT TO RESEARCH ARTICLE / SHORT PAPER / EXTENDED ABSTRACT**: 502 (June 24th, 2022)**

3. Abstract and Full-Text Screening

Inclusion criteria:

- AI (in its studied form) is core subject of the study/ relevant/ central, e.g., contained in the RQ or one of the focal variables
- Type of paper:
  - Research article (incl. extended abstract, research briefs)
  - Methodological paper, if it also presents empirical data
- Peer-reviewed
- Empirical research:
  - Qualitative analysis/study
    - Discourse analysis (incl. critical discourse analysis)
    - Semiotic analysis
    - Interviews
    - Focus groups
    - Thematic analysis
    - Argumentation analysis
    - Delphi study
    - Case study
    - Grounded theory
    - Qualitative comparative analysis
  - Quantitative analysis/study
    - Manual Content analysis
    - Automated content analysis
    - Corpus analysis
    - Argumentation mining
    - Natural language processing / NLP
    - Surveys
    - Experiments
    - Machine learning
  - Mixed methods, multi methods paper/study/analysis

Exclusion criteria:

- Type of paper
- Editorials
- Conceptual papers
- Essays
- Theoretical papers
- Systematic review (check if relevant and flag for saving separately)
- Meta-analysis (check if relevant and flag for saving separately)

4. Codebook

Reading Notes on the Codebook

This codebook contains a tabular overview of the variables surveyed for a better overview. It lists the variables' titles and a brief description of the associated items as well as the variable names.

The variable names are composed according to the following pattern:

"letters_numbers" (e.g. "CO_01")

The combination of letters indicates which variables belong to the same block (e.g. all FV variables belong to the block of formal variables). The subsequent two-digit number is consecutive.

The variable names correspond to those in the associated data set.

The tabular overview is followed by detailed documentation of all questions containing the following information in addition to the variable names and question titles:

Filter	Filters indicate whether a question or individual items were filtered based on previous variables. The filtering is noted according to the following pattern: IF 'Filter_variable' OPERATOR 'Answer_of_the_filter_variable' The following operators are possible: = ≠ < > Example: "IF CO_02=yes" means that the question to which the filter is assigned was only asked if an answer with the value yes was previously given for question CO_02. If no filter is noted, the variable was applied to all cases.

Welcome to the survey for the content analysis of the articles on AI. Please read all questions, instructions, definitions, and examples carefully. First read the abstract and the title, then start the coding with the units of analysis specified in the different parts of the survey. In case of questions, please contact BLIND via WhatsApp or Mail BLIND.

Purpose
This codebook is intended to capture how AI is researched in public communication. It is applied to academic research articles. To do so, it covers, besides formal aspects, the communication field and context, the different types of AI studied, the way this AI is studied empirically, and how it is evaluated by the authors. This will provide a holistic picture on the state-of-the-art of academic research on AI in public communication.

Coding procedure
The coders first code the formal variables (1) before moving along the structure of the article to the conceptualizations of AI (2), the empirical conditions (3), and finally the evaluation (4).

Units of analysis
The units of analysis are specified per variable group. They either pertain to the meta-data and abstract (1), introduction and theoretical framework (2), methods section (3), or conclusions and discussion (4). Specific instructions as to how the units of analysis need to be approached for coding are given per variable if needed.

Coder	Coder

Filter: –

Units of Analysis: Name of Code

Wording: Please insert your name.

Instructions: –

Examples: –

Answer Options:

BLIND

ID	Article ID

Filter: –

Units of Analysis: List of Articles: ID-Number

Wording: Please copy-paste the article ID from the excel sheet (Open)

Instructions: –

Examples: –

Answer Options:

Open

FV_01	Journal

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: In which journal is the article published? (Open)

Instructions: –

Examples: –

Answer Options:

Open

FV_02	Year

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: In which year was the article published? (Open)

Instructions: –

Examples: –

Answer Options:

Open

FV_03	Special Issue

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: Is the article part of a special issue? (yes/no)

Instructions:

Check the title page. If not contained here, check the webpage via the DOI.

Example 1:

When clicking "Vol. 11 Iss. 2" Link, this clear indication of "Special Issue" appears:

Full Text | Scholarly Journal

Special Issue "On Defining Artificial Intelligence"—Commentaries and Author's Response

Monett, Dagmar; Lewis, Colin W P; Thórisson, Kristinn R; Bach, Joscha; Baldassarre, Gianluca; et al.

Journal of Artificial General Intelligence; Vienna Vol. 11, Iss. 2, (2020): 1-100. DOI:10.2478/jagi-2020-0003

Click to search for more items from this issue

Example 2:

Here you see <u>Special Issue</u> contained in the PDF even:

Received: 22 December 2018 | Accepted: 22 December 2018

DOI: 10.1002/hbe2.115

WILEY

SPECIAL ISSUE ARTICLE

Arming the public with artificial intelligence to counter social bots

Answer Options:

yes
no
not applicable

FV_04	University Affiliation of 1st Author

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: What is the university affiliation of the first author of the article? (Open)

Instructions:

Select the university affiliation of the first author that has been addressed in the "Affiliations" column in the metadata. If it is not 100% clear from this column, look at the webpage of the article (by searching the DOI online) to see more information about the author. Even if the affiliation is non-educational (e.g. Sesame Workshop), please write it down. If an author has more than one affiliation, only code the first, that is code the first university affiliation (in case somebody works both for a university and another type of organisation).

Examples: *Universiteit van Amsterdam*

Answer Options:

Open

FV_05	Institutional Affiliation of 1st Author

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: Which (university) department is the 1st author associated with? (Single Answer Option)

Instructions:

Choose the department which the first author is associated with, in relation to the educational institution. The department information is addressed on the title page of the article. If it is not given, look at the webpage of the article. If the department of the author is not in the answer choices below, choose OTHER and type in the department. Select DON'T KNOW when you find no information about the department even from the article web page.

Code all instances similar to "communication", "communication science", "communication studies", "mass communication" as Communication.

Examples: –

Answer Options:

Communication
Psychology
Journalism
Sociology
Political Science
Business/Management
Data Science
Informatics
Philosophy
Other (open)

Don’t know

FV_06	Country Affiliation of 1st Author

Filter: –

Units of Analysis: Meta-Data and Abstract

Wording: In which country is the first author's university located? (List of countries)

Instructions:

> *Select the country in which the first author's university is located in. If you are not aware of the location of the university, you may search on the internet.*

Example: –

Answer Options:

> [List of Countries, drop-down]

FV_07	Field of Communication Research

Filter: –

Units of Analysis: meta-data and abstract

Wording: What is the main field of communication research studied in the article? (Single Answer Option)

Instructions:

Select the research subject studied by the article explicitly mentioned in the **title, abstract, or keywords**.

If the article is not from a communication journal, select the field that it links mostly to.

If you cannot decide between two fields, check what the Dependent Variable in the study is and decide according to that (where it most closely fits). For instance, if the DV is the perceived imaginativeness of an AI instantiation, code "entertainment communication," even though the article might compare US and Chinese subjects, which would point to intercultural communication.

Entertainment communication: **also** *includes dating apps.*

Only use "other" when really no other category is related to the field of research of the article!

Example:

Corporate Communication: Based on media equation theory and means-end chain theory, this study proposed a model explaining the effect of AI contactless services on customers' psychological safety, perceived control, hedonic value, and service quality.

Answer Options:

Children, Youth, Family Communication
Corporate Communication (incl. PR, Marketing, Branding)
Entertainment Communication
Gaming
Gender & Sex Studies
Health Communication
Intercultural Communication
Journalism
Methods
Organisational Communication (internal)
Political Communication
Science Communication

Other, please specify: ______

CO_01	Type of AI

Filter: –

Units of Analysis: introduction and theoretical framework

Wording: What type of AI is studied in this paper? AI is studied as: (Open)

Instructions:

Please identify the kind of AI central in the study, that is, the concrete form of artificial intelligence studied.

Examples:

Chatbots
Algorithms
News Recommender Systems
Deep Fakes
Bots
etc.

Answer Options:

Open

CO_02	Definition of the Type of AI

Filter: –

Units of Analysis: introduction and theoretical framework

Wording: Is the type of AI (from CO_01) clearly defined in the paper? (yes/no)

Instructions:

Check what kind of definition the authors put forward to define the instantiation/application of AI studied in the paper. In some cases, a clear definition is used, in others not.

Example: –

Answer Options:

yes
no

CO_02_TEXT	Definition of the Type of AI (Open)

Filter: IF CO_02=yes

Units of Analysis: Introduction and Theoretical Framework

Wording: Which definition of the AI instantiation do the authors cite? (Open)

Instructions:

Copy-paste the definition of the type/instantiation of AI the authors use, including the reference! If the definition is paraphrased (not a direct quote in "…"), copy-paste the indirect piece of text. The authors may put forward several definitions, but only paste the main one that they refer to for the theoretical framework. This means the definition that the authors use as a basis for their own study.

If it is an external definition (direct quote from another author), insert the full citation: "Name, Year, pages" as well as a short note that it is an external source and the page number of the current article. If it is the authors' own definition or an indirect quote, please just specify the page number of the current article.

Specifically look for the word "defin".*

Examples:

Definition: (Deep Fakes) "highly realistic artificial intelligent (AI)-generated fake videos"
Reference: Iacobucci et al. (2021), p. 194

Definition: (Bots) "automated accounts "disguised" as human users."
Reference: Kouvela et al. (2020), p. 55

Definition: (Deep Learning) "Deep learning is a kind of machine learning which happens in a certain type of artificial neural networks called deep networks"
Reference: López-Rubio (2018), p. 667

Answer Options:

Open

CO_03	Definition of AI

Filter: –

Units of Analysis: introduction and theoretical framework

Wording: Is AI clearly defined in the paper? (yes/no)

Instructions:

Check whether a definition of AI is given by the authors for the study in this paper. In some cases, a clear definition is used, in others not.

Example: –

Answer Options:

yes
no

CO_03_TEXT	Definition of AI (Open)

Filter: IF CO_03=yes

Units of Analysis: introduction and theoretical framework

Wording: Which definition of AI do the authors cite? (Open)

Instructions:

Copy-paste the definition of AI (not of the type/instantiation of AI as in 2.1) the authors use, including the reference! If the definition is paraphrased (not a direct quote in "…"), copy-paste the indirect piece of text. The authors may put forward several definitions, but only paste the main one that they refer to for the theoretical framework. This means the definition that the authors use as a basis for their own study.

If it is an external definition (direct quote from another author), insert the full citation: "Name, Year, pages" as well as a short note that it is an external source and the page number of the current article. If it is the authors' own definition or an indirect quote, please just specify the page number of the current article.

<u>*Specifically look for the word "defin*"*</u>

Examples:

Definition: "Artificial intelligence (AI)—defined as a computer program or system that mimics human thought (Russell & Norvig, 2003; Turing, 1950)—has been portrayed in media messages as both a tool of social progress and a Pandora's box filled with dangers (Chuan et al., 2019; Obozintsev, 2018)."
Reference: Bingaman et al. 2022, p. 389

Definition: "Artificial intelligence is a term that is both widely used and loosely defined. Most basically, AI is a collection of ideas, technologies, and techniques that relate to a computer system's capacity to, as Dickens Olewe of the BBC described it, 'perform tasks normally requiring human intelligence' (5 Apr. 2018)."
Reference: Brennen et al. 2018, pp. 1

Definition: "AI, "where systems are performing intelligent functions that used to require human intelligence," […]"
Reference: Sun et al. (2020), p. 8

Answer Options:

Open

EC_01	Method

Filter: –

Units of Analysis: Whole Article

Wording: What is (are) the main empirical research method(s) used in the article? (Multiple Answer Option)

Instructions:

Select the empirical research method(s) employed by the article as explained in the abstract. If the abstract does not state the method, check the methods section. You may select multiple methods in case authors used more than one method type. Only code mixed method if both, qualitative and quantitative method(s) are used. If you think a method (e.g. narrative inquiry) can be grouped under one of the methods in the list (e.g. qualitative content analysis), select that bigger branch of method (i.e. qualitative content analysis). You may stick to the exact framing (naming) of methods that the authors have stated.

If the results of a method are part of the results, analysis and/or discussion section, code the method, if not, do not code it.

Do not double-code. For the same data only code one method - for the choice of method stick to the subject of the research. E.g., if an interview is transcribed and the transcript is analysed through a qualitative content analysis, only code interview, as the participant is the subject of the research and not the text. When in doubt, stick to the specific unit of analysis of the study!

Extra explanation on methods:
If the research has conducted a survey/interview within an experimental design, choose EXPERIMENT. If the research used control groups/conditions/manipulations but did not explicitly mention that they have used experimental design, still select EXPERIMENT. Observational/ethnographic research observes target respondent/subject and analyses them in the natural/real-world setting. (Qualitative) case study refers to the in-depth examination of a particular case or cases. Qualitative case study is a multi method study method that combines qualitative and quantitative methods (e.g. survey with qualitative content analysis) or combines only qualitative methods (e.g. focus groups and interviews). Quantitative content analysis applies statistical testing to the data and focuses on counting and measuring. On the other hand, qualitative content analysis is exploratory in nature (e.g. discourse analysis; the results section is structured along quotes) and focuses on interpreting and understanding the collected data. Qualitative content analysis can include descriptive statistics (i.e. frequencies, percentages) of the sample or of specific codes, but does not conduct a statistical data analysis (e.g. correlations, ANOVAs, regressions)

Example: –

Answer Options:

Qualitative Analysis/Study
Quantitative Analysis/Study
Mixed Methods

EC_02	Qualitative Analysis/Study

Filter: IF EC_01=Qualitative Analysis/Study OR Mixed Methods

Units of Analysis: Whole Article

Wording: What is (are) the main empirical research method(s) used in the article? (Multiple Answer Option)

Instruction:

Select the empirical research method(s) employed by the article as explained in the abstract. If the abstract does not state the method, check the methods section. You may select multiple methods in case authors used more than one method type. Only code mixed method if both, qualitative and quantitative method(s) are used. If you think a method (e.g. narrative inquiry) can be grouped under one of the methods in the list (e.g. qualitative content analysis), <u>select that bigger branch of method</u> (i.e. qualitative content analysis). You may stick to the exact framing (naming) of methods that the authors have stated.

If the results of a method are part of the results, analysis and/or discussion section, code the method, if not, do not code it.

Do not double-code. For the same data only code one method - for the choice of method stick to the subject of the research. E.g., if an interview is transcribed and the transcript is analysed through a qualitative content analysis, only code interview, as the participant is the subject of the research and not the text. When in doubt, stick to the specific unit of analysis of the study!

<u>Extra explanation on methods:</u>
If the research has conducted a survey/interview within an experimental design, choose EXPERIMENT. If the research used control groups/conditions/manipulations but did not explicitly mention that they have used experimental design, still select EXPERIMENT. Observational/ethnographic research observes target respondent/subject and analyses them in the natural/real-world setting. (Qualitative) case study refers to the in-depth examination of a particular case or cases. Qualitative case study is a multi method study method that combines qualitative and quantitative methods (e.g. survey with qualitative content analysis) or combines only qualitative methods (e.g. focus groups and interviews). Quantitative content analysis applies statistical testing to the data and focuses on counting and measuring. On the other hand, qualitative content analysis is exploratory in nature (e.g. discourse analysis; the results section is structured along quotes) and focuses on interpreting and understanding the collected data. Qualitative content analysis can include descriptive statistics (i.e. frequencies, percentages) of the sample or of specific codes, but does not conduct a statistical data analysis (e.g. correlations, ANOVAs, regressions)

Example: –

Answer Options:

Discourse Analysis (incl. Critical Discourse Analysis)
Semiotic Analysis
Interviews
Focus Groups
Argumentation Analysis
Delphi Study
Grounded Theory
Qualitative Comparative Analysis
Qualitative Content Analysis (incl. Qualitative Framing Analysis, Document Analysis, Thematic Analysis, etc.)

Other, specify: _____

EC_03	Quantitative Analysis/Study

Filter: IF EC_01=Quantitative Analysis/Study OR Mixed Methods

Units of Analysis: Whole Article

Wording: What is (are) the main empirical research method(s) used in the article? (Multiple Answer Option)

Instructions:

Select the empirical research method(s) employed by the article as explained in the abstract. If the abstract does not state the method, check the methods section. You may select multiple methods in case authors used more than one method type. Only code mixed method if both, qualitative and quantitative method(s) are used. If you think a method (e.g. narrative inquiry) can be grouped under one of the methods in the list (e.g. qualitative content analysis), select that bigger branch of method (i.e. qualitative content analysis). You may stick to the exact framing (naming) of methods that the authors have stated.

If the results of a method are part of the results, analysis and/or discussion section, code the method, if not, do not code it.

Do not double-code. For the same data only code one method - for the choice of method stick to the subject of the research. E.g., if an interview is transcribed and the transcript is analysed through a qualitative content analysis, only code interview, as the participant is the subject of the research and not the text. When in doubt, stick to the specific unit of analysis of the study!

Extra explanation on methods:
If the research has conducted a survey/interview within an experimental design, choose EXPERIMENT. If the research used control groups/conditions/manipulations but did not explicitly mention that they have used experimental design, still select EXPERIMENT. Observational/ethnographic research observes target respondent/subject and analyses them in the natural/real-world setting. (Qualitative) case study refers to the in-depth examination of a particular case or cases. Qualitative case study is a multi method study method that combines qualitative and quantitative methods (e.g. survey with qualitative content analysis) or combines only qualitative methods (e.g. focus groups and interviews). Quantitative content analysis applies statistical testing to the data and focuses on counting and measuring. On the other hand, qualitative content analysis is exploratory in nature (e.g. discourse analysis; the results section is structured along quotes) and focuses on interpreting and understanding the collected data. Qualitative content analysis can include descriptive statistics (i.e. frequencies, percentages) of the sample or of specific codes, but does not conduct a statistical data analysis (e.g. correlations, ANOVAs, regressions)

Example: –

Answer Options:

Manual Content Analysis
Automated Content Analysis
Corpus Analysis
Argumentation Mining
Surveys
Experiments
Network Analysis

Other, specify: _____

EC_04	Unit of Analysis

Filter: –

Units of Analysis: Methods Section

Wording: What are the units of analysis of the research? (Multiple Answer Option)

Instructions:

Refer to the methods section to specify the unit of analysis. Code all units of analysis that were studied. If the study asked human respondents, indicate "subjects". For text, visuals, and audio, select first if it is a text or image, second, what kind of text/image it is (will pop up once you select the category).

Whenever respondents/participants are part of the study, always code subjects.

If the article analyzed journal articles, select TEXT, and type "journal articles" in the text entry box.

If the article is analyzing social media, pay attention to which specific component the research is looking at (visuals, texts). For Tweets, select TEXT, for photos posted on Instagram, select VISUAL, and for both, select both TEXT and VISUAL.

Example: –

Answer Options:

Text
Image/video = visual
Audio
Subjects

EC_05	Unit of Analysis: Text

Filter: IF EC_04=Text

Units of Analysis: Methods Section

Wording: What are the units of analysis of the research? (Multiple Answer Option)

Instructions:

Refer to the methods section to specify the unit of analysis. Code all units of analysis that were studied. If the study asked human respondents, indicate "subjects". For text, visuals, and audio, select first if it is a text or image, second, what kind of text/image it is (will pop up once you select the category).

Whenever respondents/participants are part of the study, always code subjects.

If the article analyzed journal articles, select TEXT, and type "journal articles" in the text entry box.

If the article is analyzing social media, pay attention to which specific component the research is looking at (visuals, texts). For Tweets, select TEXT, for photos posted on Instagram, select VISUAL, and for both, select both TEXT and VISUAL.

Example: –

Answer Options:

Literature
Corporate Communication
Advertisements
News
Social Media

Other (open)

EC_06	Unit of Analysis: Visual

Filter: IF EC_04=Visual

Units of Analysis: Methods Section

Wording: What are the units of analysis of the research? (Multiple Answer Option)

Instructions:

Refer to the methods section to specify the unit of analysis. Code all units of analysis that were studied. If the study asked human respondents, indicate "subjects". For text, visuals, and audio, select first if it is a text or image, second, what kind of text/image it is (will pop up once you select the category).

Whenever respondents/participants are part of the study, always code subjects.

If the article analyzed journal articles, select TEXT, and type "journal articles" in the text entry box.

If the article is analyzing social media, pay attention to which specific component the research is looking at (visuals, texts). For Tweets, select TEXT, for photos posted on Instagram, select VISUAL, and for both, select both TEXT and VISUAL.

Example: –

Answer Options:

Literature
Corporate Communication
Advertisements
News
Social Media

Other (open)

EC_07	Unit of Analysis: Audio

Filter: IF EC_04=Audio

Units of Analysis: Methods Section

Wording: What are the units of analysis of the research? (Multiple Answer Option)

Instructions:

Refer to the methods section to specify the unit of analysis. Code all units of analysis that were studied. If the study asked human respondents, indicate "subjects". For text, visuals, and audio, select first if it is a text or image, second, what kind of text/image it is (will pop up once you select the category).

Whenever respondents/participants are part of the study, always code subjects.

If the article analyzed journal articles, select TEXT, and type "journal articles" in the text entry box.

If the article is analyzing social media, pay attention to which specific component the research is looking at (visuals, texts). For Tweets, select TEXT, for photos posted on Instagram, select VISUAL, and for both, select both TEXT and VISUAL.

Example: –

Answer Options:

Literature
Corporate Communication
Advertisements
News
Social Media

Other (open)

EV_01	Prescriptive

Filter: –

Units of Analysis: Discussion & Conclusion

Wording: Is the perspective of the article's outlook on AI prescriptive? (yes/no)

Instructions:

Please code whether the article's approach on AI is about how something will be (prescriptive). For this, exclude limitations and future research paragraphs.

Example:

"the findings of the present study suggest that media frames for AI will help bolster public acceptance of it—or, alternatively, fuel greater opposition to it"

Answer Options:

yes
no

EV_01_TEXT	Prescriptive (Open)

Filter: IF EV_01=yes

Units of Analysis: Discussion & Conclusion

Wording: Copy-paste the sentence(s) where you found the prescriptive statement(s). (Open)

Instructions:

For this, exclude limitations and future research paragraphs.

Example:

"*the findings of the present study suggest that media frames for AI will help bolster public acceptance of it—or, alternatively, fuel greater opposition to it*"

Answer Options:

Open

EV_02	Normative

Filter: –

Units of Analysis: Discussion & Conclusion

Wording: Is the perspective of the article's outlook on AI normative? (yes/no)

Instructions:

Please code whether the article's approach on AI is about how something should be/whether something is positive/negative (normative).

For this, exclude limitations and future research paragraphs. Normativity includes one (or two) of two perspectives: explicit evaluations of a present condition (if something is positive/good or negative/bad) or descriptions of desirable conditions (how something should be).

Only code normative if an explicit normative claim is made. Normative claim: A normative claim is a concrete expectation of something, or the concrete evaluation of something. Thus, a normative claim is present either in case of the evaluation of something as positive or negative or when an expectation of a certain action is formulated as a demand. Normative claims often contain the following words/formulations: "should", "it is advisable", "it would be good/better".

Do not read between the lines!

Example 1: (expectation)

"Firms should be responsible not only for the value-laden-ness of an algorithm but also for designing who-does-what within the algorithmic decision. As such, firms developing algorithms are accountable for designing how large a role individual will be permitted to take in the subsequent algorithmic decision."

Example 2: (evaluation)

"Outlets have largely done a good job at showing both the potential benefits and dangers of AI."

Answer Options:

yes
no

EV_02_TEXT	Normative (Open)

Filter: IF EV_02=yes

Units of Analysis: Discussion & Conclusion

Wording: Copy-paste the sentence(s) where you found the prescriptive statement(s). (Open)

Instructions:

Please code whether the article's approach on AI is about how something should be/whether something is positive/negative (normative).

For this, exclude limitations and future research paragraphs. Normativity includes one (or two) of two perspectives: explicit evaluations of a present condition (if something is positive/good or negative/bad) or descriptions of desirable conditions (how something should be).

Only code normative if an explicit normative claim is made. Normative claim: A normative claim is a concrete expectation of something, or the concrete evaluation of something. Thus, a normative claim is present either in case of the evaluation of something as positive or negative or when an expectation of a certain action is formulated as a demand. Normative claims often contain the following words/formulations: "should", "it is advisable", "it would be good/better".

Do not read between the lines!

Example 1: (expectation)

"Firms should be responsible not only for the value-laden-ness of an algorithm but also for designing who-does-what within the algorithmic decision. As such, firms developing algorithms are accountable for designing how large a role individual will be permitted to take in the subsequent algorithmic decision."

Example 2: (evaluation)

"Outlets have largely done a good job at showing both the potential benefits and dangers of AI."

Answer Options:

Open

3. Intercoder Reliability Test

After the construction of the codebook, we carried out four rounds of intercoder reliability checks between two coders which each resulted in adjustments of the codebook. The final round of pretesting resulted in acceptable reliability scores. Reliability was calculated through Cohen's Kappa and percentage agreement as described in the article, for the variables:

- FV_04 (University Affiliation of First Author)
- FV_05 (Institutional Affiliation of First Author)
- FV_06 (Country Affiliation of First Author)
- FV_07 (Field of Communication Research)
- CO_01 (Type of AI)
- CO_02 (Definition of the Type of AI)
- CO_03 (Definition of AI)
- EC_01 (Method)
- EC_02 (Qualitative Analysis/Study)
- EC_03 (Quantitative Analysis/Study)
- EC_04 (Unit of Analysis)
- EC_05 (Unit of Analysis Specific: Text)
- EV_01 (Prescriptive)
- EV_02 (Normative)

The detailed coding process for the analysis of the results is documented in the jupyter notebook file "Intercoder-Reliability.ipynb" on OSF, as is the according dataset. Reliability was not computed for the open field variables. In the few instances they were used, however, the open field coding of the final pretest round showed very good agreement.

As documented in the appendix as well, the following reliability scores were achieved:

Table A1. *Inter-Coder-Reliability Cohen's Kappa*

Variable	Variable Name	%-Agreement	Cohen's Kappa
FV_04	University Affiliation of 1st Author	100	1
FV_05	Institutional Affiliation of 1st Author	80	0,736
FV_06	Country Affiliation of 1st Author	80	0,884
FV_07	Field of Communication Research	80	0,773
CO_01	Type of AI	60	0,5
CO_02	Definition of the Type of AI	100	1
CO_03	Definition of AI	100	1
EC_01	Method	100	1
EC_02	Qualitative Analysis/Study	100	1
EC_03	Quantitative Analysis/Study	100	1
EC_04	Unit of Analysis	100	1
EC_05	Unit of Analysis Specific: Text	100	1
EV_01	Prescriptive	80	0,615
EV_02	Normative	60	0

5. Recoding and Data Cleaning

The python file Data_Cleaning_AI.ipynb shows our data cleaning and preparation steps in detail. In the following pages we outline the recoding steps taken.

Table S2. *Recoding of Institutional Affiliation/Department Open Answers*

Original Open Code	Recoded Category
Foreign Language Department	Linguistics
Department of Engineering and Architecture	Architecture
Department of Public Policy and Public Affair	Political Science
Computer Science and Engineering	Informatics
Rashid Tahir Cyber Security and Forensic Computing Department	Informatics
School of Engineering & College of Humanities	Humanities
Human-Computer Interaction Institute	Informatics
Yazhou Zhang Software Engineering College	Informatics
Artificial Intelligence Laboratory	Informatics
Law school	Law
Department of Government	Political Science
Engineering for Innovation	Engineering
Cognitive Science Department	Neuroscience
Environmental Health Effects Laboratory, Naval Medical Research Unit Dayton	Medicine
Stockholm School of Economics Institute for Research	Business/Management
Department of Neurosciences	Neuroscience
UCL Knowledge Lab	Education
Department of Human-AI Interaction	Informatics
Department of Public Relations	Communication
School of Architecture and Built Environment	Architecture
Department of Humanities & Social Sciences	Humanities

Table S3. *Recoding of Field of Communication Research Open Answers*

Original Open Code	Recoded Category
Public attitudes	Political Communication
Machine-Generated Artworks	Entertainment Communication
AI human interaction, Education, environment communication, interaction between humans and arbtificial intelligence (AI), Human-AI interaction, Cognitive Science, Computational Linguistics (CL), urban study, public services, public communication	Don't Know

Table S4. *Recoding Qualitative Methods*

Original	Replacement
Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.)	Qualitative content analysis
Other, specify	Other
Discourse analysis (incl. critical discourse analysis),Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.)	Discourse analysis (incl. critical discourse analysis),Qualitative content analysis
Discourse analysis (incl. critical discourse analysis),Other, specify:	Discourse analysis (incl. critical discourse analysis),Other
Interviews,Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.),Other, specify:	Interviews,Qualitative content analysis,Other
Interviews,Other, specify:	Interviews,Other
Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.),Other, specify:	Qualitative content analysis,Other
Discourse analysis (incl. critical discourse analysis),Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.),Other, specify:	Discourse analysis (incl. critical discourse analysis),Qualitative content analysis,Other
Interviews,Qualitative content analysis (including qualitiatvie framing analyis, document analysis, thematic analysis, etc.)	Interviews,Qualitative content analysis

Given the scarcity of cases for audio, video and social media content as unit of analysis, we recoded the Unit of Analysis as follows:

Table S5. *Recoding Unit of Analysis*

Original	Replacement
Subjects	Subjects
Text, Image/video = visual, Audio	Communication Content
Text, AND/OR Image/video = visual, AND/OR Audio, AND Subjects	Subjects & Communication Content

6. Descriptive Results

The python file Data_Analysis_AI.ipynb shows our data analysis steps taken in detail. From it, it can be inferred, how the results were reached and how the visualisations and tables were built. In the following pages we present descriptive results for all variables.

Table S6. *Descriptive Results: Journal*

FV_01: Journal	Number of Cases
Computers in Human Behavior	7
Communication Studies	7
Journal of Computer-Mediated Communication	5
Proceedings of ACM Human-Computer Interaction	5
Convergence: The Journal of Research into New Media Technologies	4
Communication & Society	3
International Journal of Human-Computer Interaction	3
Telematics & Informatics	3
Journal of Broadcasting & Electronic Media	3
European Journal of Marketing	2
International Journal of Information Management	2
International Journal of Human-Computer Studies	2
CHI '22: CHI Conference on Human Factors in Computing Systems	2

Table S7. *Descriptive Results: Year*

FV_02: Year	Number of Cases
2008	2
2009	0
2010	0
2011	0
2012	1
2013	2
2014	0
2015	0
2016	1
2017	6
2018	6
2019	16
2020	35
2021	57
2022	72

Table S8. *Descriptive Results: Special Issue*

FV_03: Special Issue	Number of Cases
Yes	9
No	131
Not applicable	58

Table S9. *Descriptive Results: University Affiliation of 1st Author*

FV_04: University	Number of Cases
University of Amsterdam	3
Nanyang Technological University	3
Zayed University	3
University of Zurich	3
North Carolina State University	3
University of Oxford	3
University of London	3
University of Florida	2
Sungkyunkwan University	2
University of South Carolina	2
University of Delaware	2
Cornell University	2
Shanghai Jiao Tong University	2
University of Tsukuba	2

Table S10. *Descriptive Results: Institutional Affiliation of 1st Author*

FV_05: Institutional Affiliation	Number of Cases
Communication	55
Informatics	40
Business/Management	24
Journalism	12
Political Science	4
Sociology	4
Architecture	3
Data Science	3
Psychology	3
Law	2
Linguistics	2
Neuroscience	2
Humanities	1
Philisophy	1
Don't know	34

Table S11. *Descriptive Results: Country of 1st Author*

FV_06: Country	Number of Cases
United States of America	67
China	20
United Kingdom of Great Britain and Northern Ireland	13
Germany	9
South Korea	8
Switzerland	7
Spain	7
Australia	7
Netherlands	6
Italy	5
Singapore	5
United Arab Emirates	4
Canada	3
India	3
France	3
Sweden	3
Japan	3
Greece	2
Poland	2
Norway	2

Table S12. *Descriptive Results: Field of Communication Research*

FV_07: Field of Communication Research	Number of Cases
Entertainment Communication	63
Journalism	47
Corporate Communication (incl. PR, Marketing, Branding)	33
Science Communication	10
Political Communication	9
Gender & Sex Studies	4
Health Communication	3
Organisational Communication (internal)	2
Methods	2
Children, Youth, Family Communication	2
Intercultural Communication	1
Don't know	16

Table S13. *Descriptive Results: Type of AI*

CO_01: Type of AI	Number of Cases
AI Generally	73
AI as Communicator	54
Generative AI	42
AI as Method	29

Table S14. *Descriptive Results: Type of AI defined*

CO_02: Was the type of AI defined?	Number of Cases
Yes	40
No	158

Table S15. *Descriptive Results: Method*

EC_01: Method	Number of Cases
Quantitative analysis/study	138
Qualitative analysis/study	48
Mixed methods	12

Table S16. *Descriptive Results: Qualitative Methods*

EC_02: Qualitative Methods	Number of Cases
Interviews	23
Discourse Analysis	14
Qualitative Content Analysis	10
Discourse Analysis & Qualitative Content Analysis	4
Discourse Analysis & Other	1
Interviews & Qualitative Content Analysis & Other	1
Interviews & Other	1
Discourse Analysis & Qualitative Content Analysis & Other	1
Qualitative Content Analysis & Other	1
Interviews & Qualitative Content Analysis	1
Other	4

Table S17. *Descriptive Results: Quantitative Methods*

EC_03: Quantitative Methods	Number of Cases
Experiments	60
Surveys	34
Automated Content Analysis	18
Manual Content Analysis & Automated Content Analysis	5
Manual Content Analysis	5
Automated Content Analysis & Other	3
Network Analysis	2
Surveys & Network Analysis & Other	1
Manual Content Analysis & Surveys	1
Surveys & Other	1
Manual Content Analysis & Automated Content Analysis & Other	1
Surveys & Experiments	1
Experiments & Other	1
Manual Content Analysis & Automated Content Analysis & Surveys	1
Automated Content Analysis & Manual Content Analysis & Network Analysis	1
Manual Content Analysis & Automated Content Analysis & Network Analysis	1
Automated Content Analysis & Manual Content Analysis	1
Other	14

Table S18. *Descriptive Results: Unit of Analysis*

EC_04: Unit of Analysis	Number of Cases
Subjects	113
Communication Content	79
Subjects & Communication Content	6

Table S19. *Descriptive Results: Prescriptions*

EV_01: Prescriptions	Number of Cases
Yes	60
No	138

Table S20. *Descriptive Results: Normativity*

EV_01: Normativity	Number of Cases
Yes	72
No	126

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