EDITORIAL

About a year ago, ChatGPT was released into the public domain and took the world by storm, causing a variety of responses ranging from alarming scenarios of artificial intelligence (AI) posing an existential threat to humanity to more optimistic views that it opens immense new possibilities for advancement in various fields including healthcare and education.

So, what is ChatGPT? It is an intelligent chatbot, trained on extensive data sets, which is able to understand user requests and provide a detailed response in nearly natural human language (Lund & Wang, 2023, Wu et al., 2023). Although AI has been a part of our lives for many years, it is ChatGPT's (and other similar applications) prowess in the domains previously associated exclusively with human pursuits, such as creating texts, stories, poetry, visuals, video, music, and other activities related to developing new and creative ideas that lead to ChatGPT's instant popularity. It acquired 1 million users just five days after its launch in November 2022 and reached 100 million users by February 2023 (Milamo 2023). In academia, the capabilities of ChatGPT have opened a debate on the impact of generative AI on teaching and learning, research and academic publishing. These discussions are open-ended and ongoing simply because generative AI is still in its relatively early stages of development, it has yet to be universally adopted, and the long-term effects of generative AI on society are yet to be seen.

In this issue, **Burget and Senekal** join the debate on the effects of generative AI by studying the suitability of ChatGPT as a source of information in a South African context. Their investigation of ChatGPT's responses in terms of truthfulness, bias and sentiment analysis led to a conclusion that users should be aware of possible inaccuracies, falsehoods and biases in ChatGPT responses.

Bezuidenhout and Koppers investigate corporate social responsibility CSR communication in 10 South African organisations and posit that CSR communication should contribute to both business sustainability and the empowerment of society for societal sustainability.

Simon highlights the paucity of research guiding public relations (PR) practitioners in multicultural crisis communication in Botswana. He proposes a crisis communication model incorporating Facebook and a traditional *kgotla* system that could be adopted by national and multinational organisations operating in Botswana.

Van der Schyff focuses on a disturbing phenomenon of "queercide" in a South African society by studying technical frames used in online news reporting of four cases of murder of lesbians.

Kwode and Selekane researched journalists' perspectives on fake news in Ghana. They attribute the high rate of fake news to the availability of social media platforms, AI, economic and political motives, as well as the limited media literacy in society. They further highlight the need for Ghanaian journalists to introduce stringent and sophisticated methods for identifying fake news.

Through the systematic analysis of articles published in three South African communication journals, **Sutton** assesses the trajectory of internal communication research in South Africa over the past 21 years and suggests future research directions.

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