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Attention on ChatGPT research in Sri Lankan media

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ChatGPT has gained significant attention in Sri Lanka over the past few months. However, there is a lack of understanding of which types of publications are more likely to mention research on ChatGPT.By understanding which types of publications are more likely to give attention to trending topics, researchers can better understand the dynamics of attraction to their work. It also offers insights into media behavior and biases.To analyze which Sri Lankan media frequently mentioned ChatGPT, Altmetric Attention Scores (altmetric.com) were used. A search on the Altmetric explorer was conducted on 14 August 2023. Mentions were categorized into articles and news mentioned in social media, and articles and news mentioned in news stories. Descriptive analysiswas applied to these categories for comparison. Accordingly, from among all social media, only 'Twitter' (now 'X') was mentioning ChatGPT news and research within the Sri Lankan context. Other social media such as Facebook and LinkedIn have no mentions. Although ChatGPT and related research have gained significant attention in Sri Lanka's media, the outlet "nation.lk" is noticeable. This indicates a high level of interest in AI and machine learning technologies in the country. On the contrary, the number of outlets interested in the topic is very low. Average scores forarticles mentioned in Tweets and news stories were 2505.45 and 1787 respectively.News stories about ChatGPT that are in a 'News' format have the lowest average score (446.4).It reveals that the highest Altmetric Scores are with articles shared on Twitter. Articles mentioned in news stories also gain a high score. On the contrary, news stories in a 'News' format have lower scores. This concludes that research on trending topics is highly mentioned on Twitter, followed by research discussed in news stories. However, news on these topics is not attractive as such. Therefore, media and researchers may focus on promoting research articles via social media to maximize reach and impact.The low average score for news stories in the 'News' format suggests a need for re-evaluation. Tweeting snippets or highlights from the articles that are covered in news stories may boost overall attention.

Keywords: altmetrics,ChatGPT, Sri Lanka, news, social media