
LECTORI SALUTEM

The editorial board welcomes the readers of the No. 3 issue of 2025!

This issue presents a diverse collection of studies focusing on the intersection of human behavior, society, and evolving digital technologies, ranging from artificial intelligence in education and journalism to crisis communication and digital entertainment.

In the first paper, Kanczné Nagy, Manojlovic, and Tóth examine the attitudes of university-level engineering students toward new technology and their relationships with AI. Using the Technology Readiness Index 2.0 and a specific AI measurement tool, the authors found that while students are generally open to AI, their attitudes differ according to their engineering specialization and digital competencies. The results suggest a need for targeted educational and communication strategies that consider students' varying degrees of receptiveness to technology.

Liu et al. investigate how journalism students from diverse Chinese universities perceive the role of artificial intelligence and algorithms in journalism education. The findings reveal a predominant narrative of a hybrid system, whereby students envision collaboration rather than competition between journalists and intelligent technologies. The authors highlight the “viral-valid fallacy”—the distinction between content virality and information validity—and underscore the need for ethically grounded, interdisciplinary media education.

Kállai examines the significance of the early warning system in the information society and the revision of information literacy during natural disaster operations. The study clarifies the consequences of the resilience deficit that affects communities, often caused by distrust stemming from a lack of accurate information. The paper argues that developing information literacy and the ability to detect, monitor, and forecast hazards are essential for effective early warning systems.

Pamirzad and Chen unpack the effects of user anonymity and user popularity on the intensity and diffusion of hate speech on Twitter (X) in Afghanistan. Using a corpus of comments in Persian and Pashtu, the authors determined that anonymity showed positive relationships with the intensity and diffusion of hate speech, whereas user popularity was negatively associated with these factors. Social network analysis further revealed that anonymous accounts served as core nodes in hate speech clusters, suggesting a peer-to-peer pattern of interaction.

Finally, Mello, Ramírez-Correa, and Moura analyze the influence of online game aesthetics on players' loyalty. Based on a quantitative approach involving online game players in Brazil, the study reveals that game aesthetics directly impact variables such as positive image and satisfaction, and indirectly influence avatar identification and players' loyalty.

We wish you a pleasant reading.

