

Artificial intelligence platforms: Will they improve PR and communication roles, or will they take its place?

Student Name: Maryam Al Saeedi

Student ID: M80008611

Date of submission: December 14, 2023

Table of Contents

Abstract	4
CHAPTER I	4
Introduction.....	4
Rationale of the research:	6
Aim of the research:	7
Chapter II.....	9
Literature Review	9
Existing Knowledge from Analytical Literature Reviews and Meta-Analyses	9
Theoretical Framework – Technology Acceptance Model.....	11
Predictions	11
Hypotheses.....	12
Research questions.....	12
Summary:	13
CHAPTER III	14
Method	14
Research approach	14
Research design.....	14
Sampling method	14
Data collection.....	15
Measurement of concepts.....	15
Data analysis.....	15

CHAPTER IV	17
Results	17
Descriptive analysis:	17
Correlation and regression analysis:.....	19
Interpretation of open-ended questions:	22
CHAPTER V	25
Discussion	25
Study Goals and Major Findings:	25
Extended Meaning of Findings:	25
Extended Comparison to Other Studies and Importance:	26
Limitations and Suggestions for Future Research:	27
Practical Implications:	28
CHAPTER VI	Error! Bookmark not defined.
Conclusion	Error! Bookmark not defined.
Appendix.....	35

Abstract

Artificial intelligence (AI) integration into PR and communication jobs is complex. More and more AI tools are used to speed up communication, analyze massive amounts of information, and create content, including chatbots, machine learning, and natural language processing (Brandtzaeg & Følstad, 2017). This study aims to advance the understanding of AI and communication. Incorporating AI platforms into PR and communication activities has substantially changed the sector's landscape. While current research suggests AI can support these professions, geographical differences and open-ended concerns highlight the need for more research. This extensive literature review has built the foundation for a study project to explore AI's acceptability, impact, and difficulties in PR and communication within the UAE and the Gulf area. The researcher used a methodical, objective, and statistically sound approach in a painstakingly constructed study technique to uncover insightful information about the use of AI platforms in PR and communication jobs in the UAE. The findings of this study indicated that their ease of use notably influences the perceived effectiveness of AI platforms.

Keywords: *Artificial Intelligence, communication, AI tools, public relations.*

CHAPTER I

Introduction

Artificial intelligence (AI) integration into PR and communication jobs is complex. More and more AI tools are used to speed up communication, analyze massive amounts of information, and create content, including chatbots, machine learning, and natural language processing. Chatbots that AI drives are used for customer support and to answer questions on websites and social media (Brandtzaeg & Følstad, 2017). They can respond right away, increasing efficiency and availability round-the-clock. Also, AI-driven data analytics solutions

help businesses get insights from audience participation, public sentiment, and social media trends, enabling them to make data-driven decisions about their communication strategy (Rathore, 2023). Conversely, as AI technologies advance, there are worries regarding the eventual replacement of certain communication functions. There are concerns regarding the future of human involvement in traditional PR duties like press release drafting, data analysis, and even content production because these activities are partially automated (Ali & Abdel-Haq, 2021).

It is critical to measure the influence of AI on PR and communication positions in the UAE to comprehend its relevance (Kurdy et al., 2023). This requires evaluating the rate at which AI technologies are being adopted in the area and figuring out how much AI has impacted work duties and responsibilities. The ubiquity of AI applications in PR and communication and the proportion of professionals who have seen changes in their positions due to AI integration can be learned via statistical data, surveys, and case studies. This research can offer a data-driven view of the present situation in AI in PR and communication in the UAE by measuring the effect. The current study will follow survey based quantitative methodology (Barricelli et al., 2019).

It is critical to comprehend whether the effects of AI on PR and communication responsibilities vary depending on the group. This study component will examine whether some UAE demographics or professionals are more significantly affected by AI-related developments than others. For instance, are certain sectors or businesses more vulnerable to disruption from AI than others? Do younger professionals experience this impact more than older ones? Are there differences in the use and effects of AI technology in PR and communication jobs based on gender or age? Finding these inequalities can help inform policy-

making for fair AI inclusion and illuminate possible obstacles and possibilities for different professional groups.

Rationale of the research

This research topic is timely due to the rapidly expanding nature of AI technologies and their growing importance in public relations and communication. AI technology is developing at a record-breaking rate. Understanding the consequences of these advances for communication positions requires staying current. Businesses in various industries are embracing AI to gain an edge over competitors (Feijóo et al., 2020). To stay ahead in the sector, monitoring this trend as it develops is crucial. Investigating AI's involvement in adaptability is essential, given how the media environment is changing, especially with the emergence of social media. It is critical to capture and assess these trends as soon as they are identified, especially if there is evidence of a significant rise in the usage of AI or discernible changes in PR and communication techniques (Sima et al., 2020).

The ability to adapt to and utilize the potential of AI technology is a special talent in communication. In this part, the study will give an insight at how communication tactics can help handle problems or take advantage of possibilities brought on by AI systems. For instance, communication experts are crucial in creating ethical AI communication rules, guaranteeing openness in interactions powered by AI, and controlling public impressions of AI technology (Robinson, 2020). Additionally, they can use AI capabilities to improve audience targeting, personalization, and engagement, improving communication results (Kreps & Neuhauser, 2013). This study will shed light on the proactive role of communication in determining AI's successful integration into society using survey method.

Even though AI is becoming increasingly prevalent in communication, many questions remain unresolved. The overarching question that connects the effects of AI on PR and communication with the larger area of communication studies will be identified in this section. This question can be, "What can be the influence of PR and communication professionals successfully on changing AI landscape while maintaining moral and human-centered communication practices?" This study will dive into such uncharted waters to offer suggestions and guidelines for future research.

Aim of the research

This study aims to advance the understanding of AI and communication. The study will contribute by thoroughly accounting for any novel communication behaviors or occurrences resulting from AI integration. It will improve the knowledge of these links if the research pinpoints correlations between AI and communication ideas, such as the effect of AI on audience engagement or public perception. The study will contribute by improving theoretical frameworks in the discipline if it applies current communication theories to new people or locales. The results of this study will also be turned into useful prescriptions supported by empirical data, assuring their application and relevance in the fast-changing field of AI-driven communication.

Overall, this study, "Artificial Intelligence Platforms: Enhancing or Replacing PR and Communication Roles," will examine how AI is changing the area of public relations (PR) and communication roles in the UAE. The study will examine how AI affects various positions, measure its effect, look at discrepancies across impacted groups, emphasize how timely the study is, and speak about the need for communication in addressing the possibilities and difficulties associated with AI. This study will also uncover unresolved issues that will function as a starting point for further research, and it has concluded that its primary contributions are

descriptive, relational, or theoretical, offering insight into how AI affects communication practices. The useful advice provided by this study will help professionals, decision-makers, and educators navigate the rapidly changing AI world while upholding moral and human-centered communication standards. So, this research emphasizes how crucial it is to comprehend and utilize AI's potential in PR and communication, ensuring that technology augments rather than substitutes for human responsibilities in these industries. The findings from this study will be a useful resource for stakeholders looking to adapt and succeed in a progressively AI-driven communication environment in the UAE and elsewhere as AI develops.

Chapter II

Literature Review

It has sparked excitement and trepidation in the business to see Artificial Intelligence (AI) incorporated into communication methods and public relations (PR). As AI grows, concerns regarding AI's ability to complement or even replace PR and communication positions are raised. Research questions and hypotheses that will direct future exploration are introduced after a rigorous analysis of current information on the topic.

Existing Knowledge from Analytical Literature Reviews and Meta-Analyses

Much research regarding AI's effects on PR and communication roles is illuminated in great detail by analytical literature reviews and meta-analyses. These thorough studies present a complex picture of the status of knowledge.

A meta-analysis of research investigating the impacts of AI on PR and communication was carried out in one such review by Xie et al. (2022). According to their findings, AI systems have significantly increased the efficiency and efficacy of PR initiatives. In correspondence to this Ahmad et al. (2020) argued that AI tools like chatbots and sentiment analysis have given PR practitioners access to data-driven knowledge and automation capabilities. However, Carter et al. (2020) argued that AI's implementation should be carefully directed by human knowledge to ensure moral and strategic communication. In contrast, Chan and Tsi (2023) highlights a discrepancy in the literature. Although AI helps with some areas of PR and communication, it cannot completely replace the crucial human touch. AI might not be able to replace the interpersonal skills, creativity, and strategic planning that public relations workers bring to their work. These contrasting viewpoints highlight the necessity of a well-rounded strategy for integrating AI (Smith, 2020).

Examining research findings from the UAE and the Gulf area offers regional perspectives on how AI affects PR and communication in this particular setting. Jaljeli et al. (2022) looked at the use of AI-powered chatbots in UAE PR efforts. Their results are consistent with the body of research, which confirms that AI systems increase customer participation and response rates. The value of AI in PR is highlighted in a location where digital means of communication are frequently used (Borjes et al., 2021).

In contrast, research by Saadudeen et al. (2022) investigated how Qatari PR professionals felt about AI's place in their industry. The survey found that although there was interest in AI, there was also continued anxiety about possible job loss. The distinction between these results and those from other areas emphasizes how differently AI is seen in the Gulf setting. It calls into question the geographical variables affecting the use of AI in PR and communication.

The importance of AI in changing the PR and communication environment was recently covered in an article in the Khaleej Times. The article clarified the revolutionary changes AI has wrought in various industries and any prospective repercussions for specialists in the UAE and the Gulf. The article highlighted significant advances in AI technology in PR and communication. One noteworthy feature was how businesses implemented AI-driven chatbots and digital assistants to speed up client interactions and automate common questions. This increased productivity while enabling PR professionals to concentrate on more strategic parts of their business. AI sentiment analysis tools were also cited as useful resources for PR professionals. With the help of these technologies, firms can keep tabs on public opinion and react rapidly to new trends and problems, which promotes more agile and data-driven decision-making. The piece also covered worries that the development of AI can lead to the replacement

of PR specialists. It discussed the necessity of upgrading skills and adjusting to the changing environment to stay competitive (Khaleej Times, 2023).

Theoretical Framework – Technology Acceptance Model

The Technology Acceptance Model (TAM) provides a solid theoretical foundation to direct this study activity. According to TAM, user friendliness and perceived utility are key factors in technology adoption. According to TAM's application to AI platforms in PR and communication, professionals are more inclined to use AI if they see it as a useful tool that improves productivity and if its integration flows naturally with their workflow (Al-Adwan et al., 2023).

Predictions

Individual studies-based predictions provide a nuanced perspective on the effects of AI on PR and communication jobs. Research has provided insightful information about how AI technology affects various professions. In the first place, independent studies frequently forecast that AI platforms would significantly enhance PR and communication jobs (Jiang et al., 2020). Efficiency, data-driven choices, and consumer engagement are just a few of the many topics covered by these improvements. For instance, AI-powered technologies for sentiment analysis have shown they can analyze enormous volumes of data quickly, giving PR professionals access to real-time insights on public sentiment and enabling them to adjust their communication strategy as necessary (Panda et al., 2019).

Additionally, AI-powered chatbots and artificially intelligent assistants are anticipated to change client relations by providing quick replies and individualized experiences (Margaret et al., 2023). This should boost client satisfaction levels and the effectiveness of handling enquiries, freeing PR specialists to concentrate on more strategic and creative facets of their

jobs (Dwikat et al., 2022). Despite these encouraging projections, certain research also points to potential drawbacks. Recurrent themes include worries about job displacement and the necessity for skill upgrades to successfully use AI tools in PR and communication activities. As a result, even if certain positions are predicted to be enhanced by AI, professionals still need to adapt and develop the essential abilities to utilize AI fully (Wiljer & Hakim, 2019).

Hypotheses

H1: When AI platforms are viewed as important tools for enhancing job efficiency and effectiveness, PR and communication professionals in the Gulf and the United Arab Emirates will be more likely to utilize them.

H2: Simplicity of use will largely influence the acceptability and adoption of AI platforms by communication professionals and PR.

Research questions

Numerous issues remain unresolved despite substantial studies on AI in PR and communication.

RQ1: Which AI technologies and apps will most benefit PR and communication professionals in improving their work?

RQ2: What influences the acceptability and implementation of AI systems in PR and communication positions within the UAE and the Gulf area regarding cultural and contextual factors?

RQ3: How much do PR professionals in the area think AI will take over their jobs, and how does this perspective affect their motivation and work satisfaction?

RQ4: What moral issues surround the application of AI to PR and communication, and how are they handled in the Gulf region?

Summary

In conclusion, incorporating AI platforms into PR and communication activities has brought a substantial change in the sector's landscape. While current research suggests AI can support these professions, geographical differences and open-ended concerns highlight the need for more research. This extensive literature review has built the foundation for a study project to explore the acceptability, impact, and difficulties of AI in PR and communication within the UAE and the Gulf area. The research is subjected to create a comprehensive knowledge of the changing PR and communication scene in the age of AI by addressing the gaps in the empirical literature and providing useful information for professionals and academics.

CHAPTER III

Method

The methodological approach that guides the research into the transformational potential of AI platforms within the field of public relations (PR) and communication roles in the UAE is described in this part. The research will use a systematic quantitative methodology and rely on primary data collecting to glean insights that successfully fulfil the research goals.

Research approach

This study's quantitative research methodology focuses on quantitative research design and statistical analysis. This approach makes it possible to conduct systematic and impartial research, which makes it perfect for accurately determining how AI platforms influence PR and communication jobs. The researcher will thoroughly evaluate AI's impact in various fields using quantitative data and statistical techniques. This strategy maintains the study's objectivity and enables drawing conclusions about AI's revolutionary influence on roles in public relations and communication that are supported by data.

Research design

A cross-sectional survey was used for this investigation. Data will be gathered at a particular moment in time to offer a picture of the present status of AI adoption and its impact on PR and communication positions in the UAE. This architecture makes it possible to examine the connections and patterns between variables without needing much time for data collection.

Sampling method

The research sample comprised professionals actively involved in PR and communication jobs inside the UAE. A purposive sampling approach has been used to guarantee that respondents have the necessary knowledge and experience in the subject.

Convenience sampling made the participation easier for people from various backgrounds. The target sample size of more than 60 was chosen following accepted statistical standards (VanVoorhis & Morgan, 2007) to ensure that the results are both statistically significant and representative.

Data collection

A structured online survey used to gather data via a Google Forms link. Online questionnaires provide a structured and effective way to collect quantitative data from participants in a geographically scattered region like the UAE. The survey instrument constructed to extract information on the use of AI platforms, their effect on PR and communication roles, skill development, and adaptability.

Measurement of concepts

Concepts generated from the literature assessment was operationalized into specific and quantifiable dimensions for the survey. A combination of survey questions and objects symbolized each notion. These inquiries are made to successfully capture the numerous aspects of how AI platforms affect PR and communication responsibilities. In cases where it is appropriate, the researcher adapted well-established scales from earlier studies to ensure the validity and reliability of the survey instrument. A pilot testing phase have been also carried out to improve the language and format of the survey. The ability of the instrument to correctly capture the required structures is confirmed by pilot testing.

Survey questions are presented in Appendix A.

Data analysis

The survey's data subjected to a thorough statistical analysis utilizing specialist software called SPSS. Descriptive statistics like means, standard deviations, and frequencies

will be used to summarize and describe the data. Inferential statistical methods will be used to analyze relationships and evaluate hypotheses, such as regression analysis and correlation analysis. $P < 0.05$ will be used as the significant level for statistical testing.

The researcher will use a methodical, objective, and statistically sound approach in a painstakingly constructed study technique to uncover insightful information about the use of AI platforms in PR and communication jobs in the UAE. This methodological framework guarantees the accuracy and validity of the results, allowing the researcher to reach fact-based conclusions that add to the body of current knowledge.

CHAPTER IV

Results

Descriptive analysis:

Table no: 01

Variable	Mean	SD	Min	Max	N	%
Gender					64	
Male						17.19%
Female						82.21%
Age					64	
17-24						41.18%
25-34						52.94%
35-44						5.88%
45-54						0.0%
Position					64	
Public						26.56%
Relations						
Specialist						32.81%
Communication						
Specialist						28.13%
Marketing						
Specialist						
Team Leader						3.13%
Student						

Administration	6.25%
Executive	3.13%
Experience	64

A survey was conducted among a sample of 64 professionals working in the field of public relations and communication, with the aim of evaluating their perspectives regarding the utilization of artificial intelligence platforms. The gender categories of the questionnaire yielded noteworthy findings, which reveals a substantial disparity in gender representation. Specifically, a higher proportion of female participants (82.21%) was seen in comparison to their male counterparts (17.19%).

The participants' varied professions within their respective fields demonstrated a broad range of duties related to their careers. Public relations specialists made up a sizable portion of the poll participants, indicating a sizable presence of people involved in media and external interactions. It was noteworthy that Communication Specialists were present, signifying the involvement of people with diverse communication duties, maybe involving internal and efficient communication components. The presence of Marketing Specialists was observed as a noteworthy cohort, indicating the necessity of including people who specialize in communication techniques that are oriented towards the market.

Furthermore, the survey encompassed a limited proportion of individuals occupying managerial roles, such as Team Leaders, hence suggesting the inclusion of professionals who possess supervisory or leadership duties. The incorporation of students in the poll yielded valuable insights from those actively pursuing studies in these subjects, potentially offering a

glimpse into future trends and viewpoints. The participant pool included individuals in administrative executive positions, indicating the inclusion of individuals involved in organizational and support tasks within the domains of public relations and media.

In brief, the survey effectively encompassed a diverse array of viewpoints from various professional tiers and positions within the realms of public relations and communication. The overrepresentation of female participants in these disciplines indicates a gender-related dynamic that could potentially impact the collective perspective on AI systems. The gender distribution and range of professional positions held by the participants offer a comprehensive perspective on the present perspectives and probable future patterns in the adoption and usage of artificial intelligence platforms in the field of public relations and communication.

Correlation and regression analysis:

Table no: 02 Correlation analysis

		AIPlatformPerception	EaseOfUse	AdoptionUsage
AIPlatformPerception	Pearson Correlation	1	.549**	-.03
	Sig. (2-tailed)		.001	.83
	N	64	64	64
EaseOfUse	Pearson Correlation	.549**	1	-.11
	Sig. (2-tailed)	.001		.50
	N	64	64	64
AdoptionUsage	Pearson Correlation	-.03	-.11	1
	Sig. (2-tailed)	.83	.50	
	N	64	64	64

***.* Correlation is significant at the 0.01 level (2-tailed).

The study found a strong positive relationship between the perception of the AI platform and its ease of use ($r = .549$, $p = .001$), because the p value is $.001$. This finding suggests that there is a positive relationship between the perceived effectiveness of AI systems and the perceived ease of usage. The present discovery aligns with the initial hypothesis (H1), indicating that a favourable opinion of AI platforms is linked to an increased probability of their usage. The relationship between AI Platform Perception and Adoption Usage does not exhibit statistical significance ($r = -.03$, $p = .83$). This finding suggests that there is no substantial relationship between individuals' impression of AI platforms and their actual adoption and usage. This discovery holds significance in comprehending the interplay between perception and practical utilisation of AI platforms. The relationship between Ease of Use and Adoption Usage does not exhibit statistical significance ($r = -.11$, $p = .50$). This implies that there is no substantial direct relationship between the user-friendliness of AI platforms and their level of acceptance and utilisation.

Table no: 03 Regression analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549 ^a	.302	.257	1.20495

a. Predictors: (Constant), AdoptionUsage, EaseOfUse

Table no: 04 Regression analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.46	2	9.73	6.70	.004 ^b
	Residual	45.00	31	1.45		
	Total	64.47	33			

a. Dependent Variable: AIPlatformPerception

b. Predictors: (Constant), AdoptionUsage, EaseOfUse

Table no: 05 Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.888	.983		.903	.373
	EaseOfUse	.679	.186	.552	3.653	.001
	AdoptionUsage	.080	.445	.027	.179	.859

a. Dependent Variable: AIPlatformPerception

The regression model utilised Ease of Use and Adoption Usage as variables to explain the AI Platform Perception, accounting for 30.2% of the variance (R Square = .302). The adjusted R Square value of 0.257 suggests that approximately 25.7% of the variability in AI Platform Perception can be accounted for by the predictors included in the model, after adjusting for the number of predictors. The analysis of variance (ANOVA) results demonstrate that the regression model exhibits statistical significance ($F(2, 31) = 6.702$, $p = .004$). This implies that the model demonstrates a substantial ability to forecast AI Platform Perception.

In the proposed model, it is seen that Ease of Use serves as a substantial predictor of AI Platform Perception ($B=.679$, $p=.001$). The positive coefficient suggests that greater ratings of ease of use are linked to more favourable perceptions of AI platforms. However, the usage of adoption is not found to be a statistically significant predictor ($B=.080$, $p=.859$). This suggests that the perception of AI platforms is not considerably influenced by the degree to which they are accepted and utilised.

The findings of this study indicate that the perceived effectiveness of AI platforms is notably influenced by their ease of use. Nevertheless, the impression of these platforms is not considerably influenced by their actual uptake and usage. This finding is consistent with the initial hypothesis, suggesting that the ease of use of AI platforms has a significant role in the adoption of such platforms among professionals in the fields of public relations and communication. The second hypothesis, which pertains to the impact of usability on acceptance and adoption, is partially corroborated. Although ease of use has a good effect on perceptions, it does not directly result in increased rates of adoption and usage.

Interpretation of open-ended questions:

RQ1: Which AI technologies and apps will most benefit PR and communication professionals in improving their work?

Public relations and communication professionals' AI system experiences are diverse and mostly beneficial. Large numbers of participants say AI has been beneficial, especially in improving efficiency. AI is known for efficiency in complex activities that would take days to complete. AI is used to automate media monitoring, data reporting, and staff FAQs, according to many comments. Artificial intelligence has been used to generate and edit content, develop and polish written material, and rephrase text to match a style or tone. It helps organise and

provide points for content dissemination. Some stress the significance of AI in improving creativity, while others emphasise the importance of human involvement in delivering high-quality PR tasks. In corporate analytics, AI can improve data management by improving contact information management and measurable indicators. Feedback includes observations about AI's user-friendliness and efficiency, with some saying AI systems are fast and well-structured, optimising their initial tasks. Several responses show little AI system use. In other cases, AI is rejected or unfamiliar. Phrases like "great" and "easy and helpful" indicate satisfaction with artificial intelligence and positive encounters. According to the remarks, AI users appreciate its convenience and benefits. AI's limits and the need for human experience and quality assurance in PR and communication must be acknowledged.

RQ3: How much do PR professionals in the area think AI will take over their jobs, and how does this perspective affect their motivation and work satisfaction?

Industry professionals cite several reasons for PR and communication professionals' reluctance to adopt AI systems. Some respond "N/A" to the question of whether AI is important or necessary for their jobs. Many respondents felt hampered by their unfamiliarity with AI tool deployment, suggesting a need for greater training in this area. Financial restrictions further hinder AI adoption, as the price of adopting such technology may be exorbitant, especially for smaller organisations or those with an unclear Return of Investment (ROI). Some professionals may not have had the chance to use AI due to a lack of accessibility or promotion in their workplace. Current AI capabilities cannot handle PR's complicated content generation. AI cannot imitate the intricate nature of writing messages, translating languages, and creating tactics, according to professionals. Infrastructural and credibility issues reinforce this view; some organisations have yet to adopt AI, and AI-generated material is questioned. AI integration is also a commercial decision, influenced by infrastructure, data, and business

needs. Finally, AI may never fully replace the particular human abilities needed in public relations, which raises concerns about job loss.

While a portion of the participants refrain from providing comments or consider the subject matter irrelevant, there are some that recognise AI as a remarkable advancement in technology. The potential of AI to surpass competitors by reducing time and effort, as well as its superior accuracy compared to human work, is well acknowledged. However, it is important to note that human verification remains crucial in this context. There is a prevailing opinion that AI is well-suited for performing menial duties and has the potential to improve efficiency. However, it is widely believed that AI should not supplant the strategic and planning aspects that form the fundamental components of the profession. The significance of interpersonal communication is underscored, particularly in a domain that prioritises the skills of negotiation, amicability, and inclusivity. Certain participants perceive AI as a potent instrument that necessitates a harmonious integration with human expertise. These individuals emphasise that although AI has the capability to streamline various jobs, it currently lacks the ability to generate distinct outcomes and hence necessitates human supervision. The emergence of concerns pertaining to the authenticity, ethics, and bias associated with AI technology underscores the need for meticulous oversight and management, despite its potential to enhance efficiency and effectiveness. The viewpoint of AI as a developing technology, which is not yet completely dependable for information analysis, is acknowledged, albeit its usefulness as a supportive tool for tasks such as paraphrasing or grammatical verification is acknowledged. Finally, it is noted that AI is in harmony with the sensibilities of more recent generations, suggesting a shift in the acceptance and understanding of AI within the industry based on generational factors.

CHAPTER V

Discussion

The purpose of this chapter is to clarify the ways in which the study's results were interpreted, focusing on how professionals in the public relations and communication industry understood and utilized AI platforms.

Study Goals and Major Findings

The principal objective of this study was to evaluate the perspectives and utilization of AI platforms among professionals working in the fields of public relations and communication. According to the main findings, there is a notable gender difference, with women making up the vast majority of participants. Additionally, the study revealed a significant positive association between AI platforms' perceived efficacy and their accessibility. Nevertheless, rates of adoption did not rise appreciably in spite of the deployment and use of these technologies.

Extended Meaning of Findings

The gender disparity reported in the poll is a significant topic of discourse. The observed discrepancy may reflect broader patterns observed in the public relations and communication sectors, wherein women may be more prevalent. Alternatively, it could indicate a potential gender bias in the adoption of AI technology within this profession. The present inquiry prompts inquiries concerning the extent of inclusion and diversity within these industries, as well as the potential impact of these characteristics on the reception and adoption of emerging technologies such as artificial intelligence.

Moreover, the discovery made by the study about a robust positive association between the perception of AI platforms and their level of user-friendliness highlights a crucial element of technology adoption. The impact of user-friendliness on professional attitudes towards AI

platforms suggests that the acceptance of these technologies is heavily influenced by their design and interface. The findings indicate that professionals are more inclined to hold a positive perception of AI systems when they believe them to be user-friendly. Nevertheless, the hesitancy to embrace these platforms, despite their perceived efficacy and ease of use, indicates the existence of underlying and intricate obstacles (Benbya et al., 2022). Possible factors contributing to the limited adoption of AI in the field of public relations and communication may encompass a dearth of comprehensive training initiatives designed to adequately equip professionals with the requisite proficiencies to effectively utilize AI. Additionally, financial limitations may render the implementation costs of AI tools prohibitively high, particularly for smaller organizations. Moreover, a fundamental skepticism regarding the capacity of AI to proficiently manage intricate and nuanced tasks commonly encountered in the realm of public relations and communication may also play a role. The hesitancy observed may also stem from apprehensions regarding the influence of AI on employment stability and labor standards, underscoring the necessity for increased discourse and knowledge dissemination regarding the function of AI in enhancing human capacities rather than supplanting them.

Extended Comparison to Other Studies and Importance

The study's findings align with previous scholarly works that emphasize the importance of user experience in the acceptance and utilization of novel technology (Zhou et al., 2021). Numerous studies have established the significance of ease of use as a critical determinant on the acceptability and integration of technology advancements across diverse industries (Borges et al., 2021). Nevertheless, the disparity brought to attention by the relatively low rate of AI implementation, despite its favorable impression, implies the existence of industry-specific obstacles that require resolution. The observed discrepancy between the anticipated positive link between favorable perception and increased adoption rates can be ascribed to distinctive

characteristics intrinsic to the domains of public relations and communication. These industries generally entail intricate human interaction and creative processes that specialists may perceive as beyond the complete replication or augmentation capabilities of AI (Hassani et al., 2021).

The significance of this research is in its elucidation of the disparity between the perceived efficacy and pragmatic implementation of artificial intelligence in the professional domain. The existence of this disparity highlights the need for specific actions aimed at closing this barrier. There is a need for a collaborative endeavor to improve training programs that not only provide professionals with knowledge about the functions of AI, but also showcase its practical advantages and uses in their everyday responsibilities. Promoting a heightened understanding of the capacity of AI to serve as a supplement to human capabilities, rather than a substitute, has the ability to mitigate the prevailing skepticism and opposition towards its use. Furthermore, the resolution of financial and infrastructural obstacles has the potential to foster greater adoption and enhance the efficacy of AI technologies on a broader scale. The aforementioned endeavors are imperative in order to guarantee the complete realization of the prospective advantages offered by AI in various businesses. These advantages encompass heightened efficiency, augmented capacities for data analysis, and enhanced strategic planning (Jarrahi, 2021).

Limitations and Suggestions for Future Research

One of the drawbacks inherent in this study is to its relatively small sample size, which is further compounded by a gender imbalance. Consequently, the findings may not be fully representative of the broader sector. Subsequent investigations may consider employing a sample that is more representative and inclusive in order to corroborate the aforementioned findings. Furthermore, conducting a comprehensive examination of the unique obstacles

hindering the adoption of AI will prove advantageous in formulating more efficient approaches for its implementation.

Practical Implications

The findings of this study indicate that there is a requirement for enhanced training and support mechanisms inside businesses in the UAE in order to allow the successful implementation of AI technology. Promoting the user-friendly attributes of AI platforms and addressing the pragmatic considerations of professionals contribute to broader acceptance and enhanced efficacy of these technologies within the realm of public relations and communication.

CHAPTER VI

Conclusion

The present study included an investigation into the attitudes and utilization of AI platforms among professionals working in the domains of public relations and communication. The results provide valuable insights on the perception and utilization of these new technologies in these specific sectors, contributing to a more nuanced comprehension of the interaction between technological progress and industry norms. The observed participant demographics reveal a notable gender imbalance, characterized by a higher representation of female participants. This trend may potentially reflect larger patterns within the industries under study. The discovery presented in this study prompts significant inquiries regarding the gender dynamics involved in the adoption of technology and the level of inclusion of artificial intelligence within professional domains. The significant disparity between the favorable view of AI platforms and their practical implementation highlights a discernible discrepancy in the uptake of technological advancements. Although AI platforms are widely recognized by professionals for their user-friendly nature and effectiveness, there persists a reluctance to completely incorporate these technologies into their routine work processes.

The hesitancy observed can be ascribed to multiple variables, encompassing inadequate training, financial limitations, and potential mistrust regarding the efficacy of artificial intelligence in managing intricate and delicate responsibilities. The research emphasizes the significance of designing technology that is user-friendly in order to positively impact attitudes towards artificial intelligence. However, it also underscores the necessity of tackling underlying obstacles to the widespread acceptance and implementation of AI.

The findings presented in this study are consistent with the current body of literature on technology adoption, which highlights the significance of user experience. Nevertheless, the distinct obstacles found in this research, specifically the limited acceptance rate despite positive attitudes, indicate the necessity for a more customized strategy towards incorporating technology in these sectors. This encompasses the improvement of training programs, the reduction of financial and infrastructural obstacles, and the cultivation of a more profound comprehension of the potential role of AI in strengthening human talents. In summary, this study provides insights into the essential factors involved in the adoption of AI in the field of public relations and communication. It highlights the importance of developing strategies that effectively tackle the technological and human aspects of integrating AI. The comprehension and resolution of these difficulties are imperative in order to fully harness the potential of AI in augmenting professional practices, as AI continues to advance and assume a progressively prominent position across diverse sectors. The findings derived from this research offer a basis for future investigations and endeavors focused on promoting the efficient and morally sound incorporation of AI technology in professional settings.

References

- Ahmad, K., Qadir, J., Al-Fuqaha, A., Iqbal, W., El-Hassan, A., Benhaddou, D., & Ayyash, M. (2020). Data-driven artificial intelligence in education: A comprehensive review.
- Al-Adwan, A. S., Li, N., Al-Adwan, A., Abbasi, G. A., Albelbisi, N. A., & Habibi, A. (2023). Extending the technology acceptance model (TAM) to Predict University Students' intentions to use metaverse-based learning platforms. *Education and Information Technologies*, 1-33.
- Ali, M., & Abdel-Haq, M. K. (2021). Bibliographical analysis of artificial intelligence learning in Higher Education: is the role of the human educator and educated a thing of the past? In *Fostering Communication and Learning With Underutilized Technologies in Higher Education* (pp. 36-52). IGI Global.
- Barricelli, B. R., Casiraghi, E., & Fogli, D. (2019). A survey on digital twin: Definitions, characteristics, applications, and design implications. *IEEE access*, 7, 167653-167671.
- Benbya, H., Davenport, T. H., & Pachidi, S. (2020). Artificial intelligence in organizations: Current state and future opportunities. *MIS Quarterly Executive*, 19(4).
- Brandtzaeg, P. B., & Følstad, A. (2017). Why people use chatbots. In *Internet Science: 4th International Conference, INSCI 2017, Thessaloniki, Greece, November 22-24, 2017, Proceedings 4* (pp. 377-392). Springer International Publishing.
- Borges, A. F., Laurindo, F. J., Spínola, M. M., Gonçalves, R. F., & Mattos, C. A. (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. *International Journal of Information Management*, 57, 102225.

- Carter, S. M., Rogers, W., Win, K. T., Frazer, H., Richards, B., & Houssami, N. (2020). The ethical, legal and social implications of using artificial intelligence systems in breast cancer care. *The Breast*, 49, 25-32.
- Chan, C. K. Y., & Tsi, L. H. (2023). The AI Revolution in Education: Will AI Replace or Assist Teachers in Higher Education?. arXiv preprint arXiv:2305.01185.
- Dwikat, S. Y., Arshad, D., & Mohd Shariff, M. N. (2022). The influence of systematic strategic planning and strategic business innovation on the sustainable performance of manufacturing SMEs: The case of Palestine. *Sustainability*, 14(20), 13388.
- Feijóo, C., Kwon, Y., Bauer, J. M., Bohlin, E., Howell, B., Jain, R., ... & Xia, J. (2020). Harnessing artificial intelligence (AI) to increase wellbeing for all: The case for a new technology diplomacy. *Telecommunications Policy*, 44(6), 101988.
- Hassani, H., Silva, E. S., Unger, S., TajMazinani, M., & Mac Feely, S. (2020). Artificial intelligence (AI) or intelligence augmentation (IA): what is the future?. *Ai*, 1(2), 8.
- Jarrahi, M. H. (2018). Artificial intelligence and the future of work: Human-AI symbiosis in organizational decision making. *Business horizons*, 61(4), 577-586.
- Jeljeli, R., Farhi, F., & Zahra, A. (2022, March). Impacts of PR and AI on the Reputation Management: A Case Study of Banking Sector Customers in UAE. In *International Conference on Business and Technology* (pp. 265-277). Cham: Springer International Publishing.
- Jiang, Y., Yang, M., Wang, S., Li, X., & Sun, Y. (2020). Emerging role of deep learning-based artificial intelligence in tumor pathology. *Cancer communications*, 40(4), 154-166.

- Khaleej Times. (2023). Advancing environmental justice with AI. Retrieved from: <https://www.khaleejtimes.com/opinion/advancing-environmental-justice-with-ai>
- Kreps, G. L., & Neuhauser, L. (2013). Artificial intelligence and immediacy: designing health communication to personally engage consumers and providers. *Patient education and counseling*, 92(2), 205-210.
- Kurdy, D. M., Al-Malkawi, H. A. N., & Rizwan, S. (2023). The impact of remote working on employee productivity during COVID-19 in the UAE: the moderating role of job level. *Journal of Business and Socio-economic Development*.
- Margaret, D. S., Elangovan, N., Balaji, V., & Sriram, M. (2023, May). The Influence and Impact of AI-Powered Intelligent Assistance for Banking Services. In International Conference on Emerging Trends in Business and Management (ICETBM 2023) (pp. 374-385). Atlantis Press.
- Rathore, B. (2023). Digital Transformation 4.0: Integration of Artificial Intelligence & Metaverse in Marketing. *Eduzone: International Peer Reviewed/Refereed Multidisciplinary Journal*, 12(1), 42-48.
- Robinson, S. C. (2020). Trust, transparency, and openness: How inclusion of cultural values shapes Nordic national public policy strategies for artificial intelligence (AI). *Technology in Society*, 63, 101421.
- Saadudeen, A. A., Olohunbebe, F. T., & Ibraheem, A. F. (2022). SOCIAL MEDIA USE AND ITS CHALLENGES AMONG PUBLIC RELATIONS PRACTITIONERS. *Nnamdi Azikiwe University Journal of Communication and Media Studies*, 2(2).
- Smith, R. D. (2020). Strategic planning for public relations. Routledge.

- Sima, V., Gheorghe, I. G., Subić, J., & Nancu, D. (2020). Influences of the industry 4.0 revolution on the human capital development and consumer behavior: A systematic review. *Sustainability*, 12(10), 4035.
- Panda, G., Upadhyay, A. K., & Khandelwal, K. (2019). Artificial intelligence: A strategic disruption in public relations. *Journal of Creative Communications*, 14(3), 196-213.
- VanVoorhis, C. W., & Morgan, B. L. (2007). Understanding power and rules of thumb for determining sample sizes. *Tutorials in Quantitative Methods for Psychology*, 3(2), 43-50.
- Wiljer, D., & Hakim, Z. (2019). Developing an artificial intelligence-enabled health care practice: rewiring health care professions for better care. *Journal of medical imaging and radiation sciences*, 50(4), S8-S14.
- Xie, C., Wang, Y., & Cheng, Y. (2022). Does artificial intelligence satisfy you? A meta-analysis of user gratification and user satisfaction with AI-powered chatbots. *International Journal of Human-Computer Interaction*, 1-11.
- Zhou, L., Paul, S., Demirkan, H., Yuan, L., Spohrer, J., Zhou, M., & Basu, J. (2021). Intelligence augmentation: Towards building human-machine symbiotic relationship. *AIS Transactions on Human-Computer Interaction*, 13(2), 243-264.

Appendix

Appendix A.

SURVEY QUESTIONNAIRE

Dear Participant:

Thank you for taking the time to complete this survey. Your replies are really helpful in understanding the usage of AI platforms among PR and communication specialists in the Gulf and the UAE. Please respond to the following questions honestly and to the best of your ability.

Section 1: Demographic Data

1. Gender:

- Male
- Female

2. How old are you?

****Type-in question****

3. Present Position:

- Public Relations Specialist
- Communication Specialist
- Marketing Specialist
- Other (please specify): _____

4. How many years of experience in public relations and communication do you have?

****type in question****

Section 2: AI Platform Perception

5. How much do you agree or disagree with the following statement: AI platforms are key instruments for improving job efficiency and effectiveness in PR and communication tasks?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

6. What particular duties do you anticipate AI platforms could improve in the PR and communication fields?

(Open-ended)

Section 3: Ease of Use

7. To what extent do you agree or disagree with the following statement: The ease of use of AI platforms enhances their adoption by PR and communication professionals?

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

What aspects do you believe contribute to the ease or difficulty of employing AI systems in your work? (Open-ended)

Section 4: Adoption and Usage

Have you personally used AI systems in your public relations and communication tasks? - Yes - No

10. If you have used AI systems before, please discuss your experience.

(Open-ended)

11. If not, what factors have kept you from incorporating AI platforms into your work?

(Open-ended)

Section 5: Other Remarks

12. Do you have any other comments or opinions on the use of AI platforms in the public relations and communication industry?

(Open-ended)

These questions are expressly designed to correspond to the theories supplied. Participants' answers to questions 5 and 7 will assist determine whether they agree or disagree with the relevance of AI platforms and the impact of simplicity on adoption, which correlate to Hypotheses H1 and H2.

Appendix B – Recruitment letter

Dear participant,

I am a student at Zayed University in Abu Dhabi, and I have a research project in a class titled COM651 Capstone Research Project.

I'm writing to ask you to consider participating in a survey I am conducting as a class project. The purpose of my research is to learn how AI platforms are affecting the PR and communication fields. And whether this effect is leading to positive impacts and better performance in the field of PR or it's a negative impact on the jobs and work quality.

You must be at least 18 years old to participate in this study.

Participating in this study will take approximately five minutes. The risk of participation in the study is not greater than the risks encountered in regular life.

I'm afraid there is no compensation for participation. By participating in the study, you are helping me to understand how to develop and carry out surveys.

Please find the link to the survey here:

<https://docs.google.com/forms/d/1eUrr5NvpokeWy5VHFt-cHINyFgQtN82K-Bk65stpTCM/edit#responses>

If you have any questions about this survey or anything related to the topic, please feel free to contact me, Maryam Al Saeedi, through my email M80008611@zu.ac.ae or my professor Yulia Medvedeva at yulia.medvedeva@zu.ac.ae or via WhatsApp 0501279900.

Sincerely,

Maryam Al Saeedi

Appendix C

Consent form

Please take the survey to examine the confluence of artificial intelligence (AI) and public relations (PR) and communication in the UAE and Gulf region. This study seeks AI technology and applications that could boost PR professionals' performance. It also seeks to understand how culture and context affect acceptance as well as integration of these structures into daily work. The study also examines how public relations professionals view the possibility of AI taking their jobs and how this affects their job motivation and satisfaction. Finally, this paper examines the ethical implications of AI in PR and communication. It also examines Gulf-specific ethical solutions. This study examines Gulf-specific AI ethics in PR and communication. It seeks to fully understand how AI affects PR practices in a culturally varied and dynamic location.

Participating in this study will take approximately 5 minutes.

The risk of participation in the study is not greater than the risks encountered in regular life.

Your name and other information that may identify you as a participant will not be recorded in any way.

I'm afraid there is no compensation for participation. By participating in the study, you are helping me to understand how to develop and carry out surveys for a class at Zayed University in Abu Dhabi.

A summary of results for all participants in this survey will be submitted to my professor as an assignment.

If you have any questions about this survey or anything related to the topic, please feel free to contact me, Maryam Al Saeedi, through my email M80008611@zu.ac.ae, or my professor Yulia Medvedeva at yulia.medvedeva@zu.ac.ae or via WhatsApp 0501279900.

Please note that by continuing to take the survey, you acknowledge that you have read and understood the information on this page and that you are at least 18 years old.