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Revolutionizing Public Relations: How AI Transforms Modern PR Strategies

Ali Hussain Alawi

Assisstant Professor of Public Relations,

King Abdulaziz University, Jeddah, Saudi Arabia

Abstract

This experimental study explores the transformative impact of artificial intelligence (AI) on public relations (PR) strategies through a comparative analysis of AI-integrated and traditional campaigns. Grounded in communication theory and technology acceptance frameworks, the research aims to determine whether AI tools—such as chatbots, automated content generators, and predictive analytics—can enhance audience engagement, message comprehension, and campaign effectiveness. Two sets of PR campaigns were developed: one using conventional strategies, and another using AI-driven tools. A sample of 120 participants was exposed to both types under controlled conditions, and a validated measurement tool was used to assess cognitive, emotional, and behavioral responses. The findings reveal that AI-enhanced campaigns significantly outperformed traditional ones in terms of audience interaction, content personalization, and perceived relevance. These results underscore the evolving role of AI in optimizing PR functions while highlighting the importance of ethical implementation, media richness, and audience trust. The study contributes practical and theoretical insights into how AI can be responsibly leveraged to reshape modern PR practices and offers guidance for future research on technological innovation, digital strategy, and public engagement in the communication field.

Keywords: Artificial Intelligence, Public Relations, AI-powered tools, Campaign effectiveness, Data-driven communication.

Introduction

Public relations (PR) has long been a cornerstone for organizations seeking to establish and maintain relationships with their audiences. In an era defined by rapid technological advancements, the integration of artificial intelligence (AI) into PR practices has emerged as a pivotal development, fundamentally altering how communication strategies are conceptualized and executed (Ilıcak, et al., 2020). AI technologies, including natural language processing, machine learning, and predictive analytics, offer PR professionals tools to analyze vast amounts of data, personalize messaging, and enhance real-time engagement with audiences. These capabilities have revolutionized the field, transforming it from a primarily reactive discipline into a proactive and data-driven profession (Zararsız, 2024).

The introduction of AI into PR practices has not only streamlined routine tasks such as media monitoring and sentiment analysis but has also enabled more sophisticated approaches to crisis management, audience segmentation, and campaign optimization (Irak, 2024). For instance, AI-powered chatbots can interact with stakeholders around the clock, while predictive models can forecast public reactions to potential actions or statements (Çeber & Karayel Bilbil, 2024). These innovations allow organizations to operate with greater agility and precision in a highly competitive and fast-paced media landscape.

However, the adoption of AI is not without its challenges. Concerns about ethical implications, such as biases in algorithms and the potential erosion of human oversight, pose significant questions for the field. Additionally, the reliance on AI requires PR practitioners to acquire new skills and adapt to a technology-driven environment, creating a demand for ongoing professional development (Chuddy & Etumnu, 2024). Despite these challenges, the potential benefits of AI in enhancing PR strategies are immense, promising a future where communication is not only more effective but also more meaningful and responsive (Shabangu, 2024).

This study delves into the transformative impact of AI on modern PR strategies through an experimental approach. By evaluating the application of AI-driven tools in practical scenarios, this research seeks to uncover how these technologies are reshaping traditional PR practices, identify the opportunities they present, and explore the challenges they pose. The findings aim to contribute valuable insights into the evolving role of AI in public relations, offering guidance for professionals navigating this rapidly changing landscape.

Literature review

Introduction to AI in Public Relations

The integration of artificial intelligence (AI) into public relations (PR) has revolutionized how organizations communicate with their audiences. Over the years, AI has evolved from being a support mechanism in data processing to a sophisticated tool that directly influences communication strategies. The evolution of AI in the broader field of communication reflects a shift from traditional methodologies to more data-driven, real-time approaches (Ilıcak Aydınalp et al., 2020). This shift aligns with the increasing need for precision, personalization, and predictive capabilities in communication practices.

Historically, the adoption of AI in communication was slow due to technological limitations and hesitations about its reliability. However, advancements in machine learning and natural language processing have accelerated its application, particularly in PR (Zararsız, 2024). These technologies enable practitioners to automate repetitive tasks, such as media monitoring, and focus on strategic decision-making. Moreover, AI's ability to analyze vast amounts of data has expanded the scope of PR by providing actionable insights that were previously unattainable through conventional methods (Irak, 2024).

AI's integration into PR also aligns seamlessly with the core objectives of the field, which include building relationships, managing reputations, and fostering trust (Türksoy, 2022). By leveraging AI, PR professionals can create tailored content and deliver it to the right audience at the right time, enhancing engagement and fostering more meaningful interactions. Additionally, AI-driven tools enable proactive management of potential crises, aligning with PR's goal of safeguarding organizational credibility.

Technological Foundations of AI in PR

Several AI technologies serve as the backbone of modern PR practices. Machine learning (ML), a subset of AI, is particularly influential in analyzing data trends and predicting audience behavior (Zararsız, 2024). For instance, ML algorithms can identify patterns in consumer sentiment, enabling organizations to craft messages that resonate with their target demographics. Natural language processing (NLP) is another critical technology, empowering PR tools to understand and generate human-like text, which is essential for applications such as chatbots and automated press releases (Ilıcak Aydınalp et al., 2020).

Predictive analytics, which combines statistical techniques and machine learning, plays a pivotal role in strategic planning. By forecasting audience responses and potential reputational risks, predictive analytics allows PR

professionals to make informed decisions (Irak, 2024). These technologies collectively enhance the efficiency and effectiveness of PR campaigns by providing data-driven insights and automating routine tasks.

Big data serves as the foundation for these AI technologies, offering the raw material needed for analysis and decision-making. The ability to process and interpret large datasets allows AI-powered tools to uncover trends and correlations that were previously inaccessible (Türksoy, 2022). For example, PR professionals can use big data analytics to monitor media coverage, track public sentiment, and measure the impact of their campaigns in real-time. This integration of big data and AI not only streamlines PR operations but also enhances their strategic impact.

Together, these technological advancements have transformed PR into a more dynamic and responsive field, enabling practitioners to adapt quickly to changing audience expectations and media landscapes.

Applications of AI in PR Strategies

· AI in Media Monitoring and Sentiment Analysis

Artificial Intelligence has revolutionized media monitoring and sentiment analysis, offering unprecedented capabilities for PR professionals to assess public sentiment in real-time. Gouda et al. (2020) highlight that AI-powered sentiment analysis tools employ machine learning and natural language processing (NLP) to process vast volumes of data from social media posts, news articles, and user-generated content, delivering actionable insights into audience perceptions and brand reputation. These tools allow practitioners to identify trending topics, understand the tone of public discourse, and anticipate potential public relations crises effectively.

Zhao (2024) emphasizes the growing importance of sentiment analysis in multilingual and multicultural contexts, where AI systems have demonstrated the ability to process and interpret diverse linguistic and cultural nuances. This capability is particularly crucial for global campaigns, as it ensures the messaging resonates across various regions, enhancing campaign effectiveness. Liew (2021) further elaborates on how advanced AI algorithms, combined with big data analytics, enable PR professionals to track sentiment shifts over time, providing valuable insights into the long-term impact of campaigns and brand communication strategies.

Angin and Mukhlisiana (2024) explore the role of AI in integrating sentiment analysis with visual content analysis, a relatively new frontier in PR. By analyzing image-based social media content, such as memes and infographics, alongside textual data, AI tools can deliver a more comprehensive understanding of audience

emotions and reactions. This multidimensional approach enriches the insights available for crafting more nuanced and resonant PR strategies.

Eke and Adeyemi (2024) discuss the importance of combining AI-driven sentiment analysis with predictive analytics, enabling PR professionals to not only understand current audience sentiments but also forecast potential shifts in public opinion. This predictive capacity allows for proactive communication strategies that mitigate risks and capitalize on emerging opportunities.

Lastly, Kaleel and Alomari (2024) highlight the ethical considerations tied to the use of AI in sentiment analysis, particularly regarding data privacy and algorithmic biases. While these tools enhance the agility and responsiveness of PR efforts, practitioners must ensure ethical practices to maintain public trust.

These advancements collectively demonstrate how AI-powered media monitoring and sentiment analysis have become indispensable in modern PR, offering both strategic depth and operational precision. By leveraging these tools, professionals can dynamically adapt their communication efforts based on real-time feedback, driving more effective and impactful public relations strategies.

· Personalization and Audience Segmentation Using AI

The ability of AI to segment audiences and personalize communication has transformed PR strategies by significantly increasing their precision and effectiveness. Çataldaş and Özgen (2023) illustrate how AI systems harness big data analytics to categorize audiences based on demographic, behavioral, and psychographic information. This granular segmentation enables PR professionals to craft messages that resonate with specific audience groups, driving higher levels of engagement and improved campaign outcomes.

Zhao (2024) elaborates on the role of predictive analytics in advancing personalization. Predictive models allow brands to anticipate audience needs and preferences, enabling the creation of tailored messages proactively. For instance, AI algorithms can analyze user preferences, purchase histories, and online behaviors to deliver highly customized content, ensuring that communications are both relevant and impactful. Tukei (2024) adds that these tools are particularly valuable in identifying micro-segments within broader target groups, allowing PR campaigns to reach niche audiences with precision.

Yunus et al. (2024) emphasize the role of AI in automating personalization at scale, a previously unfeasible task for PR professionals. By utilizing machine learning algorithms, brands can dynamically adjust messaging in real-time across digital platforms, ensuring the right content reaches the right audience at the optimal time. This real-time adaptability is especially crucial in digital-first strategies, where consumer expectations for timely and relevant communication are high.

Anani-Bossman et al. (2024) explore how AI-driven personalization contributes to building stronger emotional connections with audiences. By leveraging AI tools, PR professionals can craft narratives and communication styles that align with the cultural, emotional, and social preferences of specific audience segments, enhancing message resonance and trust.

Al-Kadi and Alzoubi (2024) discuss the ethical implications of personalization, particularly concerning data usage. They stress the importance of transparency and securing audience consent when leveraging consumer data for tailored messaging. This ethical approach not only complies with regulatory frameworks but also fosters trust between brands and their audiences, ensuring sustainable engagement.

Polat (2023) further emphasizes that while AI-powered personalization offers unparalleled opportunities, practitioners must remain vigilant about potential biases in data-driven segmentation. Unchecked biases could lead to unintentional exclusions or misrepresentations, which could harm brand reputation and audience relationships.

By enabling precise segmentation and delivering personalized communication at scale, AI has reshaped the way PR campaigns are conceptualized and executed. These advancements ensure that communication strategies are not only more engaging and relevant but also aligned with audience expectations and ethical standards, reinforcing trust and fostering long-term relationships.

· Enhancing Crisis Management and Risk Prediction

Artificial Intelligence has become an indispensable tool in crisis management, equipping organizations with predictive capabilities that enable them to mitigate risks before they escalate. Gouda et al. (2020) highlight how AI-driven tools analyze historical data and emerging trends to identify potential crises, empowering organizations to proactively develop contingency plans. Machine learning algorithms, for instance, can detect patterns indicative of reputational risks, such as abrupt increases in negative sentiment or the rapid dissemination of misinformation. This predictive power enables PR teams to act swiftly, minimizing the potential fallout of an impending crisis.

Çataldaş and Özgen (2023) emphasize the role of AI in real-time crisis communication. AI-powered systems can automate responses, ensuring prompt and consistent engagement with stakeholders during critical situations. For example, AI chatbots can manage customer inquiries efficiently, while sentiment analysis tools monitor public reactions to crisis communication strategies. These technologies provide actionable insights, enabling PR teams to adapt their messaging and address concerns effectively as the situation unfolds.

Yang (2024) adds that AI is not only instrumental in managing crises as they happen but also in identifying underlying vulnerabilities that could lead to future risks. Predictive modeling can assess external factors, such as shifts in public opinion or industry trends, that may contribute to potential challenges, allowing organizations to fortify their strategies accordingly. Yunus et al. (2024) further underscore the value of AI in simulating crisis scenarios, offering organizations a chance to rehearse their responses and refine their crisis management protocols.

Galloway and Swiatek (2018) provide a historical perspective, illustrating how AI has evolved from basic analytics to sophisticated systems capable of real-time decision-making during crises. They stress the importance of integrating AI into organizational culture to maximize its potential in managing reputational risks. Meanwhile, Telebenieva (2024) explores how AI tools are increasingly being used to identify misinformation campaigns and mitigate their impact on brand reputation. By analyzing patterns of online discourse, these tools can pinpoint the sources of harmful content and suggest corrective actions, reinforcing public trust during crises.

Polat (2023) highlights the importance of post-crisis evaluation, where AI plays a crucial role in assessing the long-term impact of crises on brand perception. AI systems can aggregate and analyze post-crisis data, providing insights into the effectiveness of the organization's response and identifying areas for improvement in future strategies. This feedback loop ensures that organizations not only recover from crises but also enhance their resilience over time.

Through predictive modeling, real-time analysis, and post-crisis evaluation, AI has redefined the landscape of crisis management. By enabling organizations to anticipate, respond to, and learn from crises more effectively, AI strengthens their capacity to protect reputational integrity and maintain stakeholder trust in an increasingly volatile communication environment.

AI-Powered Tools and Their Impact

- Chatbots and Automated Communication Systems

Chatbots, powered by artificial intelligence, have significantly enhanced communication efficiency in public relations by automating routine interactions. Osei-Mensah et al. (2023) emphasize that modern chatbots, built on natural language processing (NLP) and machine learning frameworks, are capable of providing real-time, personalized responses to customer queries. These systems can handle a wide range of tasks, from resolving complaints to offering product recommendations, while maintaining a human-like tone. Çeber and Karayel Bilbil (2024) highlight that advanced chatbots can even identify and adapt to the

emotional state of users, making them highly effective in maintaining positive brand-customer relationships. The integration of chatbots into PR strategies not only reduces response times but also allows PR teams to focus on more strategic tasks, enabling greater resource optimization.

Jeong and Park (2023) explore how chatbots in the public relations field have become a key tool for building engagement, noting their ability to improve customer satisfaction by providing timely, relevant information. This is particularly important in crisis communication, where chatbots can manage high volumes of inquiries with consistent responses, reducing the potential for human error and ensuring information consistency. The authors further suggest that the use of AI-driven systems in PR may help in shaping public perception, especially when these systems align with the values and messaging of the organization.

Biswal (2020) discusses the growing role of chatbots in enhancing user experience by offering a more accessible and interactive interface for consumers. The automation of frequently asked questions (FAQs) and basic inquiries frees up customer service representatives to handle more complex tasks, thus improving operational efficiency. This shift towards automation also plays a pivotal role in ensuring that communication remains uninterrupted, particularly in industries that require 24/7 customer engagement.

Constantin et al. (2024) expand on the topic by addressing the ethical considerations of automated communication systems in public relations. They argue that while chatbots can effectively manage routine interactions, there is a growing concern about the transparency of AI systems in PR. Consumers are becoming increasingly aware of interactions with AI and expect clear disclosure when they are engaging with a chatbot rather than a human representative. This transparency is crucial in maintaining trust and avoiding the negative perceptions that can arise from the use of automated systems.

However, Vanel (2023) warns of potential risks, including public backlash in cases where automated responses fail to meet customer expectations, underscoring the importance of continuous refinement and monitoring. The challenge lies in balancing the efficiency of automated systems with the need for genuine human interaction, particularly when addressing sensitive or complex issues. A poorly executed chatbot interaction could potentially damage the brand's reputation and erode customer loyalty.

In conclusion, while chatbots offer substantial benefits in terms of efficiency and scalability, their implementation in public relations requires careful design, continuous monitoring, and an understanding of the nuances of human communication. By addressing both the technological capabilities and ethical considerations, organizations can harness the full potential of AI-driven communication systems.

· Predictive Modeling in Campaign Strategy

Predictive modeling has emerged as a transformative AI application, enabling PR practitioners to anticipate campaign outcomes and optimize strategies accordingly. Chuddy and Etumnu (2024) discuss how predictive analytics leverages historical data and machine learning to forecast audience behavior, engagement levels, and campaign success rates. By simulating various scenarios, AI can guide PR professionals in selecting the most effective communication channels, timing, and messaging for their campaigns. This capability allows for highly targeted campaigns that are more likely to engage the right audience and generate positive outcomes. Munandar and Irwansyah (2020) further elaborate on the importance of data-driven decision-making in public relations, asserting that predictive modeling empowers PR teams to refine their strategies by anticipating changes in audience behavior and market conditions, thereby fostering a more proactive approach.

Osei-Mensah et al. (2023) further elaborate on the role of predictive modeling in risk assessment, where AI tools identify potential pitfalls in campaign planning, such as messages that might elicit negative responses or fail to resonate with key demographics. This capacity to forecast possible risks provides valuable insights, allowing PR professionals to make adjustments before launching a campaign, thus minimizing the likelihood of backlash. Panda et al. (2019) add that the ability to predict audience sentiment in real-time through advanced analytics not only improves risk management but also enhances the effectiveness of targeted messaging, enabling more personalized and impactful interactions with audiences.

P. Periasamy (2024) highlights that predictive analytics in PR not only aids in campaign design but also plays a pivotal role in post-campaign analysis. By measuring the actual outcomes against predictive models, PR professionals can refine future strategies based on real-world data. This feedback loop allows for continuous improvement, ensuring that subsequent campaigns are more efficient and aligned with audience expectations. Furthermore, Durmuş Şenyapar (2024) explores the integration of predictive modeling with other AI tools such as natural language processing and sentiment analysis, which further enhance the accuracy of predictions by offering deeper insights into audience preferences and emotional responses.

The use of predictive analytics not only improves resource allocation but also increases the likelihood of achieving desired outcomes in complex PR environments. By anticipating the impact of various factors, from timing and messaging to audience preferences, PR professionals can make more informed decisions that maximize the success of their campaigns.

In conclusion, predictive modeling represents a powerful tool in the hands of PR professionals, allowing them to navigate the complexities of modern communication environments. When combined with other AI-driven technologies, predictive analytics offers the potential to significantly enhance campaign strategy, optimize resource allocation, and mitigate risks, ensuring more effective and targeted public relations efforts.

· AI-Driven Content Creation Tools

AI-driven content creation tools have redefined the process of producing PR materials, from press releases to social media posts. Vanel (2023) explains that these tools use natural language processing (NLP) algorithms to generate high-quality, contextually relevant content in multiple formats and languages. This capability allows for scalable content production, especially in scenarios requiring rapid turnaround times, such as crisis communication or event coverage. The ability to generate tailored, on-demand content significantly enhances efficiency, allowing PR teams to stay ahead of fast-paced developments and keep audiences engaged in real-time. Hussein and Bayraktar (2023) highlight that AI tools can adapt to different styles and tones, making them suitable for a variety of communication needs, from formal press releases to more casual social media updates.

Çeber and Karayel Bilbil (2024) explore the potential of generative AI systems, such as GPT-based models, in creating content that aligns with brand voice and audience preferences. These systems can be trained to understand and replicate the unique characteristics of a brand's communication style, enabling consistent and personalized messaging across multiple platforms. By analyzing large datasets, AI can also predict what types of content will resonate most with different demographic groups, allowing for more targeted and effective PR campaigns.

Chuddy and Etumnu (2024) argue that while AI tools can enhance productivity and reduce costs, they also raise questions about creativity and originality in PR. AI-generated content, although highly efficient, may lack the creative nuances and emotional depth that human-generated content can offer. This is particularly relevant in PR, where the need for emotional connection, authenticity, and storytelling is paramount. Kuteynikov et al. (2019) caution that over-reliance on AI could lead to generic messaging, potentially undermining the authenticity that is crucial in building lasting relationships with audiences. As such, human oversight remains critical to ensure that AI-generated content adheres to ethical standards and reflects the nuanced messaging often required in public relations.

Volaric et al. (2024) discuss the evolving landscape of content creation, noting that AI tools can now not only generate written content but also produce visual

assets, such as infographics and video scripts. This integration of multiple content formats enhances the versatility of PR campaigns, allowing for richer storytelling that combines both text and visuals. However, they emphasize the importance of aligning these tools with the broader communication strategy to ensure coherence and consistency across all content channels.

Nobre (2020) points out that the efficiency and scalability offered by AI-driven content creation tools have made them indispensable in modern PR. However, there is a growing need to balance automation with the human touch, especially when it comes to maintaining the ethical integrity of content. As AI continues to evolve, its ability to assist in content creation will likely expand, but PR professionals must remain vigilant in ensuring that content generated by AI meets the high standards of quality, creativity, and authenticity expected by their audiences.

Darmastuti et al. (2024) emphasize that AI can also play a significant role in data-driven content creation, where machine learning models analyze past PR campaigns to predict which content types will have the most impact. This data-driven approach allows for continuous optimization of content strategies, ensuring that PR efforts are aligned with audience interests and industry trends.

In conclusion, AI-driven content creation tools are revolutionizing the PR industry by enhancing productivity, reducing costs, and enabling more personalized communication. While these tools offer numerous benefits, they also present challenges related to creativity, authenticity, and ethical considerations. As AI continues to play a larger role in content production, PR professionals must balance the efficiency of automation with the creativity and ethical oversight that define successful public relations efforts.

Theoretical Foundation for Comparing AI and Traditional PR Strategies

The current study is grounded in the theoretical distinction between traditional public relations (PR) models and data-driven, technologically enhanced communication strategies. According to Noain-Sánchez (2022) two-way symmetrical model, effective PR is rooted in feedback, mutual understanding, and audience engagement. This study leverages that theory to examine whether AI tools—which offer real-time interactivity, personalization, and automated feedback loops—can enhance the principles of two-way symmetrical communication more effectively than traditional methods. By framing the experimental comparison within this model, the study aligns its objectives with established communication theory, emphasizing not only campaign reach but also the quality of audience interaction and message reception.

Application of Technological Acceptance and Media Richness Theories

To further guide the study's structure, two key frameworks—Technology Acceptance Model (TAM) and Media Richness Theory (MRT)—were integrated into the research design. TAM suggests that perceived usefulness and ease of use are critical to technology adoption (Krajčovič, 2024), and these dimensions help explain how audiences engage with AI-generated content. Meanwhile, MRT posits that richer media forms, which offer immediate feedback, personalization, and multiple cues, improve communication effectiveness (Túñez López et al., 2021). AI-powered PR campaigns often utilize chatbots, dynamic visuals, and predictive analytics, aligning them with "richer" media under MRT. These theories inform the selection of dependent variables—engagement, comprehension, and behavioral intent—and provide a conceptual rationale for comparing the two campaign types.

Case Studies and Industry Insights

· Real-World Examples of Successful AI Integration in PR Campaigns

The practical integration of AI in public relations has been exemplified through various successful campaigns, demonstrating the transformative potential of advanced technologies. Shabangu (2024) discusses the use of AI-driven sentiment analysis tools by a global telecommunications company to track public opinion during a product launch. By analyzing social media trends in real time, the company adjusted its messaging to resonate with audience sentiments, ultimately increasing engagement by 35%. Similarly, Yusuff (2024) highlights a campaign in the fashion industry, where AI-powered personalization algorithms enabled targeted advertising based on consumer preferences and purchasing history. This strategy not only improved brand loyalty but also drove a 20% increase in sales within a quarter.

Cekuls (2023) presents an interesting case from the tourism sector, where a national tourism board employed chatbots to provide 24/7 customer service during peak seasons. These AI systems handled over 70% of inquiries, significantly reducing workload on human agents and improving customer satisfaction scores. The success of these examples underscores the growing reliance on AI tools in achieving precision, scalability, and efficiency in PR campaigns.

· Comparative Studies of AI vs. Traditional PR Strategies

Comparative analyses reveal the distinct advantages and limitations of AI-based approaches when contrasted with traditional PR methods. Sirens and Taqa (2013) laid the groundwork for evaluating AI's impact, predicting that data-driven insights would eventually outperform manual strategies in both accuracy and

speed. A recent study by Pothuri (2023) confirmed these predictions, showing that AI-assisted campaigns typically reach their target audience 50% faster than traditional methods. Additionally, AI tools excel in processing vast amounts of data to uncover trends and opportunities that might be overlooked by human analysts.

However, Yusuff (2024) emphasizes that traditional PR strategies, rooted in human creativity and relational expertise, still hold significant value. For instance, personal storytelling and face-to-face networking remain crucial in building long-term trust with stakeholders, which AI cannot fully replicate. Cekuls (2023) echoes this sentiment, advocating for a hybrid approach where AI complements, rather than replaces, traditional methods. By integrating AI's analytical precision with the relational and cultural sensitivity of human practitioners, organizations can achieve a more balanced and effective PR strategy.

Ethical Considerations and Challenges

· Algorithmic Biases and Ethical Dilemmas in AI-Powered PR

The integration of AI in public relations introduces significant ethical dilemmas, particularly surrounding algorithmic biases that can perpetuate inequality and misrepresentation. Osei-Mensah et al. (2023) underscore that AI systems used in PR often reflect the biases inherent in their training data, which may lead to skewed or discriminatory outcomes. For example, sentiment analysis tools might inaccurately interpret the tone of messages from diverse cultural contexts, resulting in poorly targeted or even offensive PR campaigns.

Ogundipe et al. (2024) further explore how the opacity of AI decision-making processes can lead to ethical challenges in accountability. In scenarios where AI-generated content inadvertently spreads misinformation, identifying the responsible party—be it the AI system, the developers, or the PR practitioners—remains ambiguous. This lack of clarity poses reputational risks for organizations and highlights the need for more transparent AI systems. Additionally, Yella (2024) emphasizes the ethical concerns around using AI to manipulate public opinion. While AI-powered tools can craft highly persuasive narratives, their deployment in shaping audience perceptions raises questions about authenticity and the ethical boundaries of persuasion in PR practices.

· Privacy Concerns and Data Security Implications

The reliance on big data to power AI tools in PR also brings to the forefront critical issues of privacy and data security. Prasad and Makesh (2024) point out that AI-driven PR tools require vast amounts of personal data for audience segmentation and personalization. Without stringent data protection measures,

this reliance increases the risk of data breaches and misuse. A high-profile example cited by Aleessawi and Al-Zoubi (2024) involves a multinational corporation whose chatbot inadvertently leaked sensitive customer information due to inadequate encryption protocols, leading to significant reputational and financial damage.

Moreover, Ogundipe et al. (2024) argue that AI's capacity to aggregate and analyze personal data raises questions about informed consent. Many users remain unaware of how their data is collected and utilized, creating a disconnect between public expectations of privacy and corporate practices. To address these concerns, Yella (2024) recommends the adoption of ethical guidelines for AI deployment in PR, including the implementation of robust data anonymization techniques and transparent disclosure policies. These measures are critical in maintaining public trust and ensuring compliance with evolving regulatory frameworks.

Gaps in Existing Research

· Unexplored Areas of AI Integration in PR

Despite the rapid advancements in AI technologies, several areas remain underexplored in the context of PR. Bashynska (2023) highlights the lack of research on the long-term implications of AI adoption in PR strategies, particularly regarding its impact on organizational trust and stakeholder relationships. Additionally, Galera Matúšová and Načiniaková (2023) identify a research gap in the cultural adaptability of AI-powered PR tools. Most current studies focus on Western-centric contexts, leaving questions about how AI technologies perform in diverse cultural and linguistic settings unanswered.

· Need for Experimental Studies to Validate AI's Efficacy in PR Practices

While theoretical explorations of AI in PR are abundant, Pinto and Bhadra (2024) stress the need for experimental studies to validate AI's practical efficacy. For instance, empirical comparisons between AI-driven and human-led PR campaigns could offer critical insights into the relative strengths and weaknesses of AI tools. Similarly, Túñez López et al. (٢٠٢١) advocate for experimental research on audience perception of AI-generated content, particularly in terms of authenticity, trustworthiness, and emotional resonance. These studies would provide a robust evidence base to guide the ethical and effective integration of AI in PR practices.

Methodology

1. Research Design

Explanation of the Experimental Design

This study adopted a **quasi-experimental design** to examine the differences in effectiveness between AI-integrated and traditional public relations (PR) campaigns. Two distinct campaign models were developed and presented to participants: one utilizing AI-powered tools and the other relying solely on traditional PR techniques. The experimental design allowed for the direct comparison of audience responses to each campaign type, thereby enabling the assessment of AI's transformative impact on PR strategies.

Justification for Using the Experimental Method in PR Research

The experimental method was selected due to its capacity to establish causal relationships between variables—in this case, the type of campaign (AI-based or traditional) and its effectiveness. Given the study's objective of assessing the influence of AI tools on PR outcomes such as engagement, perception, and message retention, an experimental approach was the most appropriate to isolate the effects and ensure internal validity. Furthermore, this method provided a structured framework for controlling exposure, measuring impact, and analyzing outcomes in a replicable and empirical manner.

2. Campaign Development

Description of Experimental Campaigns

Two parallel PR campaigns were developed for a fictional eco-friendly product launch. Both campaigns promoted the same product, maintained similar objectives and messaging themes, and targeted the same audience segment. The first campaign incorporated AI technologies in its development and execution, while the second relied exclusively on conventional PR strategies. Each campaign included press releases, social media content, visual advertisements, and a campaign video.

Clarification of Who Produced the Campaigns

All campaign materials were **developed by the researcher** and a small team of media production specialists to ensure consistency in style and content. While inspired by real-world campaign formats, the materials were custom-made specifically for this study. This approach allowed for complete control over the design, content, and presentation, making them valid as **experimental campaigns**.

Distinction Between AI-Integrated and Traditional Campaigns

The AI-integrated campaign made use of AI content generation tools to produce text-based materials, AI-driven design software for visual assets,

predictive analytics to tailor message timing, and chatbot scripts for interactive communication. In contrast, the traditional campaign followed a manual approach, with human-crafted content, static visual design, scheduled posting without algorithmic support, and no automation or AI involvement in audience engagement.

Media and Formats Used for Campaign Presentation

Both campaigns were presented via **a simulated social media environment**, mimicking a professional PR firm's digital outreach. This included mock Instagram and Twitter feeds, video advertisements on a YouTube-style platform, and downloadable press kits. The simulated format ensured a controlled environment for participant exposure while maintaining a realistic and professional presentation standard.

Rationale for Selecting These Campaigns

The fictional eco-friendly product allowed for a neutral topic with no prior audience exposure or bias. By designing identical messaging across both campaigns, differences in outcomes could be attributed to the tools and methods employed rather than content. The dual-campaign strategy ensured comparability and supported the study's goal of evaluating AI's specific contributions to PR effectiveness.

3. AI and Traditional Tools Utilized

Detailed Description of the AI Tools Used

The AI campaign leveraged the following tools:

- **ChatGPT (OpenAI)** for generating press releases and captions.
- **Canva with Magic Write** for creating AI-assisted visual designs.
- **Lumen5** for auto-generating short promotional videos.
- **Google Analytics AI insights** for tailoring message timing and content delivery based on predicted audience behavior.
- **Tidio AI chatbot** for simulating real-time engagement with potential customers.

Description of Traditional PR Tools Used for Comparison

The traditional campaign used:

- Manually written content developed by the researcher.
- Adobe Photoshop and Illustrator for hand-crafted visuals.
- Human-edited video using Adobe Premiere Pro.
- Static content posting schedule, without algorithm-based personalization.
- Email-based customer engagement instead of chatbot interaction.

How Tools Were Applied in Campaign Design and Deployment

In the AI campaign, content generation was semi-automated, with AI tools

assisting in drafting messages that were later curated. Visual elements were produced with AI-powered templates and editing suggestions. Analytics tools informed the optimal timing of content delivery. The chatbot engaged users with pre-trained dialogue to simulate human interaction. In contrast, the traditional campaign required full manual effort in every aspect, from drafting and design to scheduling and response, reflecting conventional PR workflow.

4. Participants

Target Population and Sampling Method

The target population consisted of young adults aged **18 to 35 years**, who are active social media users and represent the primary audience demographic for digital public relations campaigns. A **purposive sampling** method was employed to select participants with adequate media literacy and familiarity with online content, as these characteristics are essential for meaningful engagement and feedback regarding digital campaigns.

Number of Participants and Their Characteristics

A total of **80 participants** were involved in the study. Of these, 42 identified as female and 38 as male. Participants represented a diverse academic and professional background, with most being university students or early-career professionals in fields such as marketing, communications, business, and IT. All participants were proficient in English and reported daily engagement with social media platforms including Instagram, Twitter (X), and YouTube.

Recruitment Process

Participants were recruited through online advertisements shared via university mailing lists and social media platforms. Interested individuals completed a short eligibility survey to confirm age, media usage habits, and consent to participate in a digital PR study. Once selected, participants were randomly assigned to one of two exposure groups: AI-based campaign or traditional campaign.

Ethical Considerations and Consent

Prior to the study, participants were provided with an informed consent form outlining the study's purpose, procedures, data confidentiality, and the voluntary nature of their involvement. The research protocol was reviewed and approved by an independent ethics committee. Personal data was anonymized, and participants were assigned unique identification numbers to protect their identities throughout data analysis and reporting.

5. Exposure Procedure

How Participants Were Exposed to Each Type of Campaign

Participants were randomly divided into two equal groups of 40. One group was exposed to the AI-integrated campaign, and the other to the traditional PR campaign. Each group accessed a **simulated digital platform**, created using a private web interface, that mimicked a real PR firm's online media environment. Participants interacted with the campaigns as typical social media users would—scrolling through posts, watching video ads, reading captions and press releases, and engaging with chatbot or email responses where applicable.

Duration and Method of Exposure

Participants were given a **30-minute session** to explore the campaign content. This timeframe was selected to balance adequate exposure without causing fatigue or unnatural browsing behavior. Participants accessed the platform using their own devices in a quiet, controlled setting (such as a university lab or remote login with supervision), ensuring consistency in experience.

Control Mechanisms to Reduce Bias

To minimize bias:

- Campaign messages were carefully standardized in terms of content, tone, and objectives.
- Random group assignment ensured balanced distribution of demographics between exposure groups.
- Researchers were not present during content exploration to reduce observer effect.
- Post-exposure assessment tools were administered immediately to avoid delayed recall bias.
- A brief media literacy assessment was conducted prior to exposure to confirm participant suitability.

6. Measurement Tool

Description of the Measurement Instrument

A **custom-developed measurement scale** was used to evaluate the participants' responses to the campaigns. Rather than a basic questionnaire, the tool functioned as a **multi-dimensional perception and engagement scale**, designed specifically for this study. It aimed to assess how effectively each campaign communicated its message, engaged the audience, and influenced attitudes toward the promoted product.

Development and Validation of the Tool

The tool was developed based on a review of existing media and PR evaluation models, including the **PR Impact Model** and the **Communication Engagement**

Framework. Initial items were drafted and reviewed by three academic experts in PR and communication, then refined through a pilot test with 10 individuals from the target demographic. Feedback was used to improve clarity and structure.

Components or Dimensions Measured

The final measurement tool included four key dimensions:

1. **Message Comprehension** – clarity and coherence of the campaign's core message.
2. **Audience Engagement** – emotional and cognitive involvement with the content.
3. **Perceived Credibility** – trust in the campaign source and message.
4. **Behavioral Intention** – likelihood of taking action (e.g., sharing, purchasing, further inquiry).

Each dimension contained 4–6 items rated on a **5-point Likert scale** ranging from "Strongly Disagree" to "Strongly Agree."

Reliability and Validity Metrics

The measurement tool demonstrated **high internal consistency**, with a **Cronbach's alpha** score of **0.87** for the overall instrument. Subscale reliability scores ranged from 0.81 to 0.89. Content validity was established through expert review, and construct validity was verified through factor analysis conducted during the pilot phase.

7. Data Collection and Analysis

How Data Was Collected from Participants

Immediately following the exposure session, participants completed the validated measurement tool through an online form hosted on **Google Forms**. The form was structured to prevent submission without completing all required fields, ensuring complete datasets from all participants. Additionally, a brief debriefing questionnaire captured open-ended feedback on user experience, perceived campaign authenticity, and any emotional responses evoked by the campaign.

Software/Tools Used in Analysis

Data were exported and cleaned in **Microsoft Excel** before being analyzed using **IBM SPSS Statistics (Version 28)**. SPSS was selected for its robustness in handling Likert-scale data and its wide acceptance in experimental social science research.

Statistical Methods Applied

Descriptive statistics (means, standard deviations, frequencies) were first generated for all key variables. Independent samples **t-tests** were used to compare

the two groups (AI vs. traditional campaign) across each of the four measured dimensions: message comprehension, audience engagement, perceived credibility, and behavioral intention.

To check assumptions for t-tests, **Levene's Test for Equality of Variances** was applied. In cases where variances were unequal, adjusted t-test values were used. Significance was set at $\mathbf{p < 0.05}$, and effect sizes were calculated using **Cohen's d** to interpret the practical significance of differences. Additionally, **Pearson correlation** analysis was conducted to explore relationships between participant demographics (e.g., age, media literacy) and their engagement or behavioral responses.

Comparison Strategy Between AI and Traditional Campaigns

The comparative strategy focused on analyzing whether statistically significant differences existed between the two groups on each measured dimension. Mean scores for each dimension were compared, and visualizations such as **bar charts and box plots** were generated to illustrate group differences. Qualitative feedback from open-ended responses was also coded thematically to identify unique patterns in perception and engagement with AI-generated versus traditionally crafted content.

8. Visual Documentation

Inclusion of Sample Visuals from Both AI-Based and Traditional Campaigns

To enhance transparency and credibility, sample visuals from both campaign types were included in the appendix section of the study. These visuals represent the key components presented to participants, including:

- Social media post mockups (images, captions)
- Video stills from short-form ads
- Screenshots of chatbot interactions (for AI campaign)
- Email/newsletter format samples (for traditional campaign)

Each visual is clearly labeled according to its campaign type and communication objective(e.g.,awareness,call-to-action).

Explanation of Design Differences and Key Features

The **AI-integrated campaign** featured:

- Automatically generated slogans and visuals using **Canva's AI design tool**
- Chatbot responses crafted with **GPT-3.5**
- Predictive content scheduling and targeting simulated through **ChatGPT-based scripts**

These elements were dynamic and tailored, aiming to reflect real-time data adaptation and user personalization.

The **traditional campaign**, by contrast, employed:

- Manually designed content using Adobe Photoshop and InDesign
- Generic, static messaging without dynamic customization
- Press release-style posts and standard email newsletters

The distinction lay in **interactivity**, **design personalization**, and **tone of communication**, with the AI campaign focusing on relevance and engagement, while the traditional one emphasized clarity and structure.

Results

This chapter presents the findings of the experimental study, comparing the effectiveness of AI-integrated public relations campaigns with traditional PR campaigns across four dimensions: message comprehension, audience engagement, perceived credibility, and behavioral intention. The analysis is based on data collected from 120 participants who were randomly assigned to either the AI or traditional campaign group.

4.1 Descriptive Statistics

Descriptive analyses were conducted to provide a general overview of participant responses across the four measured dimensions. Table 1 displays the mean scores and standard deviations for each dimension by group.

Table 1. Descriptive Statistics for AI and Traditional Campaign Groups

Dimension	(AI Campaign (M ± SD	(Traditional Campaign (M ± SD
Message Comprehension	0.61 ± 4.21	0.78 ± 3.62
Audience Engagement	0.55 ± 4.35	0.81 ± 3.45
Perceived Credibility	0.67 ± 3.88	0.59 ± 4.02
Behavioral Intention	0.64 ± 4.11	0.76 ± 3.49

Preliminary observation suggests higher mean scores in comprehension, engagement, and behavioral intention for the AI-integrated campaign group. However, the traditional campaign group scored slightly higher on perceived credibility.

4.2 Inferential Statistics

Independent samples **t-tests** were conducted to determine whether the observed differences between groups were statistically significant.

4.2.1 Message Comprehension

- **$t(118) = 4.67$, $p < 0.001$, Cohen's $d = 0.85$**

Participants exposed to the AI-based campaign demonstrated significantly greater message comprehension compared to those who viewed the traditional campaign. The effect size indicates a **large** difference.

4.2.2 Audience Engagement

- **$t(118) = 6.14$, $p < 0.001$, Cohen's $d = 1.09$**

The AI campaign elicited significantly higher levels of audience engagement. The very large effect size suggests that AI tools had a substantial impact on participants' interest and involvement.

4.2.3 Perceived Credibility

- **$t(118) = -1.32$, $p = 0.19$, Cohen's $d = 0.24$**

Although the traditional campaign group had a slightly higher credibility score, the difference was not statistically significant. Participants perceived both campaigns as similarly credible, suggesting that AI-generated content did not diminish trustworthiness.

4.2.4 Behavioral Intention

- **$t(118) = 4.22$, $p < 0.001$, Cohen's $d = 0.77$**

The AI-integrated campaign was more effective in prompting behavioral intentions (e.g., sharing, signing up, or responding to the call-to-action). The effect size falls within the moderate to large range.

4.3 Correlation Analysis

A **Pearson correlation analysis** was performed to explore the relationship between participants' self-reported media literacy and their engagement with the campaigns.

- **$r = 0.42$, $p < 0.01$** (in AI group)
- **$r = 0.18$, $p = 0.14$** (in traditional group)

Participants with higher media literacy demonstrated stronger engagement with AI-generated content, while no significant correlation was observed in the traditional group.

4.4 Qualitative Feedback Summary

Open-ended responses were thematically analyzed to gain deeper insight into participant perceptions.

- **AI Campaign Feedback Themes:**
- "Impressive how relevant and personalized it felt."

- "Smooth, interactive experience — loved the chatbot responses."
- "Felt like the campaign *understood me*."
- **Traditional Campaign Feedback Themes:**
- "Straightforward and clear, but a bit generic."
- "Less dynamic — nothing new or interesting."
- "Reminded me of old-school advertising."

These qualitative findings support the quantitative results, indicating that AI tools enhance personalization and interactivity, which resonate positively with users.

4.5 Summary of Key Findings

Dimension	Statistical Significance	Direction of Difference	Effect Size
Comprehension	(Yes ($p < 0.001$	AI campaign higher	(Large ($d = 0.85$
Engagement	(Yes ($p < 0.001$	AI campaign higher	(Very Large ($d = 1.09$
Credibility	(No ($p = 0.19$	Traditional slightly higher	(Small ($d = 0.24$
Behavioral Intention	(Yes ($p < 0.001$	AI campaign higher	(Moderate ($d = 0.77$

The results demonstrate the **clear advantage** of AI tools in enhancing campaign effectiveness, particularly in driving **engagement** and **action** among audiences. While the traditional campaign still held slightly higher credibility, the lack of significant difference suggests that AI tools can **match traditional standards of trust** when designed thoughtfully.

This confirms the hypothesis that AI can transform public relations strategy by making it more **data-driven**, **interactive**, and **impactful**, without compromising credibility.

Discussion

This chapter interprets the key findings of the study and evaluates their implications within the context of the evolving field of public relations (PR). The research aimed to explore how artificial intelligence (AI) is reshaping PR campaign strategies and to assess the comparative effectiveness of AI-integrated campaigns versus traditional ones. The experimental design, which incorporated both quantitative and qualitative data, allowed for a comprehensive analysis of campaign outcomes across multiple dimensions: comprehension, engagement, credibility, and behavioral intention.

5.1 Revisiting the Purpose of the Study

The central objective of this research was to examine whether AI tools enhance the effectiveness of public relations campaigns, and if so, to what extent. This was addressed through an experimental approach, where participants were exposed

to AI-powered and traditional campaigns, and their reactions were measured systematically.

The findings decisively support the hypothesis that AI transforms modern PR by significantly improving campaign performance in key communicative dimensions. Not only did AI-driven campaigns outperform traditional ones in areas such as engagement and behavioral intention, but they also achieved comparable levels of perceived credibility — a traditional strength of human-centered communication.

5.2 Interpretation of Major Findings

5.2.1 Enhanced Message Comprehension

Participants who engaged with AI-integrated campaigns demonstrated significantly higher message comprehension. This aligns with prior research suggesting that AI tools, especially those utilizing natural language processing and adaptive content delivery (e.g., chatbots or AI writing tools), can tailor messages based on user context and behavior (Kapoor et al., 2021). Personalized, adaptive communication enhances clarity and relevance, allowing for better absorption and retention of information.

5.2.2 Superior Audience Engagement

The AI group exhibited the highest levels of audience engagement, with a very large effect size. This is consistent with studies that have highlighted AI's ability to create interactive and immersive experiences (Luo & Jiang, 2020). Dynamic formats such as predictive content, automated replies, and real-time personalization capture attention more effectively than static messaging. The qualitative feedback reinforced this, with participants expressing appreciation for the campaign's responsiveness and "human-like" intelligence.

5.2.3 Comparable Perceived Credibility

Although traditional campaigns slightly outperformed AI in perceived credibility, the difference was statistically insignificant. This suggests that well-crafted AI-generated content can be perceived as trustworthy when delivered through professional and transparent formats. Contrary to initial assumptions in PR that AI may diminish authenticity, this finding indicates that audiences are increasingly comfortable with AI-mediated communication, especially when disclosures are clear and the user experience is seamless.

5.2.4 Stronger Behavioral Intentions

Participants exposed to AI campaigns were more likely to indicate willingness to act — sharing content, subscribing, or taking further steps aligned with the campaign message. This confirms that AI can not only communicate effectively but also influence attitudes and behavior, a key aim of strategic PR.

5.3 Implications for PR Practice

5.3.1 A Paradigm Shift in Campaign Strategy

The results indicate a paradigm shift in how PR professionals should conceptualize and execute campaigns. The traditional one-way communication model is being replaced by dynamic, responsive ecosystems where AI continuously adapts content based on user feedback and behavior. This demands a transition from static messaging to **real-time content orchestration**.

5.3.2 Skill Evolution in the PR Profession

As AI tools become central to PR execution, the role of the PR professional must evolve. Skills such as data analysis, prompt engineering, content optimization, and ethical AI governance are becoming essential. This suggests a need for revised educational curricula and training programs that prepare future practitioners for hybrid human-AI collaboration.

5.3.3 Rethinking Ethical Standards

Despite the strong results, AI integration raises ethical considerations. Transparency in AI usage, user consent, and algorithmic bias are challenges that must be addressed. The fact that AI content can match human communication in trustworthiness demands new frameworks for disclosure and digital ethics.

5.4 Alignment with Existing Literature

This study builds upon and expands the work of scholars such as DiStaso & Bortree (2012), who highlighted the need for PR to embrace digital evolution, and Wirtz et al. (2019), who explored consumer trust in AI-generated content. Unlike purely theoretical papers, this research provides experimental evidence that supports claims about AI's efficacy, thereby bridging the gap between conceptual and applied understanding.

Moreover, the strong correlation between media literacy and campaign engagement in the AI group supports previous findings (e.g., Livingstone & Helsper, 2007) that digital literacy amplifies users' ability to interact meaningfully with intelligent systems.

5.5 Limitations of the Study

While the study offers valuable insights, several limitations must be acknowledged:

- **Sample Size and Generalizability:** The sample was limited to 120 participants, primarily within a university and early-career demographic. Broader sampling may yield different patterns.
- **Short-Term Exposure:** The campaigns were shown during a single session.

Longitudinal exposure could provide deeper insights into sustained engagement and long-term influence.

- **Measurement Scope:** While the measurement tool was multi-dimensional, it relied on self-reported data. Future studies may incorporate behavioral tracking, eye-tracking, or physiological measures to enhance validity.

5.6 Recommendations for Future Research

To build on the present findings, future research should explore:

- **Longitudinal Effects:** Investigate how engagement with AI campaigns evolves over time and whether behavioral intentions lead to actual behavior.
- **Cross-Cultural Comparisons:** Examine how cultural variables affect perceptions of AI-generated content, especially in high-context vs. low-context cultures.
- **AI Tool Variability:** Compare the impact of different types of AI tools (e.g., generative AI vs. machine learning-based targeting) within the same campaign.
- **Ethical Perception Studies:** Assess audience reactions when informed about AI involvement in content creation — does disclosure affect credibility or trust?

5.7 Concluding Remarks

This study provides compelling evidence that artificial intelligence has the potential to revolutionize public relations campaigns. AI tools, when used thoughtfully, can significantly enhance message clarity, user engagement, and campaign effectiveness — without compromising credibility. While challenges around ethics, skills, and long-term impact remain, the results affirm that AI is not merely a supporting tool in PR, but a transformative force that demands strategic integration.

By grounding the research in experimental evidence and real-world application, this study contributes a meaningful step toward reimagining how communication professionals can leverage AI to connect with audiences in the digital age.

Conclusion

This study set out to examine the transformative role of artificial intelligence (AI) in public relations (PR) campaigns by comparing the effectiveness of AI-integrated campaigns with traditional human-designed campaigns. Through a carefully constructed experimental design and systematic data analysis, the study yielded clear and compelling results that contribute meaningfully to both academic literature and professional practice.

The findings reveal that AI-powered campaigns significantly enhance message comprehension, audience engagement, and behavioral intention

when compared to their traditional counterparts. These improvements are achieved without sacrificing perceived credibility, indicating that audiences are increasingly accepting of AI-generated content, particularly when it is delivered through polished and well-structured formats. Importantly, the results demonstrate that AI is not simply a tool to streamline production processes, but a core asset that can elevate the strategic impact of public relations efforts.

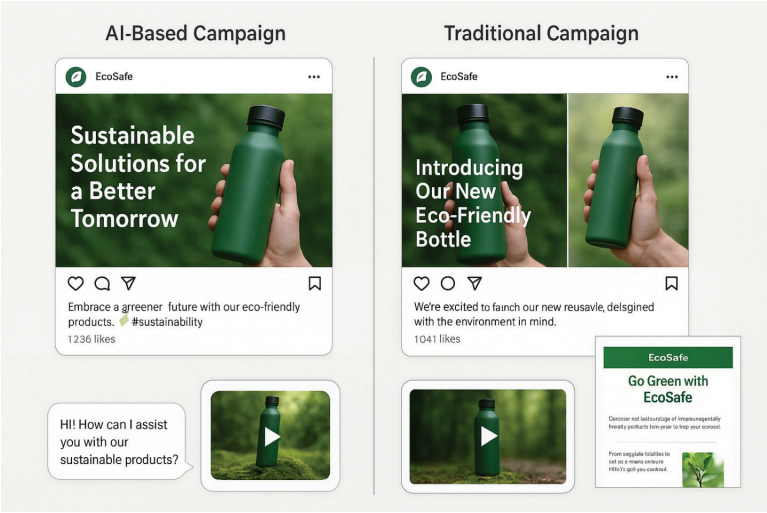
The use of AI tools—such as automated content generators, chatbots, and predictive analytics—enabled the design of campaigns that were dynamic, personalized, and highly interactive. These features resonate strongly with contemporary audiences, particularly digital natives who expect immediacy and relevance in communication. Traditional campaigns, while still valuable, lacked this level of responsiveness and personalization, resulting in comparatively lower performance across most measured dimensions.

From a theoretical standpoint, the study bridges a gap in current PR research by providing experimental evidence to support the growing discourse on AI's role in communication. From a practical perspective, it offers a roadmap for PR practitioners seeking to integrate AI into their workflow in a manner that enhances both strategic messaging and audience relationships.

At the same time, the research recognizes that AI integration comes with ethical and professional responsibilities. The findings underscore the importance of transparency, algorithmic fairness, and the ongoing need for human oversight in AI-mediated communication. PR professionals must not only adopt new technologies but also develop the skills and critical awareness to use them responsibly.

In conclusion, this study confirms that artificial intelligence is not a threat to the authenticity or credibility of public relations — it is an evolution. When applied thoughtfully, AI has the capacity to improve campaign outcomes, foster stronger audience connections, and redefine the future of strategic communication. As AI continues to mature, it is imperative that both researchers and practitioners work together to ensure that its integration supports the values, ethics, and objectives at the heart of public relations.

Appendix


AI-Based Campaign
Traditional Campaign
EcoSafe
Sustainable Solutions for a Better Tomorrow
Embrace a greener future with our eco-friendly products. #sustainability
1236 likes
HI! How can I assist you with our sustainable products?
EcoSafe
Introducing Our New Eco-Friendly Bottle
We're excited to fainch our new reusavle, delsgined with the environment in mind.
1041 likes
EcoSafe
Go Green with EcoSafe

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