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TRUST AND IMPORTANCE OF ARTIFICIAL INTELLIGENCE IN PUBLIC RELATIONS CAMPAIGNS: A STUDY OF SAUDI ARABIAN PUBLIC RELATIONS AGENCIES

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ABSTRACT

This study investigates the importance and trust associated with integrating artificial intelligence (AI) technologies into public relations (PR) campaigns from the perspectives of PR practitioners in Saudi Arabian agencies. This study employs a quantitative approach using a survey questionnaire distributed to 102 PR campaign officers. Utilising snowball sampling and adhering to ethical research practices, the study examines practitioners' opinions regarding AI's impact on campaign design, efficiency, and data analysis, alongside their trust in AI-generated information. Findings reveal that trust level variations and ethical implications concerns highlight the need for a clear ethical and legal framework for AI integration in Saudi Arabian PR. The study concludes that AI is increasingly recognised as a valuable tool in PR campaigns, aligning with the diffusion of innovations theory while underscoring the importance of targeted training and awareness programs to foster wider adoption and address ethical considerations.

KEYWORDS: Public Relations Campaigns, AI, Public Relations Agency.

1. INTRODUCTION

The Kingdom of Saudi Arabia occupies a leading global position in artificial intelligence (AI) as part of its transformative Vision 2030. In 2019 Saudi Data and Artificial Intelligence Authority (SDAIA) was established to drive the national data and AI agenda. Its tasks include promoting and adopting AI across government entities, increasing public awareness, and ensuring the strategic use of data and AI technologies throughout the Kingdom. These efforts aim to leverage AI technologies to drive economic growth, improve public services, and enhance the quality of life for all citizens, guiding the nation towards a technologically advanced and data-driven future (GAIN SUMMIT, 2024).

In the media field, the Ministry of Media and SDAIA launched the "Center of Excellence for Artificial Intelligence in Media" during the inauguration ceremony of the Third Saudi Media Forum. This centre, the first of its kind in the Middle East, will monitor the latest trends in media science and employ them to serve the communication messages of the Kingdom of Saudi Arabia (SPA, 2024).

This accelerating technology is causing a swift transformation in various industries, particularly public relations (PR). As one of these industries, PR can significantly benefit from technological advancements, especially in communication and relationship management. AI can be vital in accelerating information processing and analysing large datasets. It can also be effectively used in PR strategies and practices to understand audience reactions better and make campaigns more effective (Çerçi, 2024).

PR agencies play a vital role by performing PR functions and activities at high professional levels, leading to an increased demand for these agencies worldwide, particularly in the Arab world. Due to this demand, international PR agencies have emerged in the Saudi market. With the development of PR practices, Saudi PR agencies have become more active due to their possession of qualified Practitioners (Al-Kabkabi, 2019).

Therefore, the importance of studying this activity has emerged to produce results that help PR agencies in the future to understand the opinions of communication practitioners in PR agencies, regarding the importance of employing AI technologies in all kind of PR campaigns, the extent of trust of those responsible for PR campaigns in AI technologies.

1.1. Problem Statement

The core issue of this study stems from the deficiency in the literature, which has failed to address the PR practitioners in agencies within Saudi Arabia regarding the significance of employing AI technologies in all kind of PR campaigns. Following a review of previous literature and published studies in both Arabic and English within the same field, the researcher has identified a substantial gap. This gap is characterised by a lack of research that examines the perspectives of PR practitioners in Saudi Arabian PR agencies on the importance of integrating AI technologies into all kind of PR campaigns. Moreover, most existing studies have limited their scope to exploring AI and PR across various variables without focusing on PR campaigns. For instance, the study by Jaber (2024) aimed to investigate the nature of AI impacts on the work of PR practitioners in crisis prediction and management. Similarly, Çerçi (2024) sought to comprehensively evaluate AI utilisation in PR and explore effective integration strategies for AI technology, particularly in media monitoring, crisis management, reputation management, customer relationship management, and content production.

Aishwaryaa (2025) explores the transformative impact of AI on PR analytics, emphasising its integration into media monitoring, sentiment analysis, and strategic decision-making processes. Jiang et al. (2025) examined the increasing use of AI Chatbots in the Chinese market in conjunction with corporate social responsibility (CSR). Bowen (2024) conducted a five-year study involving various participant types to examine ethical issues in AI and its application in PR and professional communication. Anani-Bossman et al. (2024) aimed to identify the role of AI in Ghana's PR and communication management industry, focusing on the knowledge, adoption, and impact of AI, as well as perceived risks and challenges associated with its implementation.

Ali (2024) aimed to identify the impact of employing AI applications in PR agencies operating in Egypt. Cusnir & Nicola (2024) aimed to identify the extent to which PR practitioners in Romania use and perceive generative AI, with a particular focus on the ethical concerns involved and their effects on the PR profession. Gustomo and Arief (2020) aimed to explore the readiness of PR to address the impact of big data and AI on the communication profession in Indonesia. It aimed to determine the understanding of AI that will impact the automation and simplification of PR work, to identify future PR competencies, and to determine which types of PR

jobs can be replaced by big data and AI. Yue et al. (2024) aimed to identify practitioners' attitudes, abilities, and knowledge about AI and how AI is currently used in PR practice and to reveal the obstacles facing the integration of AI in PR.

Following a review of studies addressing the topic of PR and AI, the current study problem is represented in its attempt to bridge the research gap identified in the literature by investigating two aspects: firstly, identifying the opinions of communication practitioners on the importance of employing AI technologies in PR campaigns; and secondly, revealing the extent of trust that PR campaign practitioners place in AI technologies.

1.2. Objectives of the Study

This study aims to identify the PR practitioners who work's at the PR agencies in Saudi Arabia, regarding the importance of employing AI technologies in all kind of PR campaigns. This aim is derived from several objectives, represented by the following:

- Exploring the Trust among PR campaign practitioners in AI technologies.
- Exploring the perspectives of PR practitioners regarding the Importance of integrating AI technologies into PR campaigns.

1.3. Questions of the Study

This study seeks to answer the following questions:

- What is the extent of trust of PR campaign practitioners in AI technologies?
- What are the perspectives of PR practitioners regarding the Importance of integrating AI technologies into PR campaigns?

1.4. Terminology of the Study

1. Artificial Intelligence (AI):

Artificial Intelligence (AI), coined by Stanford University Emeritus Professor John McCarthy in 1955, is defined as the science and engineering of making intelligent machines (Manning, 2020).

Kaplan and Haenlein (2019) defined AI as a system's ability to correctly interpret external data, learn from that data, and use that learning to achieve specific goals and tasks through flexible adaptation. Russell and Norvig (2016) defined AI as systems that mimic cognitive functions typically associated with human characteristics, such as learning, speech, and problem-solving. Furthermore, (Ali, 2024) defined it as the use of AI in PR by integrating advanced technologies and algorithms to perform various functions that simulate human capabilities. This includes automating routine tasks, designing PR campaigns, predicting potential crises, and

monitoring and managing social media. These technologies can be applied independently or integrated with the efforts of PR practitioners.

1.5. Public Relations Campaigns

Public relations campaigns are defined as planned sets of communication activities by the public relations department, each with a specific purpose and lasting over a defined period, to meet needs and achieve goals and objectives related to specific issues (Al-Rida & Ammar, 2013).

Rice and Atkin (2013) defined PR campaigns as informing or influencing broad audiences' behaviours over a specified period using a structured set of communication activities. These encompass various media messages across multiple channels to achieve non-commercial benefits for individuals and society.

2. METHODOLOGY OF THE STUDY

This study explores the level of trust and importance among PR campaign practitioners in AI technologies. The study adopted a quantitative descriptive approach and used the survey method, in which the researcher employed the questionnaire as a primary tool to collect data from the research sample. The survey method is one of the most prominent methods used to collect quantitative data, which is difficult to access by qualitative methods, and which will help the researcher obtain accurate data in order to achieve the objectives and questions of this study, which are represented in its endeavour to know the PR practitioners who works at the agencies in Saudi Arabia regarding the trust and importance of employing AI technologies in PR campaigns.

The questionnaire included several questions related to demographics (such as gender, age and Education) and it continued with closed-ended questions where 5-point Likert scales were used for responses ranging from 5. Strongly agree to 1. Strongly disagree. These were structured in two themes: the first one included questions related to the extent of trust of PR campaign practitioners in AI technologies, and the perspectives of PR practitioners regarding the Importance of integrating AI technologies into PR campaigns. The questions were originally developed in Arabic language and then there were translated into the English language.

Regarding the ethics of scientific research, the researcher adhered to the ethics of research by not disclosing the privacy of the respondents and providing them with freedom of participation. The researcher also committed not to disclose data that

may be misused against the respondents or the agencies in which they work. Employees consented to participate in the questionnaire by informing participants in the cover letter attached to the questionnaire about keeping names confidential and that there is no deception involved in the research.

Population of this study consisted of local and international agencies practicing PR in Saudi Arabia. The size of these agencies varies from large through medium to small. The study sample was represented by these agencies, with 102 PR practitioners specialising in PR campaign.

The current study employed a snowball sampling strategy. This strategy enables the researcher to reach participants who are difficult to access by leveraging the experiences and knowledge of participants. The snowball sampling method relies on finding suitable individuals for the study through referrals from individuals who share common traits related to the study's interests, and it also has the advantage of reaching elites or individuals who are difficult to locate (Atkinson, 2001; Flint). This technique is proper when the researcher needs to access insider knowledge within organisations or when they need to contact participants who may be unavailable due to ethical, legal, or social sensitivities (Noy, 2008).

In this study, the initial participant, employed at a local PR agency, recommended another PR officer to participate. Upon encountering participants exclusively from small and medium-sized agencies, the data collection from this specific segment was stopped after reaching sufficient participants, and efforts were directed towards identifying other PR practitioners working in International medium and large-sized agencies.

To establish internal validity, the questionnaire was presented to three of communication and media academic for evaluation. This evaluation aimed to determine the suitability and clarity of the wording and its accuracy in addressing the study's questions and objectives. The percentage of agreement among the arbitrators on the questionnaire items, was 93%, indicating a high degree of consistency and validating the items' efficacy in measuring the importance of AI techniques in PR campaigns within PR agencies. Based on expert feedback, modifications to the scale included refining the wording to reflect the degree of importance and revising the terminology of certain statements related to the questions concerning the importance of AI techniques in PR campaigns within PR agencies.

2.1. Limitations of the Study

- The study's scope is limited to PR agencies operating within Saudi Arabia. While the data obtained from the study sample was substantial, additional data with varying characteristics could be acquired through broader application to public and private sector organisations.
- This study followed the descriptive quantitative approach, from which data was obtained through a questionnaire. However, conducting a qualitative study that includes in-depth interviews or field observations could provide a description of the study variables with different dimensions.
- This study also considered potential ethical concerns related to snowball sampling, such as the need for careful handling of sensitive data and the researcher's responsibility to protect participant privacy and anonymity.

3. LITERATURE REVIEW

Existing scholarship offers valuable perspectives on the evolving landscape of PR within Saudi Arabia, particularly in relation to the nation's ambitious transformation initiatives. This body of work explores the strategic implementation and consequential impacts of AI within PR practice, while also addressing the salient ethical dilemmas that arise from its integration.

The PR in Saudi Arabia are experiencing a growing complexity, reflecting the country's rapid socio-economic transformation. These campaigns often promote national initiatives, such as Vision 2030, a strategic framework aimed at diversifying the economy and improving quality of life. As Al-Kandari and Al-Mutairi (2020) highlighted, PR efforts are crucial for building awareness and public support for these large-scale projects, using a mix of traditional and digital media to reach diverse audiences. Moreover, government entities and private companies are paying increasing attention to transparency and stakeholder engagement, which aligns with global best practices. This shift is evident in campaigns addressing environmental sustainability, cultural heritage preservation, and social development, demonstrating a commitment to responsible communication.

Furthermore, the evolving media landscape in Saudi Arabia, characterised by high internet and social media penetration rates, significantly influences PR campaign strategies. Digital platforms are leveraged to disseminate information, foster dialogue, and manage reputation. As Al-Rawi and

Al-Kandari (2021) noted, using social media influencers and targeted online content has become essential for reaching younger demographics and shaping public opinion. This digital-first approach allows for immediate interaction and feedback, enabling organisations to promptly adapt their messages and address concerns. Additionally, PR campaigns increasingly integrate data analytics to measure their effectiveness and refine their strategies, ensuring communication efforts align with specific objectives.

Finally, the cultural context of Saudi Arabia plays a crucial role in shaping PR campaigns. Consideration of religious values, social norms, and cultural sensitivities is paramount. As Al-Anzi (2019) emphasised, campaigns must be tailored to resonate with the local audience, using culturally appropriate language and imagery. This includes understanding the nuances of communication across different regions and demographic groups within the Kingdom. Moreover, the growing emphasis on national identity and cultural heritage is reflected in campaigns promoting Saudi arts, culture, and tourism. Consequently, effective PR strategies in Saudi Arabia require a deep understanding of the local context and a commitment to ethical and responsible communication practices.

Applications of AI in PR in recent studies have documented diverse applications of AI within the field of PR. According to Yue et al. (2024), the PR sector is poised for a substantial and enduring transformation facilitated by using generative AI technologies, such as ChatGPT and Midjourney, coupled with an emphasis on self-learning and experimentation. A study conducted by Ali (2024) indicated that content marketing enhancement is achieved through multiple strategies, including search engine optimisation, audience segmentation, and message personalisation, in addition to measuring audience response to ascertain the effectiveness of these strategies. As per Çerçi (2024), AI is being integrated into various domains, encompassing media monitoring, crisis management, reputation management, customer relationship management, and content production, underscoring its escalating role in diverse facets of communication and marketing. Aishwaryaa (2025) explored the influence of AI on PR analytics, with a specific focus on AI's role in media monitoring, sentiment analysis, strategic decision-making, and its function in social listening tools. In a study by Gustomo Arief (2020), certain PR functions were supplanted by intelligent tools, such as news clipping and analysis, media relations, social media

content management, press release distribution, and the generation of images and videos.

The impact of AI on PR practitioners is a subject of increasing academic study. On international level, AI has been adopted by a significant proportion (83%) of professionals within PR agencies (International Public Relations Network 2024). Contemporary research indicates that AI adoption is not merely a technological shift, but a fundamental transformation of PR workflows and strategic decision-making. A study by Jaber (2024) highlighted the capacity of AI to manage complex tasks and anticipate crises, while Jeong & Park (2023) emphasised the significance of enhancing intelligent tools to augment efficiency, personalise communications, and cultivate relationships with the public, while stressing the necessity of striking a balance between automation and human expertise, and of updating the skills of PR practitioners. Conversely, Suciati et al. (2021) documented a high degree of acceptance regarding the perceived ease of use and perceived benefits of PR chatbots. Nonetheless, challenges persist in the utilisation of AI within this domain. Jaber (2024) noted a deficiency in expertise among PR practitioners in governmental institutions regarding the application of these technologies, thereby necessitating a focus on developing training programs in this area. Similarly, Al-Shuaibi (2023) underscored the difficulty in controlling advanced software applications, which presents a potential obstacle to deploying AI tools in PR within Saudi Arabia.

Ethical and social dimensions of AI in PR are diverse. A study by Anani-Bossman et al. (2024) indicated a limited understanding of AI among professionals in Ghana, necessitating increased awareness and a serious dialogue on the subject. Meanwhile, Bowen (2024) emphasised the importance of understanding and applying ethics in designing and using AI systems. Furthermore, Cusnir and Nicola (2024) highlighted ethical concerns about content quality, stressing the need for human verification and transparency. Finally, Jiang et al. (2025) demonstrated consumers' appreciation for socially oriented intelligent chatbots in corporate social responsibility discussions.

4. THEORETICAL FRAMEWORK

The Arab society, particularly the Saudi Arabian one, is experiencing successive developments in the formations and uses of the technological, communicative, and informational digital environment. This development has a positive impact on institutions in any field and the

maximisation of their administrative, productive, and communicative capabilities and their actual value among similar institutions. Thus, enabling these institutions in any field to achieve competitiveness. With technological, communicative, and informational developments, the digital environment represents an influential and effective factor in maximising competitive capabilities and countries' progress. The uses of AI have diversified in various life fields, such as developing computer devices and employing them to increase the efficiency of interactive digital communication with individuals, thus diversifying communication methods to be more influential and suitable for individuals.

This study has relied on the theory of diffusion of innovations. Due to its close association with the research topic, where the concept of diffusion of innovations is defined by a specific idea or topic that the individual perceives. This idea is new or accepted by the individual because it is new; as Rogers (2004) states, the novel idea is considered the basis of social change, and this change may be accepted or rejected. Due to communication is a purely social process, novel ideas require the communication process with its characteristics to be established in the social system. Thus, this research focuses on PR officers opinions on the trust and importance of employing AI technologies in PR campaigns.

Diffusion of Innovations Theory:

Rogers (1962) defined diffusion as the process by which an innovation is communicated through specific channels over time among the members of a social system. The theory's premise is that the concept of innovation diffusion is determined by a specific idea or subject perceived by an individual as new or accepted by them on the basis that it is new. Rogers (2004) states that the newly introduced idea is the basis of social change, whether acceptance or rejection. Because communication is a purely social process, newly introduced ideas require the communication process with its characteristics to become established in the social system.

The diffusion of innovations theory represents how an individual moves from initial awareness of an innovation to forming an attitude towards it, deciding to adopt or reject it, implementing the new idea, and confirming this decision. The innovation-decision process includes five stages (Rogers, 2003):

- **Knowledge:** When an individual is exposed to the existence of the innovation and understands how it functions.
- **Persuasion:** When an individual forms a favourable or unfavourable attitude toward the innovation.
- **Decision:** When an individual engages in activities that lead to choosing to adopt or reject the innovation.
- **Implementation:** When an individual puts the innovation into use.
- **Confirmation:** When an individual seeks to reinforce the innovation decision already made, the decision may be reversed if exposed to conflicting messages.

The process of diffusing newly introduced ideas is the circulation of an idea through known and multiple communication channels over time among individuals belonging to a social system. The process of adopting a new or innovative idea is defined, and innovations are diffused when a specific idea spreads from a point to surrounding geographical areas or from person to person within a single area. The innovation diffusion model relies on four pillars: innovation, communication channels, time, and members of the social system (Al-Najjar, 2020).

5. RESULTS AND DISCUSSION

This study aimed to achieve its research objectives by examining the current state of PR practitioners in PR agencies within the Kingdom of Saudi Arabia. It further sought to explore the significance of integrating AI technologies into PR campaigns and assess the trust levels of PR campaign designers in these technologies.

The principal findings of this research are presented as follows:

Table 1: Demographic Characteristics of the Study Sample.

Variable	Category	Frequency	Percentage
Gender	Male	76	74.5%
	Female	26	25.5%
	Total	102	100%
Age	Under 25 years old	8	7.8%
	From 25 to less than 35 years old	26	25.5%
	From 35 to 45 years old	40	39.2%
	years and older 45	28	27.5%
	Total	102	100%

Education	High School	2	2.0%
	Diploma	6	5.9%
	Bachlar	54	52.9%
	Master	34	33.3%
	PhD	6	5.9%
	Total	102	100%

The results presented in Table 1 indicate that the study sample was predominantly male, accounting for 74.5%, while females constituted 25.5%. Regarding the age distribution, the largest segment fell within the 35-45-year age bracket, representing 39.5% of the sample. This was followed by the 45+ year category at 27.5% and then the 25-35 year range at 25.5%. The under-25 age group represented the most minor proportion, at 7.8%. Regarding

educational attainment, the highest percentage of respondents held a Bachelor's degree (52.9%), followed by those with a Master's degree (33.3%). PhD and Diploma holders represented 5.9% each, while individuals with a high school education accounted for the smallest percentage, at 2%.

RQ 1: The Extent of Trust of PR Campaign Officers in AI Technologies.

Table 2: The Trust of PR Campaign Officers in AI Technologies.

The extent of trust of those responsible for PR campaigns in AI techniques	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I follow news and developments related to AI technologies	33.3%	47.1%	11.8%	2%	5.8%
My conviction regarding the significance of AI for PR campaigns has increased with my growing knowledge of them.	56.9%	33.3%	5.9%	0%	3.9%
AI has become a component of my trusted tools.	%45.1	%33.3	%17.6	%2.0	%2.0
AI provide secure and reliable information.	%31.4	%31.4	%29.4	%3.9	%3.9
AI Adhere to an Ethical Charter	%29.4	%21.6	%35.3	%3.9	%9.8
AI are obligated to uphold intellectual property rights.	%35.3	%19.6	%25.5	%7.8	%11.8

The results indicated a high level of agreement among PR practitioners in agencies regarding following news and developments related to AI technologies, with a percentage of (80.4%). Conversely, (8.7%) expressed disagreement. A significant percentage (80.4%) of public relations practitioners express interest in news related to AI developments, which is a strong initial indicator of their awareness of technological advancements. Conversely, a low percentage would suggest that public relations professionals may not fully recognise the significance of this technology. This finding contrasts with Cropley's study, which suggested that professionals lack sufficient knowledge about AI and its application in communication (Cropley, 2019).

The results confirmed that most respondents possess conviction and knowledge regarding AI and their significance for PR campaigns, with a percentage of 90.2%. This indicates the extent of awareness among PR practitioners in agencies and their conviction in the importance of artificial intelligence for building a successful public relations campaign. This aligns with Ali's study (2024) findings, highlighting that AI technologies assist agencies in analysing big data, serving as crucial inputs in designing and implementing PR

campaigns. Furthermore, Saber's study (2022) confirmed that 84% of PR practitioners in Egyptian banks emphasised the importance of employing artificial intelligence applications into practice.

The data indicates a significant proportion of respondents (78.4%) expressing agreement regarding the trustworthiness of artificial intelligence as a tool for agency campaign designers. Conversely, research focusing on Romanian public relations practitioners reveals a contrasting perspective, characterised by skepticism concerning the quality of AI-generated outputs and the perceived necessity of supplementary human involvement. Despite the prevalent utilisation of AI in their professional activities, Romanian PR professionals do not generally perceive AI-generated results as superior to those produced by human expertise. Similarly, Ali (2024) stated that PR practitioners should exercise caution regarding the uncritical acceptance of reports generated solely by AI, emphasising the necessity of human intervention and oversight in their interpretation and application. This divergence in perspectives leads the researcher to posit that the high level of trust in AI for PR campaign creation among Saudi agency officers is predominantly influenced by the Saudi government's active

promotion of AI adoption across society, aligning with the objectives of Saudi Vision 2030.

The results revealed that 62.8% agree that AI provide secure and truthful information. On the contrary, Ali (2024) stated that data validation presents a salient challenge due to the inherent ambiguity in assessing the veracity of input data. Consequently, the processing of erroneous or imprecise data by artificial intelligence systems invariably leads to inaccurate outputs. Conversely, AI offers mechanisms for enhancing information integrity within publishing through the incorporation of metadata and source citations. However, a mid-level public relations practitioner indicated prevailing skepticism among PR agencies and their clientele regarding the dependability of autonomous AI systems, hindering widespread adoption. Ali's point of view explain why 29.4% remain neutral regarding AI provide secure and truthful information.

The findings indicate that half of the campaign designers in PR agencies (51%) agreed that AI adhere to ethical charters. This result is consistent with Aishwaryaa's study (2025), which stressed the importance of successful AI implementation in PR analytics through a balanced approach that leverages technological capabilities while upholding ethical

standards and human expertise. Additionally, the Middle East PR Association (MEPRA, 2024) developed a charter of ethics for AI use to guide practitioners in employing the eight principles to ensure the ethical use of AI. However, 29.4% of the campaign designers in PR agencies remained neutral, which bring questions about if the PR practitioners are adhering to the MEPRA code of ethics for AI use to guide.

The results indicate that most of the sample perceive AI to adhere to and respect intellectual property, with a rate of 54.9%. These findings align with the 2023 News/Media Alliance report, which emphasises the necessity for AI system developers, operators, and publishers to respect intellectual property rights. The Middle East PR Association (MEPRA, 2024), in partnership with the "ChatGPT" platform, has developed a guide for using AI by PR practitioners in the Middle East. This guide provides a framework and recommendations for handling content generated using AI platforms, aiming to assist practitioners in the ethical and legal use of technology and the preservation of intellectual property in professional practice.

RQ2: Perspectives of PR Professionals on the Importance of Employing AI Technologies in PR Campaigns.

Table 4: Importance of Employing AI in PR Campaigns.

Perspectives of PR Practitioners on the Importance of Employing AI Technologies in PR Campaigns.	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I adopt the use of AI as a new idea to start a PR campaign	%33.3	%43.1	%15.7	%2.0	%5.9
Already relying on AI in designing PR campaigns	%31.4	%29.4	%35.2	%2.0	%2.0
AI save me much time when designing PR .campaigns	%58.9	%17.6	%13.7	%3.9	%5.9
AI help me design images	%49	%15.7	%19.6	%2.0	%13.7
.AI have made video production easier	%51	%21.6	%17.6	%2.0	%7.8
AI help me improve the efficiency of campaign .outputs	%47.1	%25.5	%17.6	%3.9	%5.9
Automated scheduling of social media posts has .fine-tuned posting times	%45.1	%25.5	%21.6	%3.9	%3.9
Automated responses to social media PR campaign posts help make the campaign successful	%45.1	%23.5	%19.6	%3.9	%7.8
.AI help me analyse large amounts of data	%60.8	%17.6	%13.7	%2.0	%5.9

Data presented in Table 4 demonstrates that a majority (76.4%) of campaign designers within PR agencies agreed with adopting AI as an innovative approach to initiating PR campaigns. These findings align with those of a study conducted by (Darar et al., 2023), which emphasised the potential of AI technologies in professional PR practices, particularly in assisting with designing advertisements and campaigns tailored to the interests, patterns, and interactions of the target

audience. It seems possible that these results are due to the importance of artificial intelligence in Saudi society is evident in community initiatives such as the One Million Saudi Artificial Intelligence Initiative (Samai) to empower national competencies in artificial intelligence (Saudi Data & AI Authority 2024).

Over half of the study participants (60.8%), who were campaign designers in PR agencies, confirmed their reliance on AI in designing PR campaigns. This

result is consistent with a study by PR Week UK in May 2023, which reported that 23% of PR professionals utilised AI for campaign generation. However, a subsequent study in June 2023 revealed an increase in this figure to 57% (Barrett, 2023). It is important to bear in mind the differences in AI development between the UK and Saudi Arabia, However, Saudi Arabian government putting huge efforts in developing AI, as its shows in Tortoise Global Ai Index (2024) which stated that the global artificial intelligence index published by Tortoise Intelligence, which assessed over 60 nations, the Kingdom of Saudi Arabia achieved the top global ranking in the Government Strategy Index for Artificial Intelligence.

In contrast to earlier findings, 35.3% of respondents expressed uncertainty regarding using AI in PR campaign design. This result is consistent with the study (Ali, 2024), which found that the PR industry is taking slow steps toward adopting the latest technology due to private agencies' lack of a strategy regarding technology such as AI.

The results indicate that most of the study sample (76.4%) of campaign designers in PR agencies agreed that AI applications reduce the time required to design PR campaigns. Conversely, 4.8% of the respondents disagreed, and 13.7% remained neutral. This finding aligns with Panda et al. (2019), who asserted that PR professionals can now accomplish time-consuming tasks such as strategy formulation, campaign organisation, press release writing, crisis management, and data archiving in shorter time frames with the support of AI.

More than half of the study sample (64.7%) of campaign designers in PR agencies agreed that AI applications assist in image design. Additionally, 19.6% of the respondents remained neutral, while 15.7% disagreed with the importance of AI applications in image creation. In the same vein, the study results indicated that most campaign designers in PR agencies (72.6%) believe that AI applications facilitate video production. Furthermore, 17.6% of the respondents remained neutral, and 9.8% disagreed. These findings are consistent with the research conducted by Seidenglanz and Baier (2023), who emphasised that AI is utilised in media data management within PR. This includes automating repetitive and time-consuming tasks, such as text generation, image selection and editing, video production, and customer inquiry responses.

Most of the study sample, consisting of campaign designers in PR agencies, expressed their agreement (77.6%) that AI applications enhance the efficiency of campaign outputs. Conversely, 9.8% of the

respondents disagreed, while 17.6% remained neutral. This finding aligns with the study by O'Connell (2025), which posits that AI enables PR teams to transition away from manual tasks rapidly. AI can handle routine, straightforward tasks with precision and consistency, freeing the team to concentrate on the broader perspective: campaign strategy and optimisation. This saves time and resources upfront and facilitates the management of more efficient campaigns that bolster return on investment.

The results further indicated that campaign designers in PR agencies recognised the importance of integrating AI technologies into PR campaigns. Expressly, 70.6% agreed that automated scheduling of social media posts improved the accuracy of posting times, whereas 7.8% disagreed, and 21.6% expressed neutrality. This observation is consistent with O'Connell's assertion that AI tools in PR are beneficial for automating manual tasks. AI can schedule and manage social media posts, draft press releases, respond to customer comments, emails, and text messages, compile media lists, and take notes. As its capabilities expand, it becomes increasingly imperative to comprehend the utilisation of AI in PR (O'Connell, 2025).

More than half of the study sample (63.6%) confirmed their reliance on PR agencies for automated responses to PR campaign posts on social media, contributing to the campaign's success. In contrast, 11.7% rejected their reliance on AI in automated responses to PR campaign posts on social media. Additionally, 19.6% expressed neutrality. This aligns with the w7worldwide 2024 report, which emphasised that AI has brought several changes to the PR industry. For instance, chatbots and virtual assistants are considered a significant advancement. It is estimated that in 2024, over 8.4 billion devices powered by AI assistants will be in use. These AI-powered tools can handle various tasks, such as responding to customer inquiries, scheduling appointments, and conducting interviews. This frees PR professionals to focus on strategy development and media relations. However, their primary function is analysing large volumes of data to identify trends and patterns that can help PR professionals better understand their audience and tailor their messages accordingly. This data analysis can be used to improve social media PR campaigns, identify potential influencers, and measure the effectiveness of PR efforts.

Furthermore, the results indicate that most of the study sample (78.4%) agreed that AI applications assist campaign designers in PR agencies in

analysing large volumes of data. In comparison, 7.9% disagreed, and 13.7% expressed neutrality. This is consistent with the study by (Darar et al., 2023), which found that the use of AI technologies aids in the production and distribution of digital media materials by providing content descriptions and text-to-speech conversion, as well as offering a diverse interactive database for PR that enables its utilisation in campaign management.

6. CONCLUSIONS AND RECOMMENDATIONS OF THE STUDY

The results indicate that PR officers in agencies follow news and developments in AI and are convinced of the importance of its applications in PR campaigns. This demonstrates a growing awareness of the importance of these technologies. However, there is a variation in the level of trust in the integrity and reliability of the information provided by AI applications and in their commitment to ethics and intellectual property rights as one third of the study sample were neutrals. This indicates the need to develop a clear ethical and legal framework for using AI in PR.

The results confirm that AI has become one of the reliable tools for campaign designers, making AI systems more acceptable and adopted. According to the diffusion of innovation theory, PR officers who follow AI news and adopt its applications can be considered early adopters. However, the presence of a percentage of neutrals indicates a need for more awareness and education to promote the adoption of these technologies on a broader scale.

PR officers emphasise the importance of AI in

designing campaigns, shortening time, designing images and videos, raising output efficiency, scheduling posts, and analysing data. This demonstrates that AI provides tangible value in various aspects of PR work. There is a high percentage in professionals' reliance on AI applications in designing PR campaigns. However, there is still a noticeable hesitation due to the lack of clear strategies for using these technologies.

AI applications help campaign designers analyse large amounts of data, which helps them understand the audience and direct campaigns more effectively. This trend is consistent with the diffusion of innovation theory, as AI represents a technological innovation that is gradually spreading in the PR field which agreed with one of the theory stages about Implementation.

7. RECOMMENDATIONS

- Enhance awareness and education about the benefits and applications of AI in PR and provide the necessary training for communicators.
- Develop a clear ethical and legal framework for using AI in PR to ensure transparency, responsibility, and protection of intellectual property rights.
- Encourage PR agencies to adopt clear strategies for using AI and allocate the necessary resources to develop technical capabilities.
- Continue research and study on the impact of AI on PR and evaluate the effectiveness of various applications.

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ETHICAL APPROVAL

- Full name of the committee that approved the research along with the date of approval.
- The Date of approval was only obtained after the research commenced.
- You Know that Showing up my ID as A researcher in the university, college and department can facilitate the reach audience.
- I am A professor at university. So, I sent a cover letter to all recipients in the study. The letter explains all research objectives and items. It includes all personal details of the researcher like name, Phone Number, Email, Place of Work.
- Scope of approval related to answering all items in the questionnaire without any sensitive any special information.
- Confirmation that all research was performed in accordance with relevant guidelines/regulations applicable when human participants are involved (e.g. Declaration of Helsinki, or similar);

- Verbal informed consent was obtained for anonymized participant information to be published in this article.
- The research population is the PR officers in PR agencies in Saudi Arabia, so you can find them in the PR agencies which don't require pre-preparation.
- The study involves human participants. It is a commonly used practice and does not clash with local laws and regulations. The Kingdom of Saudi Arabia has issued the Law of Ethics of Research on Living Things (1431/09/14 H Corresponding To : 24/08/2010). (<https://laws.boe.gov.sa/BoeLaws/Laws/Viewer/3187193b-cb22-4a79-8f03-658f6855a820?lawId=fad7b0d1-e536-46ea-8202-a9a700f28b03or>).
- My Research is a descriptive one and has no manipulations on the human participants or body risks. The research tries to resolve the attitudes and opinions rather than any manipulation of the body. So, the respondents have no risks or danger cases. So they have their full freedom to participate or not in the study.
- Because I am a staff member at the university, I have a full commitment and all research ethics toward the participants. So, all collected data has full confidentiality and privacy. No need for names or personal details.
- If a study was granted exemption from requiring ethics approval, the reason for this should be explained in sufficient detail. More details can be found <a href=<https://www.nature.com/palcomms/author-instructions/submission-instructions#Ethical>>here.
- No Need for written confirmation from the relevant ethics committee. The approval is not required because it's research and not funded by the university. But finally, the research needs to be formal and ethically applied because it will be submitted to the university for many purposes, such as Research initiatives and Promotion, etc.
- The study mean is the electronic questionnaire through the Google Drive link. So it is written means and is oriented to a specific group in society. The PR officers in PR agencies in Saudi Arabia.

INFORMED CONSENT

Informed consent is not necessary before conducting the research. So, we need to the consent in real time during the research. More specifically, at the moment of questionnaire was distributed. The Participant has full consent to participate or not in the study.