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# THE EFFECTIVENESS OF USING ARTIFICIAL INTELLIGENCE TOOLS IN PUBLIC RELATIONS ACTIVITIES WITHIN GOVERNMENT INSTITUTIONS: AN APPLIED STUDY ON A SAMPLE OF YOUTH

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## ABSTRACT

***The Fourth Industrial Revolution has triggered the fourth wave of globalization, introducing challenges that governments and institutions must adapt to in order to remain competitive in a rapidly evolving environment. Public relations (PR) have been significantly transformed by the integration of artificial intelligence (AI), which allows machines to perform human-like cognitive functions such as learning, interaction, and problem-solving. This study adopts a descriptive-analytical method, using two key tools: a questionnaire distributed to a sample of youth, and content analysis of previous studies and institutional reports. The results revealed that youth demonstrate a high awareness of AI applications in PR, particularly in social media analysis, automated responses, and online reputation management. The findings also confirm that AI enhances communication efficiency, strengthens institutional reputation, and improves crisis management through predictive analysis. However, the study highlights persistent challenges, including a lack of training, limited expertise, and concerns over data privacy. The study concludes that AI tools represent a strategic opportunity to modernize PR practices, provided institutions balance technological adoption with human interaction and invest in continuous professional development.***

**KEYWORDS:** Artificial Intelligence – Public Relations – Government Institutions – Youth – Digital Communication.

## 1. RESEARCH IMPORTANCE

The importance of this research lies in its focus on the role of artificial intelligence in reshaping public relations practices and supporting institutional communication strategies. It emphasizes how AI contributes to building a future-oriented vision for the profession by enhancing efficiency, transparency, and creativity. Moreover, the study addresses a gap in the literature by examining both the opportunities and challenges of AI adoption in PR, highlighting its impact on reputation management and crisis communication. This research provides valuable insights for policymakers, PR practitioners, and institutions aiming to align their communication strategies with the requirements of the digital age.

## 2. PREVIOUS STUDIES

**The research team reviews studies that addressed the effectiveness of using public relations with artificial intelligence (AI) tools in government institutions, according to thematic classification in the following areas:**

### *2.1. Axis One: Studies On the Use of Public Relations with AI Tools*

It can be said that artificial intelligence (AI) has become a prominent issue in the world of public relations, especially in the era of the Fourth Industrial Revolution, also known as Industry 4.0. AI provides immense opportunities to improve and transform the field of public relations, representing both a challenge and an opportunity for practitioners. Through AI techniques, PR practitioners can improve data analysis and understand social behaviors, helping them develop more effective strategies for communicating with the public. For example, AI can be used to analyze public sentiment and responses to certain campaigns, thereby directing efforts more effectively.

- Thabet (2023) monitored modern trends in the use of PR and AI tools in managing government services through electronic portals, using a descriptive analytical study on government portals in the UAE. The results revealed the use of technologies such as chatbots, electronic signatures, stakeholder relationship management with AI, smart suppliers, and metaverse technology in service management.
- Taha (2023) aimed to explore PR practitioners' understanding of AI technology in their field, future scenarios for its use, and the associated benefits and challenges. This foresight study used the scenario method and was applied to 30 PR practitioners. The results showed most practitioners acknowledge their link to AI technologies, and that the increased adoption of AI in PR depends on institutions' ability to adopt AI systems safely.
- Nasser (2023) conducted a systematic analytical review of published research on AI applications in PR, identifying recent trends in the field. The study revealed that AI applications in PR are the leading research focus, with survey methodology prevailing over experimental approaches, and confirmed the positive impacts of AI applications in PR.
- Emmanuel (2022) examined the impact of AI in customer relationship management through qualitative case studies of Alfa Company and the Sennsee app. Findings showed AI systems enhanced customer service agents' roles while gradually reducing the number of service employees.
- Soriano & Valdes (2021) studied the impact of Industry 4.0 on PR practice and its social role, using bibliometric analysis of 40 studies and content analysis through computer algorithms. Results showed PR's adaptability to Industry 4.0 and its integration with contemporary strategic intelligence. They also highlighted the uncertainty and complexity organizations must face with this technology.
- Saed (2020) explored PR in the age of AI, focusing on transformations and uses. The study highlighted AI's role in enhancing and developing PR, particularly through technology and big data.
- Arief & Gustomo (2020) analyzed the impact of big data and AI in communication professions, focusing on PR in Indonesia. Through surveys and interviews with 320 PR practitioners, results showed AI significantly influenced PR work, including news production, media analysis, media relations, and social media content management.
- Puspitosari (2019) emphasized that PR practitioners in the AI era act as facilitators of communication. PR must ensure company policies are communicated clearly and reliably, while retaining the unique human role of active listening, which cannot be replaced by robots.

### *2.2. Axis Two: Studies On Employing AI Applications in Government Services and Customer Relations*

- Drar & Aldanani (2023) examined AI's use in

PR through a foresight study, conducting interviews with PR professors in Arab universities. Results indicated the potential to apply AI in PR functions such as ad design, digital PR campaign scheduling, and media monitoring.

- Abdel-Aty (2022) studied Egyptian bank PR practitioners' perspectives on AI applications using surveys and interviews with 50 participants. Results revealed awareness of AI's importance, but reliance mainly on mechanical AI, with identified technical, ethical, professional, organizational, and economic challenges.
- Al-Asdoudi (2022) explored AI's impact on PR activities and professional efficiency of communication officers in Arab institutions. With a sample of 248 respondents, results showed medium knowledge and reliance on AI, with chatbots and fake-news detection as the most common tools. A statistically significant correlation was found between institutional AI adoption and professional efficiency development.
- Boustani (2022) expressed concerns about replacing human strength in customer service, concluding that AI cannot replace human emotional intelligence in managing client relationships, especially in the banking sector.

### *2.3. Commentary On Previous Studies*

From the above, prior studies focused on using PR with AI tools, such as those by Thabet (2023), Nasser (2023), Emmanuel (2022), Soriano & Valdes (2021), and Saed (2020). Results showed modern technologies like chatbots, e-signatures, and AI applications are effective tools for PR today. These not only improve communication and client interaction but also mark a qualitative shift in PR organization.

The findings highlighted AI as an enabler for customer service employees, enhancing their support roles, while also gradually reducing human service staff. This reflects the digital transformation in PR, showing how modern technology improves service quality.

Other studies addressed AI's role in government services and client relations (Drar & Aldanani, 2023; Abdel-Aty, 2022; Al-Asdoudi, 2022). They emphasized AI's transformative role in PR, including ad design, digital campaign scheduling, and media monitoring.

Researchers mainly used survey methods, case studies, and questionnaires, as in the works of Thabet (2023), Nasser (2023), Emmanuel (2022), Soriano & Valdes (2021), Saed (2020), Drar & Aldanani (2023), Abdel-Aty (2022), and Al-Asdoudi (2022).

The current study aims to fill the research gap on the effectiveness of PR's use of AI tools in government institutions, focusing on Dubai Police's adoption of smart analytics, chatbots, and AI systems to enhance communication, improve services, and build trust with citizens.

## 3. THEORETICAL FRAMEWORK

This study is based on the **Job Replacement by AI Theory** developed by Huang & Rust (2018). The theory explores AI's impact on the labor market, proposing that technology and AI can replace humans in various jobs, especially in manual labor industries.

The theory suggests that while AI improves efficiency and productivity, it may lead to job losses in areas where human labor can be substituted by machines. It stresses the need for reskilling workers to align with future labor market demands.

It divides AI into **four levels** of intelligence to measure the extent to which AI can replace human work:

1. **Mechanical Intelligence** – automating repetitive, routine tasks.
2. **Analytical Intelligence** – processing information, logical reasoning, and data analysis (e.g., machine learning).
3. **Intuitive Intelligence** – creative thinking, problem-solving, and flexible adaptation to new situations (seen as "strong AI").
4. **Emotional Intelligence** – recognizing and responding to emotions, crucial in interpersonal communication and customer service.

**The theory also establishes three key principles:**

- AI replacement occurs at the **task level** rather than the entire job, starting with easier (mechanical) tasks before advancing to analytical, intuitive, and emotional tasks.
- Companies must decide strategically between human and machine service provision across these intelligence levels.
- Replacement follows a gradual hierarchy, but ultimately AI may handle even intuitive and emotional tasks.

Thus, the theory is both **descriptive** (of current AI applications) and **predictive** (of future AI applications), providing insights for strategic decision-making in the Fourth Industrial Revolution.

### *3.1. Applying The Theory to Public Relations*

*Practice*

**The Job Replacement by AI Theory developed by Huang & Rust (2018) can be applied to public relations (PR) practice through the four levels of artificial intelligence (AI) as follows:**

- **Mechanical Intelligence** requires limited training or education. PR tasks that can be classified under this type include distributing press releases, creating media lists, and converting audio and video recordings into text.
- **Analytical Intelligence** requires training and expertise in data and analytics, usually gained through practice and experience. AI applications at this level include machine learning and data analysis. PR tasks falling within this category include monitoring social media and predicting media trends (Abdel-Aty, 2022).
- **Intuitive Intelligence** refers to the ability to think creatively and adapt to new situations. It involves skills that require insights and creative problem-solving. Examples of PR tasks at this level are PR managers or practitioners who act as facilitators of problem-solving. Complex and creative tasks require intuitive intelligence (Abdel-Aty, 2022).
- **Emotional Intelligence** requires social and communication skills and relationship-building. This includes leadership, advocacy, and negotiation. PR practitioners' tasks as expert consultants or communication facilitators fall within this intelligence (Abdel-Aty, 2022).

In theory, it is highly likely that AI will be used to assist humans in completing PR tasks. Similarly, in practice, AI technologies have the potential to perform technical tasks such as distributing press releases, creating media lists, transcribing audio and video, predicting media trends, and monitoring social media. Additionally, AI can provide recommendations on the steps to take during organizational crises.

### *3.2. The Role of PR In the Era of AI Applications*

AI offers positive value to PR. Experts argue that the PR industry has not yet reinvented itself in the AI age. Social media and smartphone technologies have created both opportunities and challenges in data management and usage. AI, with its self-learning capabilities, provides PR professionals with tools to harness insights from big data and independently respond to tweets, inquiries, complaints, posts, and other messages on social media.

With machine learning algorithms equipped with accurate data, PR can manage multiple promotional campaigns across social platforms, allowing brands to increase audience engagement. AI can also analyze media sentiment, issue alerts when negative news appears, help write data-driven stories, update media lists, support crisis management, and convert speech into text.

### *3.3. Advantages Of Applying AI In PR*

According to AI marketing expert Christopher Penn, AI has brought three key benefits to PR practitioners: **automation, acceleration, and accuracy**. In other words, AI makes PR **cheaper, faster, and better**, benefiting both companies and agencies.

- **Automation** reduces repetitive human tasks.
- **Acceleration** enables faster access to needed information.
- **Accuracy** improves the quality of answers compared to humans.

AI in PR minimizes human error, increases efficiency, and allows algorithms to quickly analyze big data and create content. Experts believe humans and AI will coexist in the workplace, with collaboration leading to smarter, more creative, and more innovative work over time. Both human oversight and data are crucial for AI systems to learn, adapt, and remain effective.

To embrace AI's potential, it is necessary to understand its current contributions to PR and how it can be further improved without compromising trust and privacy. A healthy symbiosis between humans and AI in PR is essential for their successful coexistence.

### *3.4. Conditions For Employing AI In PR (Al-Asdoudi, 2022)*

To maximize the benefits of AI developments, PR practitioners must make strategic decisions about which type of intelligence should be applied to specific PR tasks and when. They must also equip themselves with the right skills to remain employable and cope with potential job loss due to AI.

**Ardila recommended the following guidelines for PR professionals adopting or seeking to adopt AI (Al-Asdoudi, 2022):**

- **Obtain education**: Learn basic AI terminology and functions, and stay updated on the latest trends to understand AI's capabilities, limitations, and risks.
- **Identify PR needs**: Define specific tasks requiring improvement in productivity, efficiency, or accuracy, acknowledging that AI

is not a magic solution.

- **Ask questions**: Evaluate the algorithms and data powering AI tools, focusing on their practical benefits.
- **Plan for "AI crises"**: Prepare strategies for potential AI-related crises, anticipating technical and ethical challenges.
- **Translate data into insights**: Convert AI-generated data into actionable insights for practical PR tasks.
- **Build a technically skilled team**: Form a multidisciplinary team with the technical expertise needed to apply AI in PR contexts.
- **Focus on creative and critical thinking**: Preserve uniquely human skills that AI cannot replicate.

Thus, both machines and PR practitioners must evolve together to enhance each other's core capabilities. For PR professionals to thrive in the AI era, they must understand AI's impact, embrace it as a partner, and use it to engage with audiences in more meaningful ways.

### *3.5. Challenges Of Applying AI In PR*

Like any human-made technology, AI is far from perfect. Many AI applications—such as sentiment analysis, fraud detection, and automated news reporting—contain errors. Additionally, in the wrong hands, AI can harm brands and institutions. Influencer fraud, data breaches, bias, and misinformation are potential risks (Saed, 2020, p.76).

Finding qualified talent that blends advanced programming/analytical skills with PR expertise is also a major challenge.

Other difficulties include measuring and predicting ROI from AI, as its benefits often materialize in the long term, making short-term profitability impacts unclear. Organizations may lack sufficient data, making AI systems harder to implement. AI struggles with unstructured data and requires massive datasets for reliable results. Data credibility also poses challenges, as inaccurate inputs can produce misleading outputs.

Furthermore, PR inherently relies on stakeholder relationships through **personal interaction**—trust is built between humans, not between humans and machines (Nasser, 2023, p.194).

The Chartered Institute of Public Relations revealed that while humans excel in critical thinking, some PR activities are at risk of AI replacement. Thus, practitioners must strengthen skills in research, content development, program evaluation, and crisis management. PR also requires creativity and innovation—skills current AI technologies cannot fully replicate. Therefore, human contributions remain essential (Nasser, 2023, p.194).

## 4. PROBLEM STATEMENT

Government institutions are rapidly adopting AI in PR to enhance service quality and audience interaction, especially with youth—the most technology-savvy demographic.

Despite this trend, questions remain regarding the **effectiveness of AI tools in achieving governmental PR objectives**, **youth acceptance of these tools**, and the **challenges preventing tangible results**.

Thus, the study seeks to analyze the effectiveness of AI tools in government PR from a youth perspective, through a field study measuring perceptions, interaction levels, and opportunities for improvement.

## 5. RESEARCH OBJECTIVES AND QUESTIONS

### *5.1. Objectives*

1. Analyze the impact of AI tools on improving the effectiveness of PR strategies in government institutions.
2. Examine youth acceptance of AI applications in PR and their effect on engagement with governmental messages.
3. Evaluate challenges and opportunities faced by government institutions in implementing AI tools in PR.
4. Compare the effectiveness of traditional vs. modern AI tools (chatbots, data analysis, automated interaction) in government communication strategies.
5. Explore AI's impact on transparency and credibility of governmental messages directed at youth.
6. Analyze the relationship between AI adoption in PR and the improvement of government institutions' reputation among youth.
7. Provide recommendations for government institutions to optimize AI use in PR for maximum youth engagement and acceptance.

### *5.2. Research Questions*

1. What is the level of youth awareness regarding AI tools in government PR activities?
2. What are the main AI tools adopted by government institutions in PR?
3. How do youth evaluate AI effectiveness in improving communication and interaction between government institutions and the public?
4. To what extent are youth satisfied with PR

services delivered through AI tools?
5. What challenges do government institutions face in employing AI tools in PR, from the youth perspective?
6. What suggestions do youth provide to improve AI adoption in government PR?

## 6. METHODOLOGICAL FRAMEWORK

### *6.1. Research Method*

The current study on the effectiveness of AI tools in government PR uses the **descriptive method**, which aims to describe and interpret a contemporary phenomenon (Aliyan & Ghoneim, 2010, p.66). Given the variety of descriptive approaches, the study employed the **social survey method with a sample**, which enables quantitative data collection on social phenomena and events. This method is effective for measuring the present reality to plan future improvements (Sharab & Amara, 2018, p.53).

### *6.2. Data Collection Tool*

The study relied on a **questionnaire**, defined as a tool for collecting data related to a research topic, filled out by a representative sample of individuals (Rifai, 2013, p.51).

### *6.3. Study Population*

The population includes all students in the Faculty of Mass Communication at Ajman University (Sharab & Amara, 2018, p.173).

### *6.4. Sample*

The study used a **non-probability purposive sample**, selected based on the researcher's judgment rather than random sampling (Ubaidat et al., 2021, p.83). The sample consisted of **58 students** (male and female) from the Faculty of Mass Communication at Ajman University.

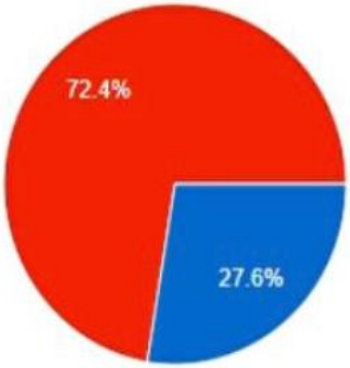
## 7. STUDY RESULTS DISCUSSION

### *(1) Presentation And Analysis of Demographic Data of the Sample*

***Table 1: Gender.***

| Gender | Frequency | Percentage % |
|---|---|---|
| Male | 16 | 27.6% |
| Female | 42 | 72.4% |
| **Total** | **58** | **100%** |

Looking at Table (1), the majority of respondents in the study on the effectiveness of AI in government PR were **female (72.4%)**, while **male participants accounted for 27.6%**.




***Age Distribution of Respondents***

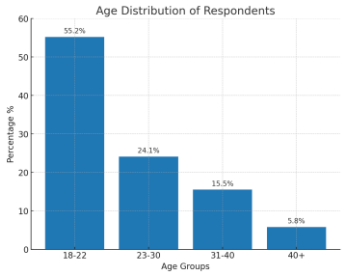



*Table 2: Age Distribution.*

| Age Group | Frequency | Percentage % |
|---|---|---|
| 18–22 years | 27 | 55.2% |
| 23–30 years | 14 | 24.1% |
| 31–40 years | 8 | 15.5% |
| 40+ years | 3 | 5.8% |
| **Total** | **52** | **100%** |

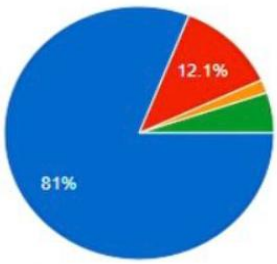
Table (2) shows that the distribution of the sample according to age groups is as follows: the largest proportion of respondents fall within the age group **18–22 years**, representing **55.2%** of the total sample. This is followed by the age group **23–30 years** with **24.1%**, then the age group **31–40 years** with **15.5%**, and finally the age group **40 years and above** with **5.8%**. This indicates that the majority of participants in the study are young people, reflecting the age structure of students in the Faculty of Mass Communication at Ajman University, who represent the study population.

### *Part Two: Questionnaire Statements*

### *1. Use Of Smart Technologies and Artificial Intelligence Tools*

*Table 3: Use of Smart Technologies and Artificial Intelligence Tools.*

| Response | Frequency | Percentage % |
|---|---|---|
| Yes | 47 | 81.0% |
| Rarely | 8 | 12.1% |
| No | 1 | 1.9% |
| To some extent | 3 | 5.8% |
| **Total** | **58** | **100%** |




The results indicate that a **large proportion of respondents (about 80.8%)** use smart technologies and artificial intelligence tools in their work or studies. This highlights the significance and widespread adoption of these technologies across different sectors and fields, where leveraging modern technology and AI has become a common and essential practice to enhance efficiency and productivity.

However, a **smaller portion of respondents (around 12.1%)** reported using these technologies only rarely, which suggests that certain limitations or challenges may hinder their consistent use.

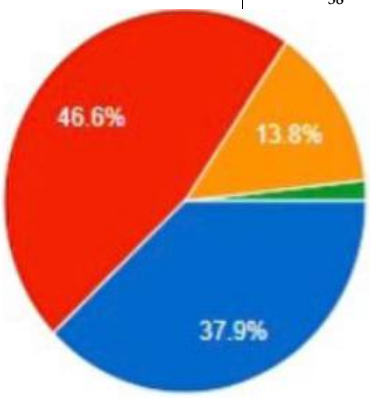
In addition, a **very small percentage (about 1.9%)**

stated that they do not use smart technologies or AI tools at all in their work or studies. This could be attributed to personal preference or specific conditions within their work or educational environment that do not facilitate access to such technologies.

### *2. Knowledge Of Developments in Smart Technologies and Artificial Intelligence*

*Table 4: Knowledge of Developments in Smart Technologies and Artificial Intelligence.*

| Response | Frequency | Percentage % |
|---|---|---|
| I know somewhat about it | 20 | 37.9% |
| I know a lot about this field | 26 | 46.6% |
| My knowledge is limited in this field | 8 | 13.8% |
| High | 4 | 2.1% |
| **Total** | **58** | **100%** |




The results show that the **majority of respondents (46.6%)** reported having extensive knowledge about the developments in smart technologies and artificial intelligence. This indicates that they have a good understanding of how these technologies function and their various applications.

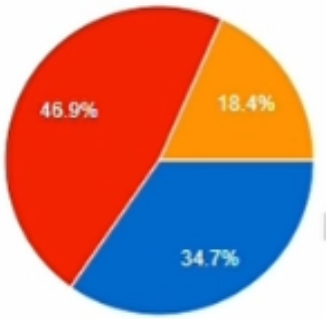
Meanwhile, **37.9% of respondents** stated that their knowledge of AI and smart technology developments is **"somewhat adequate"**, meaning they possess a general understanding but may not be fully aware of the most recent advancements in the field.

In addition, **13.8% of respondents** admitted that their knowledge is **quite limited**, suggesting that they are not sufficiently familiar with this field or its current progress. Finally, a very small portion (**2.1%**) reported a **"high"** level, which may reflect either overestimation or a different interpretation of the scale.

### *3. The Extent of Institutional Reliance on Modern Technologies (Artificial Intelligence)*

*Table 5: The Extent of Institutional Reliance on Modern Technologies (Artificial Intelligence).*

| Response | Frequency | Percentage % |
|---|---|---|
| High reliance | 17 | 34.7% |
| Medium reliance | 23 | 46.9% |
| Low reliance | 9 | 18.4% |
| **Total** | **58** | **100%** |




The s survey results indicate that the **majority of institutions in the sample (about 46.9%)** rely on modern technologies, including advanced technologies such as artificial intelligence, to a **medium extent**. This suggests that these organizations integrate such technologies into their daily activities and operations regularly, but not to the point of complete dependence.

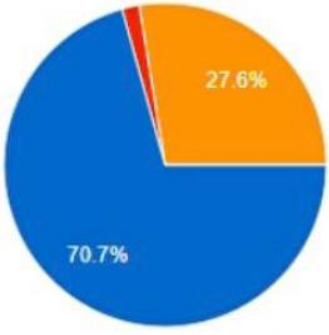
Meanwhile, **about one-third of institutions (34.7%)** reported a **high level of reliance**, meaning that these technologies are considered an essential part of their strategies and processes.

On the other hand, **18.4% of institutions** rely on modern technologies only to a **low degree**, which implies that their use of AI and other advanced tools may be limited or not central to their core operations.

### *4. Satisfaction with the Use of Artificial Intelligence Technologies in the Institution*

*Table 6: Satisfaction with the Use of Artificial Intelligence Technologies in the Institution.*

| Response | Frequency | Percentage % |
|---|---|---|
| Not satisfied at all | 1 | 2.0% |
| Not satisfied | 5 | 9.8% |
| Neutral | 11 | 21.6% |
| Satisfied | 20 | 39.2% |
| Very satisfied | 14 | 27.5% |
| **Total** | **58** | **100%** |




The results reveal that **27.5% of respondents are very satisfied** with the use of AI technologies in their institution, while **39.2% reported being satisfied**. Together, this indicates that more than two-thirds of the sample express a generally positive attitude towards AI adoption.

In contrast, **21.6% of respondents remain neutral**, reflecting a balanced stance without strong positive or negative opinions.

On the other hand, a relatively small proportion of respondents expressed dissatisfaction: **9.8% reported being unsatisfied**, and **2% stated they were not satisfied at all**. This suggests that negative perceptions exist but are limited compared to the overall positive outlook among the majority.

### *5. Do You Have Prior Experience in Using Artificial Intelligence Tools?*

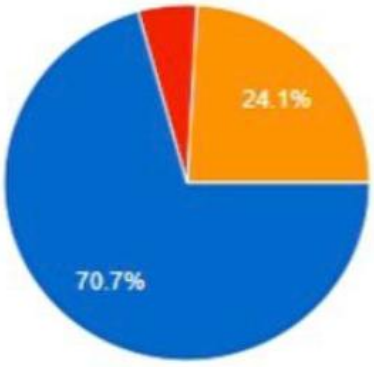
*Table No: 7.*

| Statement | Frequency | Percentage % |
|---|---|---|
| Yes | 40 | 75.9% |
| No | 13 | 24.1% |
| **Total** | 58 | 100% |

The results indicate that **75.9% of respondents have prior experience in using artificial intelligence tools**, while **24.1% reported having no prior experience** with them.

*Table 8: Belief in the Role of AI Tools in Enhancing Employee Experience.*

| Response | Frequency | Percentage % |
|---|---|---|
| Yes | 38 | 70.7% |
| To some extent | 2 | 3.8% |
| No | 18 | 24.1% |
| **Total** | **58** | **100%** |




The results indicate that the majority of respondents (**70.7%**) believe that the use of AI tools can enhance the experience of employees and workers within the institution. A smaller proportion (**3.8%**) think that AI could contribute **to some extent**, reflecting a cautious or conditional perspective.

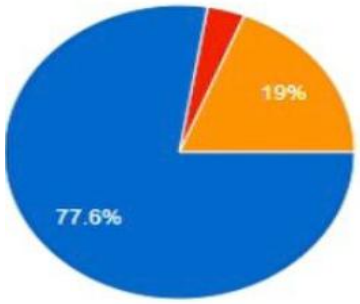
On the other hand, **24.1% of respondents** stated that AI **cannot contribute** to enhancing the employee experience.

This shows a generally strong belief in the positive impact of AI tools on improving workplace experiences, although a notable minority remains skeptical.

### *7. The Role of AI Tools in Increasing the Efficiency of Administrative Processes*

*Table 9:*

| Response | Frequency | Percentage % |
|---|---|---|
| Yes | 44 | 77.6% |
| To some extent | 2 | 3.4% |
| No | 12 | 19.0% |
| **Total** | **58** | **100%** |




The results show that the **majority of respondents (77.6%)** believe that the use of AI tools can significantly increase the efficiency of administrative processes. This highlights a strong positive perception of AI as a driver of productivity and operational improvement.

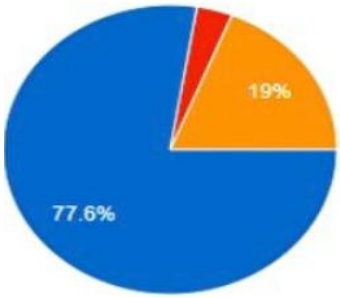
Meanwhile, a small portion of respondents (**3.4**%) think that AI could contribute **to some extent**, reflecting a cautious perspective.

On the other hand, **19% of respondents** believe that AI tools **cannot enhance efficiency** in administrative tasks, suggesting that while the overall outlook is positive, some skepticism about AI's impact on management processes still exists.

### *8.The Role of AI Tools in Increasing the Efficiency of Administrative Processes*

*Table 10: The Role of AI Tools in Increasing the Efficiency of Administrative Processes.*

| Response | Frequency | Percentage % |
|---|---|---|
| Yes | 44 | 77.6% |
| To some extent | 2 | 3.4% |
| No | 12 | 19.0% |
| **Total** | **58** | **100%** |




The results indicate that the **majority of respondents (77.6%)** believe that using AI tools can increase the efficiency of administrative processes, showing a strong positive outlook toward AI adoption in organizational management.

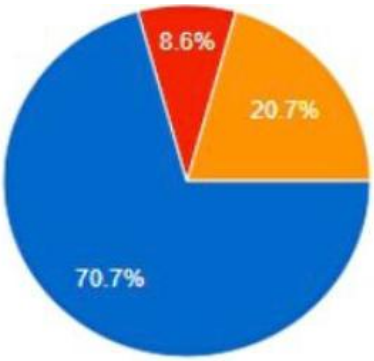
A small proportion (**3.4**%) think AI could contribute **to some extent**, reflecting a more reserved opinion.

On the other hand, **19% of respondents** believe AI tools **do not contribute** to improving efficiency, suggesting that while AI is largely perceived as beneficial, a segment of individuals remains skeptical about its effectiveness in administrative tasks.

### *9. The Role of AI Tools in Public Relations for Providing More Accurate and Effective Information*

*Table 11: The Role of AI Tools in Public Relations for Providing More Accurate and Effective Information.*

| Response | Frequency | Percentage % |
|---|---|---|
| Yes | 44 | 70.7% |
| To some extent | 2 | 8.6% |
| No | 12 | 20.7% |
| **Total** | **58** | **100%** |




The results show that a **majority of respondents (70.7%)** believe that using AI tools in public relations can help provide employees and stakeholders with more accurate and effective information. This indicates a strong trust in AI's ability to improve communication quality and precision within institutions.

Meanwhile, **8.6% of respondents** think that AI can contribute **to some extent**, reflecting a moderate stance.

On the other hand, **20.7% of respondents** do not believe that AI tools can improve the accuracy and effectiveness of information in public relations. This highlights the presence of a skeptical segment that may question the reliability or practicality of AI-driven communication tools.

## 7. GENERAL FINDINGS OF THE STUDY

**By employing public relations with artificial intelligence (AI) tools in government institutions, several benefits can be achieved, including:**

- **Enhancing communication and interaction with the public**: The use of AI in public relations helps improve the quality of communication with the public through data analysis and delivering messages in a precise and effective manner.
- **Providing advanced analytics**: AI tools can offer advanced analyses to better understand the needs and preferences of the public, enabling government institutions to make more targeted and effective decisions.
- **Improving reputation management**: By using AI, government institutions can monitor their public reputation across social media platforms and provide immediate responses to negative comments and rumors.
- **Increasing the effectiveness of customer service**: AI can enhance customer experience by offering instant responses and solving problems efficiently, which boosts customer satisfaction and contributes to building a positive reputation for the institution.
- **Providing immediate responses**: AI can be used to deliver instant replies to inquiries and complaints from the public, thereby increasing public trust and improving their experience with the institution.
- **Analyzing trends and future directions**: AI assists in analyzing prevailing trends and future directions, allowing government institutions to adapt better to changes and make strategic decisions based on such analyses.
- **Enhancing administrative efficiency**: AI tools improve the efficiency of administrative operations in government institutions by automating processes, optimizing resource planning, and supporting strategic management.

## 8. RECOMMENDATIONS

- Provide specialized and continuous technical support for employees and students, while enhancing communication and collaboration among different departments within the university.
- Establish clear policies and procedures to support the use of technology, and conduct regular evaluations to ensure the effectiveness of newly adopted technologies.
- Offer specialized training programs for employees and students to help them understand and properly use technological tools.

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**Commented [A1]:** Kindly add more References upto 25

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