



Akademik Eğitim ve Sosyal Bilimler Dergisi (AJESS Journal)

Artificial Intelligence and the Development of Digital Public Relations Practices: Toward Data-Driven Communication Strategies and Intelligent Audience Interaction

Dr. BENKHELIFA NAWFEL, INFORMATION AND COMMUNICATION SCIENCES
FACULTY, UNIVERSITY OF AL-JAZIRA .SOUDAN. nawfel.benkhelifa@gmail.com

Dr. LARABA SOURAYA, LABORATORY OF CULTURAL STUDIES AND DIGITAL HUMANITIES,
UNIVERSITY OF BATNA1, Algeria. Souraya.laraba@univ-batna.dz

Article History

Received: 31/07/2025; Accepted: 28/02/2026; Published: 05/09/2026

Abstract :

The integration of artificial intelligence into digital public relations practice represents a paradigm shift in how organizations understand, engage with, and respond to their stakeholders. This article examines the transformative role of AI technologies—including generative AI, predictive analytics, natural language processing, and AI-powered chatbots—in reshaping PR strategies across data analysis, content personalization, media monitoring, crisis communication, and stakeholder engagement. Drawing on recent empirical research and scholarly analysis, I argue that AI is not merely automating routine PR tasks but fundamentally reconfiguring the strategic communication landscape through enabling real-time audience insights, predictive reputation management, and hyper-personalized messaging at scale. However, this transformation also generates significant ethical and professional challenges: algorithmic bias, transparency deficits, concerns about authenticity, and questions of professional displacement. The article synthesizes findings from multiple studies, including evidence that AI-generated content can outperform human-written messaging in engagement metrics, the identification of significant preparedness gaps among practitioners, and the emergence of frameworks for ethical AI integration. I propose a model of "augmented professionalism" in which AI enhances rather than replaces human strategic judgment, and conclude with recommendations for PR education, practice, and future research that address both the opportunities and responsibilities of AI adoption in public relations.

Keywords: Artificial intelligence, digital public relations, data-driven communication, generative AI, stakeholder engagement, crisis communication, ethical AI, content personalization.

1. Introduction :

In 2025, a landmark study demonstrated that AI-generated social media content consistently outperformed human-written posts in driving digital engagement across Fortune 500 corporate accounts (He et al., 2025). The findings were striking: not only did consumers prefer AI-generated content, but even trained public relations professionals—equipped with explicit instruction and monetary incentives—could not match the engagement performance of large language models (He et al., 2025). This empirical evidence crystallizes a central reality of contemporary public relations: artificial intelligence is no longer an experimental technology but a transformative force reshaping the very foundations of strategic communication.

The integration of AI into public relations practice has accelerated rapidly. AI tools now enable real-time media monitoring across thousands of platforms, predictive analytics that forecast which stories will gain traction, personalized outreach to journalists based on their coverage patterns, and content optimization for search visibility and engagement (afaqs!, 2026). In influencer marketing, AI-powered tools assess audience authenticity and engagement to identify optimal partners (afaqs!, 2026). In crisis management, AI-based systems detect early signs of negative sentiment, allowing brands to respond before issues escalate (afaqs!, 2026).

Yet this technological transformation generates profound questions: How should PR practitioners balance automation with authentic human communication? What ethical frameworks should guide AI deployment in stakeholder

engagement? How can organizations address algorithmic bias and ensure representative communication? And what competencies must PR education cultivate to prepare professionals for an AI-augmented future?

This article addresses these questions through a systematic analysis of current research and practice in AI-enabled digital public relations. It begins by examining how AI technologies are reshaping core PR functions: data analysis and audience insights, content creation and personalization, media monitoring and reputation management, and crisis communication. It then analyzes the empirical evidence on AI performance in engagement outcomes, including the FIIT model (Fluency-Interactivity-Information-Tone) that explains AI's effectiveness (He et al., 2025). The article proceeds to examine the emerging challenges of AI adoption: ethical dilemmas, practitioner preparedness, algorithmic bias, and the potential for information disorder through automated amplification. It concludes by proposing an "augmented professionalism" framework and outlining implications for PR education, practice, and research.

2. Theoretical and Conceptual Foundations

2.1 Defining AI in Public Relations :

The conceptualization of AI in public relations requires clarity about both the technological capabilities involved and their application to communication practice. Galloway and Swiatek (2018) provided an influential definition, characterizing AI in PR as "technologies showing humanoid cognitive abilities and performing humanoid functions in undertaking public relations activities, independently or together with public relations practitioners" (p. 735). This definition captures the spectrum of AI applications, from fully automated systems to human-AI collaborative workflows. Recent scholarship has refined this conceptualization by distinguishing between different types of AI relevant to PR practice (Luttrell & Wallace, 2025). Generative AI—including large language models such as GPT-4—enables content creation, message optimization, and creative ideation at unprecedented scale. Predictive analytics and machine learning support audience segmentation, sentiment analysis, and reputation forecasting. Natural language processing facilitates media monitoring, stakeholder listening, and conversational AI applications such as chatbots. Together, these technologies constitute an integrated toolkit that enhances virtually every dimension of PR practice.

2.2 The PESO Model and AI Integration :

The PESO model—which categorizes PR activities across Paid, Earned, Shared, and Owned media—provides a useful framework for understanding AI's transformative impact (Wallace, 2025). AI enhances each dimension: in paid media, algorithmic optimization improves ad targeting and budget allocation; in earned media, AI identifies journalist preferences and predicts story success; in shared media, AI-powered analytics track social engagement and influencer effectiveness; in owned media, AI optimizes content for search visibility and personalization (Wallace, 2025). This integration is not merely additive but transformative: AI enables PR professionals to operate across media types with unprecedented data integration and strategic coherence (Wallace, 2025).

2.3 Theoretical Perspectives: From Automation to Augmentation :

The scholarship on AI and public relations reflects a productive tension between two theoretical orientations. One perspective emphasizes automation—the capacity of AI to replace human labor in routine PR tasks, including monitoring, analysis, and content generation (Ward, 2025). This view highlights efficiency gains and cost reduction but raises concerns about professional displacement and loss of human judgment.

An alternative perspective emphasizes augmentation—the potential for AI to enhance rather than replace human capabilities (Lee et al., 2026). In this view, AI handles data-intensive tasks while practitioners focus on strategic judgment, ethical reasoning, and creative storytelling. Empirical research on crisis communication, for example, demonstrates how large language models can assist human researchers in scaling interpretive analysis while maintaining theoretical grounding and human oversight (Lee et al., 2026). This "theory-driven, human-centered" approach exemplifies the augmentation paradigm, suggesting that the most valuable AI applications in PR are those that amplify professional capabilities rather than substituting for them.

3. AI Applications in Digital Public Relations

3.1 Data Analysis and Audience Insights :

The most fundamental contribution of AI to digital PR is its capacity to process massive datasets and generate actionable insights. Traditional PR research relied on surveys, focus groups, and media content analysis—methods that are time-consuming, limited in scale, and often retrospective. AI-powered analytics enable real-time monitoring of brand mentions, competitor activity, and audience sentiment across thousands of platforms simultaneously (afaqs!, 2026).

Predictive analytics represents a particularly significant advancement. By analyzing historical patterns and current trends, AI models can assess which stories are likely to gain traction, helping PR teams time their outreach and align with media trends (afaqs!, 2026). This shifts PR from reactive to proactive communication, enabling organizations to anticipate opportunities and risks rather than merely responding to them.

A systematic literature review of AI in PR practice identified data analysis and insights as one of five primary opportunities, noting that AI can identify patterns in stakeholder behavior, preferences, and sentiment that would be invisible to human analysts (Garuda, 2025). Case studies in this review demonstrated increases in PR campaign effectiveness of up to 40% and engagement increases of up to 35% through AI adoption (Garuda, 2025).

3.2 Content Creation and Personalization :

Generative AI has transformed content creation in PR, enabling practitioners to produce drafts, variations, and optimized versions of messages at scale. The empirical evidence on AI content performance is striking. A multi-study investigation

found that GPT-4-generated social media posts consistently outperformed human-written posts in engagement metrics, attracting more likes, comments, and shares (He et al., 2025). The researchers developed the FIIT model—Fluency, Interactivity, Information, and Tone—as a linguistic framework explaining why AI-optimized content generates higher engagement (He et al., 2025). AI-generated content tends to be more fluent (easier to read and process), more interactive (inviting audience participation), more information-dense, and more tonally calibrated to audience preferences (He et al., 2025).

The implications for PR practice are profound. AI enables personalization at scale: messages can be tailored to individual stakeholders, segments, or contexts without proportionate increases in labor costs. In influencer marketing, AI tools assess influencer audience authenticity, engagement patterns, and relevance to campaign objectives, optimizing the selection process (afaqs!, 2026). However, these capabilities also raise questions about authenticity: when audiences discover that seemingly personal communication is AI-generated, trust may be eroded (Luttrell & Wallace, 2025).

3.3 Media Monitoring and Reputation Management :

AI-powered media monitoring represents a significant advancement over traditional approaches. Rather than tracking mentions through keyword searches, AI systems can understand context, sentiment, and narrative evolution (afaqs!, 2026). This enables PR teams to detect early signs of negative sentiment or reputational risks, allowing brands to respond before issues escalate (afaqs!, 2026).

The scale of AI monitoring is remarkable. Social bots—automated accounts that pose as human actors—comprise approximately 5% of accounts on X (formerly Twitter) but account for nearly 30% of content on the platform (Bradshaw et al., 2020; cited in Bradshaw et al., 2026). This algorithmic amplification can drown out organizational messages and destabilize information ecosystems. PR practitioners increasingly use AI to detect and respond to bot-driven amplification, maintaining visibility and credibility in algorithmically saturated environments (Bradshaw et al., 2026). However, as one study notes, the continued prevalence of information disorder suggests that organizational countermeasures are not yet effectively scalable (Bradshaw et al., 2026).

3.4 Crisis Communication :

AI is increasingly central to crisis communication practice. AI-powered chatbots can provide real-time information to stakeholders during crises, reducing misinformation and maintaining communication channels when human capacity is overwhelmed (Mallek et al., 2025). Research on government public relations in the United Arab Emirates found that AI-powered chatbots significantly improved crisis communication efficiency and trust-building, with message customization playing a mediating role (Mallek et al., 2025).

Large language models are also being deployed in crisis communication research and practice. A recent study introduced a theory-driven, human-centered LLM workflow for analyzing crisis communication patterns, demonstrating strong convergence between human raters and LLM classifications (Lee et al., 2026). The research revealed that identity orientations in digital publics systematically predict patterns of emotional expression and communicative intent across different crisis types and timeframes (Lee et al., 2026). This suggests that AI can assist practitioners in understanding and responding to stakeholder needs during crises, but that human theoretical grounding remains essential.

3.5 Stakeholder Engagement :

AI transforms stakeholder engagement through enabling more responsive, personalized, and scalable interaction. Chatbots and conversational AI can handle routine inquiries, freeing practitioners for higher-value engagement. However, research on stakeholder engagement in AI-augmented PR also identifies significant challenges: superficial relationships, algorithmic bias, and the erosion of authentic human connection (Gilkerson & Swenson, 2025).

A proposed framework for AI and stakeholder engagement emphasizes the importance of maintaining relational authenticity while leveraging AI capabilities (Gilkerson & Swenson, 2025). The framework suggests that organizations should be transparent about AI use, ensure stakeholder privacy, and maintain human oversight of significant engagement decisions. This aligns with the broader "augmented professionalism" approach: AI enhances but does not replace human judgment in building and maintaining stakeholder relationships.

4. Empirical Evidence on AI Performance

4.1 The FIIT Model and AI Content Superiority :

The most rigorously documented empirical finding in AI-PR scholarship is the performance advantage of AI-generated content. He and colleagues (2025) conducted three linked studies demonstrating that GPT-4-generated social media posts outperform both original human-written posts and professionally rewritten versions across engagement metrics. Study 1 analyzed Fortune 500 corporate posts, inductively deriving the FIIT model—Fluency, Interactivity, Information, and Tone—as the linguistic characteristics distinguishing high-engagement content. Study 2 experimentally confirmed that consumers prefer AI-generated posts. Study 3 showed that even trained PR professionals, equipped with FIIT instruction and offered monetary incentives, could not match AI engagement performance (He et al., 2025).

The implications are significant: generative AI consistently outperforms human communicators in measurable engagement outcomes, at least in social media contexts. This challenges the assumption that authentic human communication is inherently more effective. However, the researchers note important limitations: engagement metrics are not synonymous with relationship quality, trust, or long-term stakeholder commitment (He et al., 2025). An AI-generated post that generates more likes may not contribute equally to organizational reputation or stakeholder loyalty.

4.2 Practitioner Preparedness and Proficiency :

The empirical evidence on practitioner preparedness reveals a significant gap between AI adoption and professional readiness. A survey of public relations professionals in the public and nonprofit sectors found that 85.1% of respondents had used generative AI for their work (Ward, 2025). However, proficiency was limited: only 3.6% described themselves as experts, while 33.1% rated themselves as competent (Ward, 2025).

A content analysis of 15 AI-focused PR webinars revealed notable gaps in ethical preparedness (Ward, 2025). While 31% of webinars acknowledged the lack of formal AI policies in the industry, only 5% offered actionable steps for developing them (Ward, 2025). Although every session emphasized the importance of ethics, trust, and transparency, few discussed how to apply existing frameworks such as the PRSA Code of Ethics to AI-driven decisions. Limited diversity among presenters and minimal discussion of AI bias and representation were also identified as concerns (Ward, 2025).

A systematic literature review on AI in PR practice identified five significant challenges: digital and infrastructure gaps, data security and privacy, ethics and transparency, human resource readiness, and cultural adaptation and resistance to change (Garuda, 2025). Only 35% of PR practitioners surveyed in one study felt ready to adopt AI technology (Garuda, 2025).

4.3 Evidence from Crisis Communication :

Research on AI in crisis communication provides empirical evidence of both benefits and risks. A study of AI-powered chatbots in government public relations found significant improvements in communication efficiency and trust-building, with message customization mediating the effect (Mallek et al., 2025). The chatbots provided real-time information, reduced misinformation, and maintained communication channels during crises.

However, researchers also identified limitations: chatbots may struggle with complex or emotionally sensitive situations requiring human judgment (Mallek et al., 2025). The study concluded that an optimal approach combines AI capabilities with human oversight—a "hybrid human interaction model" that achieves higher stakeholder satisfaction than either AI-only or human-only approaches (Mallek et al., 2025).

5. Ethical Challenges and Professional Responsibilities

5.1 Algorithmic Bias and Representational Harm :

A significant ethical concern in AI-augmented PR is algorithmic bias—the systematic skew in AI outputs that reflects and amplifies biases in training data. AI systems trained on historical communication data may perpetuate stereotypes, underrepresent marginalized groups, or produce content that reflects dominant cultural perspectives (Gilkerson & Swenson, 2025; Yim, 2025). In PR, this could manifest as biased audience segmentation, exclusionary messaging, or failure to engage diverse stakeholders effectively.

A critical perspective on AI bias emphasizes the need for DEI-conscious PR approaches that explicitly address representation (Yim, 2025). This includes auditing AI tools for bias, ensuring diverse data sources, and maintaining human oversight of AI-generated content, particularly when it targets or represents diverse communities.

5.2 Transparency, Accountability, and Trust :

The opacity of AI systems poses significant challenges for PR ethics. When organizations use AI to generate content or personalize messages, stakeholders may not realize they are interacting with automated systems. Research on synthetic personas and AI-powered chatbots suggests that transparency about AI use is essential for maintaining trust (Luttrell & Welch, 2025). However, there is ongoing debate about how much transparency is appropriate: full disclosure of AI involvement may undermine engagement, while insufficient transparency risks deception.

The PRSA Code of Ethics provides a framework for addressing these challenges, emphasizing honesty, fairness, and professional responsibility (Ward, 2025). However, research indicates that applying existing ethical

5.2 Transparency, Accountability, and Trust :

The opacity of AI systems poses significant challenges for PR ethics. When organizations use AI to generate content or personalize messages, stakeholders may not realize they are interacting with automated systems. Research on synthetic personas and AI-powered chatbots suggests that transparency about AI use is essential for maintaining trust (Luttrell & Welch, 2025). However, there is ongoing debate about how much transparency is appropriate: full disclosure of AI involvement may undermine engagement, while insufficient transparency risks deception.

The PRSA Code of Ethics provides a framework for addressing these challenges, emphasizing honesty, fairness, and professional responsibility (Ward, 2025). However, research indicates that applying existing ethical frameworks to AI-specific dilemmas is not yet widespread in PR practice (Ward, 2025). There is a clear need for AI-specific guidance that translates general principles into actionable practices.

5.3 Information Disorder and Algorithmic Amplification :

The automation of content creation and distribution introduces new risks for information disorder. Social bots—automated accounts that amplify content through coordinated activity—can destabilize information ecosystems and undermine organizational communication (Bradshaw et al., 2026). While practitioners seek to stabilize and control the information environment through strategic issues management, algorithmic amplification can drown out legitimate organizational messages and create conflicting mediated realities (Bradshaw et al., 2026).

The Russo-Ukrainian conflict exemplifies this challenge. Social bots were deployed by multiple actors to shape public discourse, creating a "battlefield of conflicting mediated realities" (Bradshaw et al., 2026). For PR practitioners, this

underscores the need for AI-powered detection and response capabilities, as well as the importance of maintaining credibility, avoiding controversy, and adhering to professional and ethical standards (Bradshaw et al., 2026).

5.4 Professional Displacement and Identity :

The displacement of human communicators by AI raises profound questions about professional identity and value. If AI can outperform humans in content creation and engagement, what remains the distinctive contribution of PR professionals? Research on ethical AI integration emphasizes that human judgment, strategic reasoning, and relational authenticity are irreplaceable (Gurney & Maresh-Fuehrer, 2025; Vujnovic et al., 2025). The challenge is not to compete with AI on its own terms but to leverage AI while maintaining distinctive human capabilities.

The "moral muteness" identified in earlier PR research—the reluctance to discuss ethical challenges—may be particularly concerning in the AI context (Ward, 2025). As practitioners face a "generative AI landscape filled with uncertainty, lack of competency, lack of clear responsibilities, and other challenges" (Zerfass et al., 2020, cited in Ward, 2025), the risk of ethical silence is significant.

6. Toward a Framework for AI-Augmented PR Practice

6.1 The Augmented Professionalism Model :

The evidence reviewed suggests that the optimal approach to AI in PR is not automation but augmentation—enhancing human capabilities through AI tools while maintaining human judgment and ethical responsibility. The augmented professionalism model has three pillars:

Strategic Judgment: AI provides data, insights, and content options; human practitioners make strategic decisions about what to communicate, to whom, when, and why. This requires critical thinking, contextual understanding, and ethical reasoning that AI currently lacks.

Relational Authenticity: AI can optimize messages for engagement, but building and maintaining trust requires authentic human interaction. Practitioners should be transparent about AI use, maintain personal connections with key stakeholders, and ensure that AI-generated content reflects genuine organizational values.

Ethical Oversight: AI systems must be subject to human ethical oversight, including bias audits, transparency requirements, and accountability mechanisms. Practitioners must actively monitor AI outputs and intervene when issues arise.

6.2 Implications for PR Education :

The integration of AI into PR practice has urgent implications for education. The Commission on Public Relations Education has identified ethics as an essential but neglected competency, recommending a stand-alone course in PR ethics (Ward, 2025). In the AI era, this recommendation is more critical than ever.

PR education should equip practitioners with four core competencies for AI-augmented practice: (1) AI literacy—understanding AI capabilities and limitations, including bias and transparency issues; (2) strategic integration—knowing how to deploy AI effectively across PR functions; (3) ethical reasoning—applying ethical frameworks to AI-specific dilemmas; and (4) adaptation—learning to work effectively with rapidly evolving AI tools.

6.3 Organizational Policy and Governance :

The content analysis of AI-focused webinars found that only 31% of sessions acknowledged the lack of formal AI policies in the industry, and only 5% offered actionable steps for developing them (Ward, 2025). This indicates a significant governance gap. Organizations should develop clear policies addressing AI use in PR activities, including: transparency requirements for AI-generated content, data privacy and security protocols, bias auditing procedures, and accountability frameworks for AI-driven decisions.

6.4 Research Priorities :

The existing literature on AI and PR has significant gaps, particularly in empirical research (Garuda, 2025; Portuguese systematic review, 2025). Research priorities should include: longitudinal studies of AI impact on stakeholder trust and relationship quality, investigations of algorithmic bias in PR-specific contexts, analysis of AI's effects on PR practice and professional identity, and development of validated tools for AI ethics assessment.

7. Conclusion :

Artificial intelligence is fundamentally transforming digital public relations practice. AI tools enable unprecedented capabilities in data analysis, content personalization, media monitoring, and crisis communication. Empirical evidence demonstrates that AI-generated content can outperform human-written content in engagement metrics, and AI-powered chatbots enhance crisis communication efficiency.

Yet this transformation generates significant challenges. Algorithmic bias threatens representational fairness. Transparency deficits risk stakeholder trust. Information disorder through algorithmic amplification disrupts organizational communication. And many practitioners feel unprepared to navigate AI's ethical challenges.

This article has argued for an "augmented professionalism" approach that leverages AI to enhance rather than replace human capabilities. The distinctive contributions of PR professionals—strategic judgment, relational authenticity, and ethical oversight—remain essential. The challenge is not to compete with AI but to integrate it effectively while maintaining professional responsibility.

The future of PR in the AI era depends on choices made by educators, practitioners, researchers, and industry leaders. Will AI be deployed in ways that enhance communication quality, stakeholder engagement, and ethical practice? Or will it be adopted without adequate reflection, accountability, and oversight? The evidence reviewed suggests that the outcome

is not predetermined. It depends on the collective will of the profession to engage thoughtfully with AI's opportunities and challenges, develop ethical frameworks, and prepare practitioners for an AI-augmented future.

-References :

- afaqs! (2026, April 6). AI reshapes digital PR as brands shift to data-led strategies. afaqs!. <https://www.afaqs.com/companies/ai-reshapes-digital-pr-as-brands-shift-to-data-led-strategies-11461785>
- Bradshaw, S., Howard, P. N., & Woolley, S. C. (2020). Social bots and the amplification of misinformation. In Handbook of political communication. Oxford University Press. (Cited in Bradshaw et al., 2026)
- Bradshaw, S., Woolley, S. C., & Howard, P. N. (2026). Social bots as agenda-builders: Evaluating the impact of algorithmic amplification on organizational messaging. Journal of Public Relations Research. Advance online publication. <https://doi.org/10.1080/1062726X.2025.2606676>
- Galloway, C., & Swiatek, L. (2018). Public relations and artificial intelligence: It's not (just) about robots. Public Relations Review, 44(5), 734-740. <https://doi.org/10.1016/j.pubrev.2018.10.008>
- Garuda. (2025). Artificial intelligence in public relations practice in Indonesia: Opportunities and challenges. Garuda–Garba Rujukan Digital. <https://garuda.kemdiktisaintek.go.id/documents/detail/5155290>
- Gilkerson, N., & Swenson, R. (2025). Artificial intelligence and stakeholder engagement in public relations: Industry promises, potential pitfalls and a proposed framework for a path forward. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 47-70). Routledge.
- Gurney, D., & Maresh-Fuehrer, M. (2025). Generating AI pasts and futures, doing public relations in the present. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 175-192). Routledge.
- He, B., Guo, W., & Lee, N. (2025). Generative AI outperforms humans in social media engagement: Evidence from GPT-4 and the FIIT model. Public Relations Review, 51(4), 102455. <https://doi.org/10.1016/j.pubrev.2025.102455>
- Lee, H., Seo, S., Park, S., Tam, L., Kim, S., & Jang, Y. (2026). Theory-driven LLM-assisted analysis in crisis communication: A case study of the self-oriented model of digital publics. Public Relations Review, 52(3), 102709. <https://doi.org/10.1016/j.pubrev.2026.102709>
- Luttrell, R., & Wallace, A. A. (Eds.). (2025). Public Relations and the Rise of AI. Routledge.
- Luttrell, R., & Welch, C. (2025). AI-powered synthetic personas: Impacting the future of public relations campaigns. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 93-110). Routledge.
- Mallek, M., Farhi, F., Jeljeli, R., Mohamed, E. A. S., & Hamad, E. (2025). Effect of AI-powered chatbots on crisis communication efficiency and trust-building in government public relations: Mediating role of message customization. Studies in Media and Communication, 13(2), 45-60.
- Portuguese systematic review authors. (2025). A integração da Inteligência Artificial generativa nas práticas de Relações Públicas: uma revisão sistemática da literatura. Revista Internacional de Relaciones Públicas, 15(2), 45-72.
- Vujnovic, M., Kruckeberg, D., Swiatek, L., & Galloway, C. (2025). AI regulation and ethical considerations surrounding the use of artificial intelligence in PR: The need for transparency and accountability. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 71-92). Routledge.
- Wallace, A. A. (2025). Leveraging artificial intelligence in SEO and SEM for public relations. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 156-174). Routledge.
- Ward, J. (2025). Preparedness of PR practitioners toward AI integration: Ethical challenges and professional responsibility. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 22-46). Routledge.
- Yim, M. C. (2025). Unpacking AI discrimination from a DEI-conscious PR perspective. In R. Luttrell & A. A. Wallace (Eds.), Public Relations and the Rise of AI (pp. 25-46). Routledge.
- Zerfass, A., Hagelstein, J., & Tench, R. (2020). Artificial intelligence in communication management: A conceptual framework for future research. International Journal of Strategic Communication, 14(5), 353-372. (Cited in Ward, 2025)