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Ethicalizing the use of artificial intelligence in public relations

أخلقة استخدام تقنيات الذكاء الاصطناعي في ممارسات العلاقات العامة

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Abstract:

This study aims to identify the role of artificial intelligence in improving public relations practices and the most important ethics to be considered in the use of artificial intelligence applications adopted in public relations, and to monitor the effects resulting from the use of artificial intelligence in public relations activities and practices and the challenges facing practitioners .

Artificial intelligence is no longer just a technology, but has become a powerful force reshaping societies, as its applications and techniques have been used in all sectors and industries in all their scientific and humanitarian fields, as it has contributed significantly to reducing costs and risks, increasing consistency and reliability and providing new solutions to complex issues, and its enormous development and uses have sparked discussions and conferences on the ethical principles accompanying its societal impacts, in an attempt to preserve the privacy of individuals and organizations and their personal data and limit their penetration .

Hence, this study sheds light on the most important ethical challenges of using AI technologies in public relations and tries to find effective solutions to minimize these ethical challenges.

Keywords: Artificial Intelligence, Public Relations, Ethics, Ethical Challenges.

ملخص:

تهدف هذه الدراسة إلى معرفة دور الذكاء الاصطناعي في تحسين ممارسات العلاقات العامة وأهم الأخلاقيات الواجب مراعاتها في استخدام تطبيقات الذكاء الاصطناعي المعتمدة في العلاقات العامة ورصد التأثيرات الناتجة عن توظيف الذكاء الاصطناعي في أنشطة وممارسات العلاقات والتحديات التي تواجه الممارسين. فلم يعد الذكاء الاصطناعي مجرد تقنية فحسب، وإنما أصبح قوة عاتية تعمل على إعادة تشكيل المجتمعات، حيث تمت الاستفادة من تطبيقاته وتقنياته في جميع القطاعات والصناعات بشتى مجالاتها العلمية منها والإنسانية، فقد ساهم بشكل كبير في خفض التكاليف والمخاطر، وزيادة الاتساق والموثوقية وتوفير حلول جديدة للمشاكل المعقدة، وأثار تطوره الهائل واستخداماته إلى عقد مناقشات ومؤتمرات حول المبادئ الأخلاقية المصاحبة لتأثيراته المجتمعية، في محاولة للحفاظ على خصوصية الأفراد والمؤسسات وبياناتها الشخصية والحد من اختراقها.

من هنا جاءت هذه الدراسة لتسلط الضوء على أهم التحديات الأخلاقية لاستخدام تقنيات الذكاء الاصطناعي في العلاقات العامة و محاولة إيجاد الحلول الناجعة للتقليل من هذه التحديات الأخلاقية.

الكلمات المفتاحية: الذكاء الاصطناعي، العلاقات العامة، الأخلاق، التحديات الأخلاقية، الأخلقة.

1. INTRODUCTION

The world has recently witnessed a tremendous development in the field of artificial intelligence (AI), which has become an important factor in many sectors, including public relations. Through automation, sentiment analysis and content generation, these technologies are able to enhance work efficiency and provide innovative solutions in the fields of media and communication, enabling companies and organizations to build stronger and more sustainable relationships with their target audiences. Despite the many advantages of AI, it raises many ethical challenges, including invasion of privacy, the spread of fake news and algorithmic bias, which can lead to unbalanced or misleading messages, as well as the loss of the human element in interacting with the audience. Organizations

are struggling to strike a balance between using AI and maintaining the human aspect of communication that is the essence of public relations. Over-reliance on AI can lead to issues of accuracy, integrity and credibility, placing organizations under a great responsibility to use these technologies ethically and responsibly.

Therefore, this research seeks to explore the challenges faced by the public relations team in its use of artificial intelligence technologies, and to investigate possible solutions that ensure the use of this technology effectively and ethically, ensuring a balance between technological progress and ethical practices that support professional goals and enhance trust between organizations and the public. We have addressed in this research the concepts of artificial intelligence and public relations, as well as the technologies used in the field of public relations and its most important innovations, in addition to the ethical challenges of using these technologies and the most important possible solutions in overcoming these challenges.

So, we pose the following main question:

How can the public relations team's use of artificial intelligence techniques be ethicalized to improve public relations practices?

Within this main question are the following sub-questions.

- What are the AI techniques adopted in public relations?
- What are the effects of employing AI in public relations activities and practices?
-What are the challenges that public relations practitioners face while employing AI technologies?
- How can artificial intelligence applications used in public relations practices be ethically controlled?

2. Concepts of the study*:*

-Artificial Intelligence*:*

Kaplan and Haenlein defined it as:" The ability of a system to correctly interpret external data, learn from that data, and use that information to achieve specific goals and tasks through flexible adaptation[1] ". While Tomas Zalewski sees it as: "A system that performs tasks that require a learning process, takes into account new conditions while solving a particular issue, depending on the configuration, can work independently and interact with the environment to varying degrees[2] ". Galloway and Swiatek indicate that AI in public relations contexts are technologies that demonstrate human cognitive capabilities and perform human functions in carrying out public relations activities independently or in conjunction with public relations practitioners *[3].*

Artificial Intelligence (AI) is the use of intelligent hardware and software based on computing techniques that are able to simulate and think in a brain-like manner and carry out human tasks.

-Public Relations*:*

Public relations as a management function is based on increasing the understanding of the needs, motives and demands from the internal environment of the organization to improve the relationship with the external environment and increase the motives and demands of individuals and organizations[4].

Public relations is also a set of administrative, supervisory and technical functions that enhance an organization's ability to strategically listen, appreciate and respond to those people whose mutually beneficial relationships with the organization are essential to achieving its mission and vision[5] . It is a management function that works to create and maintain mutually beneficial relationships between an organization and the public on which its success or failure depends. Grunig and Hunt defined it as the management of communication between an organization and its audiences. Sachs refers to it as a multifaceted approach to changing the way the public thinks, feels and interacts with a company, person, service or product, through third-party affirmation *[6].*

The Institute of Public Relations (IPR) defined it as a planned and sustained effort

to create and maintain goodwill and understanding between an organization and its audiences[7].

So, public relations is any activity related to improving the relationship with the public through the Internet and networking, including social media and various search engines. Public relations is an administrative function that works to build relationships of understanding with the organization and the public through effective communication, studying changes in public opinion and trying to adapt the work of the organization to it.

-Ethics*:*

Ethics is defined as the study of what is right and wrong, fair and unfair in how decisions are made. Ethics assumes that truth and morality exist and can be discovered through the rules, values and principles that govern or should govern behavior[8]. Dienhart notes that business ethics focuses on how we use and should use traditional ethical perspectives to evaluate how organizations regulate human behavior[9].

Ethics is a set of values and behavioral norms that are used as a reference to determine what is right or wrong in the actions of individuals or institutions within a given context. In the context of AI, it refers to the guidelines that govern the design and use of AI technologies that respect the rights of individuals and organizations.

Ethics is the set of issues and situations that arise as a result of conflicting values and ethical principles and relates to the risks of privacy violations, bias, lack of transparency, etc.

3.Artificial intelligence techniques used in public relations*:*

Public relations departments rely on several artificial intelligence techniques to facilitate their work and accelerate the impact of the process of persuading their customers and achieving their set goals, among which we can mention the following*:*

-Artificial intelligence applications that help public relations practitioners to communicate effectively with influencers through robotic programmes that facilitate the conversation process and predict future market trends.

These tools use the information they have collected about the target audience; their buying behavior, interests, channels, and the most effective times to reach specific audiences.

In addition to what has been mentioned, artificial intelligence technologies can be relied upon to automatically transcribe calls and avoid having to take notes and distractions and help focus and enrich sessions and meetings.

Following this, we will address the most important AI technologies most commonly used by PR departments and practitioners[10].

-DESCRIPTION: This technology simplifies the creation of videos by allowing them to be edited simply by reviewing the text without having to pay more cost and time through outsourcing and speeds up the response process in emergency situations such as crises or real-time news and events.

-ChatGPT: enables the creation of an outline or blueprints and helps in public relations planning tasks and the preparation of public relations programmes, as well as the possibility of obtaining a large number of suggestions and ideas and giving enough information, which leads to better answers, especially when more information is provided.

Diversify words and offer more variety to customers and stay away from repeating the way of speaking and the approved words. It enables you to go beyond the narrow vision and increase the attractiveness of your ads, get more information about what you want to promote, offer alternatives and monitor the versions that have been more successful, and ChatGPT is useful in the competitive research process as it provides us with a list of businesses or organizations similar to your business or project.

-Midjourney or Stable Diffusion : helps produce images for social media accounts, blog posts and updates.

AI technologies provide flexibility, change and creativity. Therefore, AI services

can be used to perform several tasks that can be monitored in the following[11]:

-Assisting with administrative tasks such as scheduling meetings, scanning big data, distributing press releases Developing coverage reports and other time-consuming tasks as well as assisting with repetitive or routine daily tasks.

-Rely on data, facts and trends to make creative and professional decisions.

-Create new experiences that drive brand loyalty.

-Assist with persuasive creative writing to capture the attention of the media and target audiences.

-Plan events, objectives, project and business management.

-Identify consumer buying behavior and consumption patterns and deliver targeted messages with emotional and mental impact.

-Identify the demographics, psychological characteristics, motivations, previous buying behaviors of customers, and their weaknesses that help in the art of persuasion and enable specialists to become experts in knowing consumer behavior.

Other researchers add tools that can be adopted to improve public relations, including the following[12]*:*

-Data Analysis Tools: Analyze customer data and identify trends, tendencies and future market expectations, from which you can determine the most effective messages and direct them to the right audience.

-Natural Language Processing (NLP) tools: Allows to analyze reactions to media and marketing campaigns and identify customer needs.

-Experimentation and analysis tools: Provide accurate and effective results of surveys and questionnaires.

-Bots and Chats Tools: Analyze customer requirements and respond to their questions and concerns without human intervention.

-Media Analysis Tools: Analyze reactions to media campaigns and their success.

-Visual analysis tools: Helps make content more engaging by identifying the requirements and needs of the target audience.

AI applications help PR practitioners develop interactive experiences to enhance digital engagement and future trends in PR technology by describing the roles of professionals using social platforms, ethical theoretical frameworks for public relations, and the development of dialogue communication in official accounts. In addition to managing an organization's reputation using social platforms, managing crisis communications using digital platforms, social responsibility communication using social platforms and artificial intelligence.

Thus, artificial intelligence is penetrating public relations practices across its various tasks over time, and with the tremendous developments that take place at the level of its technologies and means, the fears of individuals practising it are correct, as it can often replace humans across its various levels, starting with the mechanical and ending with Empathy intelligence as categorized by Huang and Russ in their theory, where they refer to mechanical artificial intelligence related to the automation of repetitive and routine tasks, in which AI is combined with mechanical techniques to improve the performance of machines, allowing them to perform certain functions more efficiently, and requires limited training or education. It encompasses PR tasks related to press release distribution, media lists, audio and video to text conversion, as well as media monitoring with the help of algorithms. It enables PR practitioners to identify the latest media developments in society by accessing various media outlets and social media in real time, allowing them to identify and understand public trends. Newspoint, Press Service, Brand24, Brandwatc Meltwater, Factiv[13].

Analytical artificial intelligence is used to analyze big data and extract patterns and ideas that contribute to improving public relations strategies and is primarily based on training and experience in data and analysis, the most important applications of which are machine learning and data analysis, and

includes the tasks of the public relations man associated with monitoring social media and predicting media trends[14] . Target audience segmentation is also carried out as AI algorithms analyze vast amounts of data to determine audience demographics, preferences and behavioral patterns, allowing PR professionals to tailor their messages and content for maximum impact[15] . By collecting data on websites, blogs, online forums or social media sites, AI can monitor statements, reactions, comments and opinions on a topic identified by the PR professional. Using these research tools, professionals can steer the picture in the desired direction.

Analytical intelligence also helps PR practitioners search for influencers through algorithms that collect data about female and male representatives of a particular niche across social media sites. Based on this information, PR practitioners can choose the right person to represent the organization's brand, an example of an influencer marketing tool is Hype-Auditor. This is a platform that searches and analyses the activities of influencers on Instagram, YouTube and TikTok. It allows users to search for creators based on demographics, topics, and account quality. As a result, this gives users access to creators who mention their brand or are looking for new talent, Hype-Auditor helps reach the right audience and avoid fake influencers, the platform also offers innovative tools and the ability to build influencer lists, an all-in-one solution for influencer marketing[16] . It also contributes to measuring the effects and effectiveness of communication campaigns. A study conducted by a team of researchers at Stanford University used artificial intelligence to analyze data related to advertising campaigns, such as: Audience demographics, content type, distribution channels, and outcome metrics. On the basis of this data, AI was able to assess the effectiveness of the campaign and suggest specific changes that could increase its effectiveness[17] . Thus, it helps in identifying good campaigns that lead to the desired results in a short time and can provide important suggestions for PR practitioners to make changes to campaigns, and its available tools include Brand24, Google Analytics and Get-Response.

In analyzing market trends, AI acts as an assistant to PR professionals, as it can identify key topics that can be addressed and choose the appropriate communication channels to deal with the different audiences of the organization, and through its tools, PR practitioners can make effective decisions for the organization at the right time and with little effort. One of the tools used to analyze market trends is Google Trends.

Intuitive intelligence, which goes beyond data analysis to creativity and prediction, is the ability to think creatively and adapt to new times, focusing on the human ability to predict and visualize based on complex data and patterns using techniques such as deep learning and neural networks: Deep learning and neural networks to derive creative and innovative solutions.

PR practitioners rely on it to develop the creative level and design campaigns in line with the characteristics of the target audience and the organization's requirements, as it can create content to be sent through social media platforms or in press conferences in clear and understandable language for different levels of audiences, and its tools include Smodlin.io and ChatGPT.

Emotional intelligence, on the other hand, attempts to enable systems to interpret and respond to human emotions in a way that aids and enhances human communication, and is closely related to human interactions or the analysis of human feelings and emotions, by analyzing large amounts of demographic data, social interactions, shopping preferences, or online behaviors. Based on this data, AI can create personalized content tailored to preferences and delivered to the right target audience.

A McKinsey & Company report shows that personalized content increases audience engagement by up to 20%. Personalized content in PR enables the delivery of the

most relevant and interesting messages to a specific audience. This valuable tool enables PR professionals to identify patterns and analyze data and preferences, leading to the creation of personalized content for individual audiences. This is done with the help of a range of tools: Brandwatch, Talkwalker, Mention and Symantria[18].

4. Ethical challenges of using AI in public relations practice:

The use of artificial intelligence techniques in the practice of public relations has become a real challenge on the ethical, legal and even political levels, the most important of which are:

-**AI deception** is not just a technical issue, but an ethical and societal challenge that requires global cooperation to ensure the safe and responsible use of technology. It refers to the methods used to manipulate artificial intelligence systems and occurs as a result of a weakness in its algorithms, and these methods include circumventing recognition systems, deceptive attacks, misleading information, fake robots...Researchers found its frequent tendency to hide its activities when they are not observed under surveillance conditions. This study concluded that AI contributes to deception even when there are safeguards against it and when punitive and restrictive measures are also put in place, which means that deception seems to be an inescapable part of AI. Similar results have shown that an AI will manipulate a system that bends the "rules" to achieve its goal of hiding that decision when observed, which means we have no way of predicting deception and, more disturbingly, no way of stopping AI deception[19].

-Bias: It refers to phenomena that cause AI systems to make unfair or subjective decisions due to the data they are trained with or the way they are designed and arises due to data bias, data collection, algorithm design, etc. and thus divides categories of people based on unethical terms such as discrimination based on appearance, age, gender or even disregard for life and death: Discrimination based on appearance, age, gender, or even ignoring life and death. It also relates to employment and all AI-controlled practices such as mortgage lending and police response. AI bias can also be a catalyst for social change and societal unrest, as big data and AI may reflect or amplify existing inequalities, discrimination or stereotypes in society, due to the quality, representation or diversity of data or the design of algorithms or models. This may lead to unfair or harmful outcomes for certain groups or individuals, such as: exclusion, marginalization or disadvantage. PR professionals need to ensure that they use big data and AI in a fair and inclusive way, respect the dignity and diversity of their stakeholders, and promote social justice and human rights. They also need to solicit feedback and input from diverse perspectives and voices and address any complaints or grievances that may arise [20].

Although bias is not a new phenomenon, Srinivasan and Chander point out that "biased algorithmic systems are not a new phenomenon," noting that in 1988, the British Medical School was found to be discriminatory because "the algorithm used to shortlist interview candidates was biased against women and applicants with non-European names," it is rapidly increasing with the rapid development of AI and the vast amount of data it deals with. Recognizing that 'societal AI bias' occurs when assumptions and norms imposed by society generate blind spots or problematic expectations in people's thinking about AI, the Public Relations Society of America identifies it as one of the ethical issues associated with 'data-driven communication'; noting that while such communication can be beneficial, "the can be beneficial, "PR professionals may often face privacy issues, subjective data interpretation, algorithmic bias, unfair categorization, audience targeting and other ethical challenges such as reproducing biased information (even unknowingly) if they rely heavily on AI-generated content[21] . Brown and Garcia's study confirmed the bias against certain groups as they explored

the ethical dimensions when leveraging big data and AI to target vulnerable groups in public relations campaigns, using qualitative interviews and conducting case studies of campaigns that targeted vulnerable groups, their study revealed ethical concerns regarding AI algorithms that discriminate against these groups or inadvertently manipulate them, such actions can lead to reputational damage to organizations[22].

-Privacy: Privacy is one of the most controversial issues related to artificial intelligence, as the latter relies on huge amounts of data to analyze and develop its algorithms, and this data often includes sensitive information about individuals and institutions, which poses great challenges related to protecting this data from hacking, leaking, privacy violations…etc.

Big data involves complex algorithms and models that may not be easy to understand or explain to humans, which creates difficulties in determining who is responsible for the decisions and actions taken or based on these technologies, especially when they have significant impacts on individuals or society. PR professionals need to ensure that they are able to justify and communicate the rationale and evidence behind their use of big data and artificial intelligence, and that they are able to monitor and review their performance and results, and that they are able to monitor and review their performance and results. They also need to disclose any potential conflicts of interest, biases or limitations that may affect their credibility or trustworthiness. It is worth noting that there are privacy and consent concerns when collecting and analyzing massive amounts of personal data for targeted campaigns. It also complicates stakeholder relationships for PR professionals, with Cheng and Jiang claiming that "privacy risks are a major concern that reduces customer satisfaction" and may damage long-term relationships through loss of loyalty .

Many PR professionals have pointed out the lack of clarity in dealing with data privacy rights in AI, especially those who have held positions in the healthcare sector. Patients' medical data, including protected privacy rights, can be violated in AI training, or the risks can include those who have access to data they should not, so using massive batches of data to train AI can pose huge ethical issues even when done in the public interest or for the benefit of human health. Furthermore, AI developers have pointed out that machine learning will assimilate and use information as presented, the individual (or family or legal representative) has no ability to withdraw consent, and some information cannot be traced or edited out of the data because it is built into the machine learning and embedded in it. Therefore, "there is no privacy, oversight or control over patient-related data" although there is a right to privacy that patients expect [23].

Smith (2018) delved deeper into the ethical and legal considerations surrounding the integration of big data and AI into PR campaigns. Their study aimed to examine the extent to which privacy and consent issues are comprehensively addressed in these campaigns. Issues of transparency and clarity in the use of data were of particular concern, which were likely to lead to privacy violations and legal challenges. The threat to data privacy and intellectual property rights was highlighted by the studies conducted by Jones and Patel, Kim, White, Johnson and Martinez, Chen: Legal risks presented by the analysis of sentiments related to privacy violations and defamation claims, especially when sensitive data comes into play, raising concerns about potential legal disputes and copyright, revealing ethical dilemmas that arise when chatbots provide incorrect information or fail to show empathy towards users, revealing the potential violation of intellectual property rights and the emergence of defamation cases when deep fakes are incorporated, revealing consumer concerns related to privacy and transparency especially in cases where AI systems recommend products within campaigns. Respectively[24].

Despite the great benefits that AI offers in the field of public relations, the ethical challenges associated with its use require careful handling, as it is considered one of the most prominent issues facing the field with the increasing reliance on technology, especially with regard to information retention, lack of transparency, privacy violations, information manipulation..etc.

5. Solutions to minimise the challenges of using AI in public relations*:*

With the increasing use of artificial intelligence in public relations practice, ethical challenges have emerged that require serious treatment to ensure a balance between innovation and responsibility. These challenges require the adoption of ethical solutions to protect the rights of individuals and enhance public trust by putting forward strategies to ensure the safe and effective use of artificial intelligence in public relations. As found in Bowen's study, where PR practitioners viewed AI as a data management tool similar to social media analytics, and Jobin al, in their review of principles and guidelines for ethical AI issued by private, public and research organizations, noted that there is a lack of ethical solutions to protect the rights of individuals and enhance public trust. Remarkably, not a single ethical principle is referenced in all 84 documents analyzed. However, there is a convergence around the principles of transparency, justice, fairness, non-harm, responsibility and privacy, which appear in more than half of all documents. Of these, transparency is the most prevalent principle with reference to it in 73 out of 84 documents, followed by justice and fairness (referred to in 68 documents), non-harm (referred to in 60 documents), responsibility (referred to in 60 documents) and privacy (referred to in 47 documents)[25] . But ethical awareness rose after several well-known AI incidents and disasters were discussed as ethical issues that "need to be resolved for the benefit of all humanity" before the age of general intelligence, or "when AI exceeds human intelligence", and many Bowen study participants explained with some dismay that they do not "know what to do about ethics" or "have no answers" but often recognized that ethics is increasingly important or even "fundamental". Another added, "We need to learn about ethics quickly - in about 5-10 years or we may lose control[26] ".

In China (2019), a group of universities, institutes, and companies joined together under the auspices of the Beijing Academy of Artificial Intelligence to propose 15 principles, known as the Beijing Principles, to guide the growth of AI in China. The group called for "realizing AI that is beneficial to humanity and nature", and the principles are divided into three categories: Research and Development, Utilization, and AI Governance, and includes a call to "take certain measures to ensure that stakeholders of AI systems obtain sufficient informed consent about the impact of the system on their rights and interests" implicitly asking communicators to involve themselves in efforts to create and disseminate the necessary information. as well as the Global Alliance for Public Relations and Communication Management: It is an international professional association whose member organizations have over 320,000 members worldwide. It can help provide the leadership and coordination needed to develop ethical resources, as it focuses on public relations ethics, including its own official blog that can be enhanced by adding AI-related components. As an umbrella body with international legitimacy, both at the macro and micro-local level (through individual members of national professional associations that are part of the Global Alliance), the Alliance is well positioned to organize not only the declaration of ethical principles for AI, but also to provide guidance on ways in which they can be applied in different contexts[27] . The set of ethical principles refers to benevolence, which entails promoting well-being as well as social, environmental, and public good, while the principle of non-harm warns against potential negative aspects of AI. It emphasizes the importance of safety,

security and privacy, as well as preventing risks and any harm - whether accidentally/unintentionally (overuse) or intentionally (misuse) and the principle of autonomy which refers to self-determination and the power to decide in a non-coercive way whether or not a decision should be made. That is, it is about balancing human agency, artificial intelligence and decision-making power. Justice calls for fairness, avoids unwanted/unfair prejudices and discrimination, redresses previous inequalities and is also about sharing benefits, prosperity and fostering solidarity. Explain (which is also often seen as transparency) means clarity, i.e. how AI works (cognitive meaning), and accountability, i.e. who is responsible for the way AI works (ethical meaning)[28].

To apply ethical principles, PR professionals need to comply with laws that provide a framework for determining how technologies can be used in a way that protects individual rights, ensures transparency and prevents abuses. Legal regulations form the basis for balancing technological innovation with societal responsibility, such as the General Data Protection Regulation (GDPR) in Europe. In the UK, ethical concerns have prompted regulatory bodies such as the Information Commissioner's Office (ICO) to actively address the implications of AI and big data in PR. The legal consequences in the UK include adherence to the General Data Protection Regulation (GDPR), which provides strict rules for data protection and the rights of individuals. Violations can lead to hefty fines. In Japan, the Personal Information Protection Act (PIPA) imposes strict regulations on the handling of personal data, which includes data used in PR campaigns. Failure to comply with these laws leads to expensive fines and legal consequences. Developed economies are moving towards stricter regulations and greater accountability when it comes to the use of big data and AI in PR campaigns, in order to protect the rights of individuals and the privacy of data. France's data protection authority, Commission Nationale de l'Informatique et des Libertés (CNIL), enforces data protection laws and regulations, including compliance with the GDPR .

The United States has a complex landscape of privacy regulations, with industry-specific laws such as: HIPAA for healthcare data and the Gramm-Leach-Bliley Act for financial data. However, there is no comprehensive federal data privacy law, resulting in a patchwork of state-level regulations such as: California's Consumer Privacy Act (CCPA) and Virginia's Consumer Data Protection Act (CDPA). This legal fragmentation poses challenges for companies operating on a national level and reinforces the need for comprehensive federal legislation. In Canada, ethical concerns include the responsible use of AI in public relations campaigns, and the legal implications are governed by the Personal Information Protection and Electronic Documents Act (PIPEDA)[29].

Despite international efforts to rationalize the uses of AI in ethical ways and principles in order to protect both the organization and the public, public relations is still witnessing violations of individuals' privacy and data, biases in service delivery, lack of transparency, etc. due to AI techniques, especially in developing countries, so new roles for individuals and new partnerships between groups need to be created: "AI ethicists", academics who educate and inform rather than lead and dictate, and "AI ethics advisors", who advise "on organizational AI ethics strategy and even specific AI projects". In their view, "the nature of public ethics must be managed with consensus-building and inclusivity in mind." On this basis, interested speakers can seek to facilitate the creation of AI ethics conventions by working to foster interactions between social systems around AI issues. This focus on the societal level is already reflected in significant national efforts to establish ethical foundations for new AI applications. For example, the New Zealand government has developed its own

Algorithm Charter, which aims to help ensure "New Zealanders' trust in how government agencies use algorithms": a purpose that aligns with the OECD's vision to "activate" citizens as "partners in shaping the future together" with government . Industry-wide ethical standards should be advocated and professional organizations should be encouraged to enforce adherence to these standards as a condition of membership through government initiatives that enact data protection laws, regulations requiring transparency in AI algorithms and demanding accountability for discriminatory practices. To develop policies, guidelines, standards and monitoring mechanisms for the ethical use of AI in public relations campaigns, and collaborate with regulatory bodies to ensure compliance and promote ethical data practices.

Attempt to develop and disseminate comprehensive ethical guidelines for the use of big data and AI in PR campaigns, educate public awareness of ethical AI and data privacy practices in PR campaigns, and conduct research to understand the dynamics of data privacy and transparency concerns in AI-powered public relations campaigns. Research into the ethical implications of AI algorithms and their potential biases, which underpins theories of how ethical considerations affect public perception and stakeholder trust etc. The move to train public relations professionals by creating continuing education programmes to keep practitioners up to date with evolving ethical standards and thus ensure ethical use of data and AI tools, allowing them to proactively address bias in data collection, algorithm design and content generation, and regularly review AI systems for fairness.

PR agencies should collaborate with technology and legal experts, civil society organizations and academia to develop ethical frameworks, best practices and impact assessments, priorities transparency in data collection, processing and use, provide clear opt-in and opt-out mechanisms for data subjects, and regularly update privacy policies[30].

CONCLUSION

Finally, it can be said that AI has greatly helped public relations practitioners in carrying out their tasks, improving the quality of their performance and speeding up their work in terms of writing, design, analysis, data collection, evaluation, etc. However, relying entirely on AI techniques may conflict with the set goals, and practitioners should pay attention to reviewing reports from AI and reviewing the analysis processes well, especially sentiment analysis.

AI techniques adopted in public relations practice must be protected from data breaches and be careful not to let private information fall into the hands of people who use it to discredit or mislead an organization. There is no doubt that AI has become a powerful tool that enhances the efficiency and effectiveness of the field of public relations, as it contributes to analyzing data, automating tasks, and communicating with the public in innovative ways. However, the uncontrolled use of these technologies can lead to serious ethical challenges such as invasion of privacy, the spread of misinformation, algorithmic bias, and the loss of the human dimension in communication. It is therefore essential for organizations to establish clear policies and regulatory frameworks that ensure the responsible use of AI in this field, with a focus on promoting transparency, protecting user privacy, and ensuring fairness in data processing. Smart technologies should be integrated with human supervision to ensure credibility and adherence to ethical standards.

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