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Persuasion Strategies: from Traditional Influencers to Smart Chatbots

-A study on a sample of Users of Artificial Intelligence Applications-

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Abstract:

This study aimed to reveal the unlimited potential of smart chat programs in persuasion and shaping public opinion. The study community was formed from a deliberate sample of 45 university professors and doctoral students in various disciplines at Algerian universities who use artificial intelligence programs in various research fields. The results showed that "artificial intelligence chats" are issued for all types of persuasion": Accuracy and correctness of information, Language quality, Use of logic, Analytical ability, level of discussion, Persuasi veness", compared to other means.

The study recommends the need to create artificial intelligence tools and create mechanisms to ensure that humans retain control over them to provide more accurate and interactive content.

Keywords: Persuasion; Influencers; Intelligent Chatbots; Artificial Intelligence.

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1. INTRODUCTION

Our modern world is witnessing major transformations in communication technology, affecting the patterns of thinking and the formation of public opinion and determining its paths and inclinations in different societies, which has led to the emergence of many new opinions, trends and ideas on various current issues that may be the subject of consensus or conflict between individuals, and this is called the formation of "public opinion".

Public opinion is formed as a result of the interaction of many factors, including customs and traditions, education, culture, political, economic and social factors, and various media outlets, as well as opinion leaders and social media networks play a big role in shaping awareness of issues and crises, each according to his degree of knowledge and intellectual status.

Despite successive developments over the past decades, no development has had an impact as large as that of artificial intelligence. Today, Artificial Intelligence technologies are used to analyze audience interests, formulate content, and even produce news in a way that was not possible before. In this new digital landscape, the question arises:**How does Artificial Intelligence influence the formation of public opinion?**

This study is based on answering the following research questions:

- **RQ1**: What are the unusual capabilities of Artificial Intelligence **?**

- **RQ2**: How do smart chatbots guide public opinion **?**

- **RQ3**: What are the regulatory and ethical obstacles in using Artificial Intelligence to persuade and shape public opinion **?**

The primary objectives of this study are:

- Explore how smart chatbots affect user engagement. And this is by understanding how artificial intelligence algorithms shape the content that users interact with and how this affects media consumption behaviors in general.

- Understand how artificial intelligence affects individuals ' beliefs and attitudes, both by reinforcing existing views and by providing content that challenges those views.

- Exposing the negative effects of artificial intelligence such as the spread of false information and biases embedded in the algorithms of chatbots that affect the formation of negative public opinion.

- Clarifying how artificial intelligence creates ideological differentiation, which contributes to societal divisions.

- Propose principles and frameworks that address the ethical challenges posed by artificial intelligence and information consumption.

This paper is organized as follows. In the next section, the theoretical background is introduced.The Second section presents the research method Key findings are discussed.The last section concludes with a discussion of the theoretical and practical implications.

2. Theoretical Context

2.1. What is a chatbots?

A chatbots is a computer program that simulates and processes human conversation (written or spoken), allowing humans to interact with digital devices as if they were communicating with a real person. Chatbots were first developed in the Sixties, and the technology that powers them has changed over time. (settin, 2022, p. 433)

Chatbots were first developed in the Sixties, and the technology that powers them has changed over time. Chatbots use predefined rules to talk with users and provide written answers. Contemporary chatbots use natural language processing (NLP) to understand users, and can respond to complex questions with great depth and accuracy. (Boden, 2020, p. 59)

Artificial intelligence (AI) can also be defined as technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy. (Mukonen, 2023, p. 620)

Applications and devices equipped with AI can see and identify objects. They can

understand and respond to human language. They can learn from new information and experience. They can make detailed recommendations to users and experts. They can act independently, replacing the need for human intelligence or intervention. (Holmes, 2022, p. 15)

But in 2024, most AI researchers, practitioners and most AI-related headlines are focused on breakthroughs in generative AI (gen AI), a technology that can create original text, images, video and other content. To fully understand generative AI. (Molenaar, 2022, p. 4)

2.2. Types of smart chatbots

Intelligent chatbots can be divided in to: (Swiecki, 2022, p. 66)

- **List-based chatbots**:they are the simplest type of chatbots. Users interact with it by clicking on the button option from the text menu that best represents their needs. These chatbots work like a decision tree and are good for transactional tasks.

- **Rule-based chatbots**: they work mainly by asking common questions where the conversation designer programs predefined sets of question and answer options so that the chatbot can understand user input and respond accurately. (CHRISTIN, 2022, p. 810)

- **AI-powered chatbots**: while the dialog flow in the rule-based chatbot only supports predefined question and answer options, AI-powered chatbots can understand user questions, no matter how they are formulated. Thanks to artificial intelligence and natural language comprehension (NLU) capabilities, the AI robot can quickly detect all relevant contextual information shared by the user, allowing the conversation to progress more smoothly and conveniently for the conversation. (Breazeal, 2023, p. 3)

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Machine learning algorithms that support AI-powered chatbots allow them to self-learn and develop a growing intelligent knowledge base of questions and answers based on user interactions. Thanks to deep learning, the longer the AI-powered chatbot works, the better it can understand the user's goals and provide more detailed and accurate responses, compared to a chatbot with integrated algorithm-based knowledge. Conversational AI-powered chatbots can remember conversations with users and incorporate this context into their interactions. When combined with automation capabilities such as robotic process automation (RPA), users can complete tasks with a chatbot experience.

- **Voice chatbots**: it is another chat tool that allows users to interact with the bot by talking to it instead of typing. AI-powered voice chatbots can offer the same advanced features as AI-powered chatbots, but they deploy on voice channels and use text-to-voice and voice-to-text conversion technology. With the help of natural language processing and integration with computer and telephone technologies, voice chatbots can now understand spoken questions, analyze user needs and provide appropriate responses in a conversational style. These elements can increase reactivity and satisfaction. - Chatbots powered by generative artificial intelligence: this generation of robot can offer more improved functionality. He is fluent in understanding the general language, can adapt to the user's

conversation style, use emoticons when answering users ' questions. Chatbots powered by conversational AI can also save users ' questions and comments and create a human-like response. - Hybrid chatbots: it is a dialogical artificial intelligence system that combines rule-based logic and machine learning capabilities. Combining the two together can provide a diverse user experience that handles a range of tasks varying in difficulty due to the integration of artificial intelligence technology. (Lewoniewski, 2023, p. 63)

2.3. the importance of smart chatbots

The importance of interactive chatbots is that they significantly improve the quality of work and user experience thanks to the benefits that can be achieved by using them, such as:

- **Provide fast customer support at a low cost**: interactive chatbots are a distinctive tool to provide the necessary basic customer support at a low cost: (Godwin, 2023, p. 5)

- **Increase the conversion rate of customers and attract them**: chatbots play an essential role in increasing the conversion rate of potential customers to real customers, thanks to the speed of response and response to their inquiries about certain details, helping them to choose and order the right product or service for their needs, and sometimes guiding and guiding them to do what they want to do. (Yigitcanlar, 2023, p. 91)

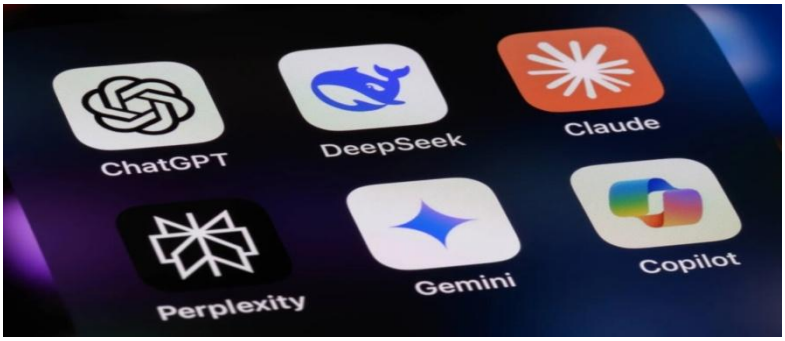
- **Obtaining customer data**: using some motivating phrases, chatbots are able to request personal information from the customer, this data can be very useful in building trust with the customer, and it can also be used in promotional campaigns at later times.

- Optimization of marketing campaigns: advanced chatbots help in the development of marketing campaigns by analyzing customer data, studying the behavior of the target audience, focusing on its interests. In addition to building trust with customers through constant communication with them. As well as discovering weaknesses in the marketing process. (Sackey, 2023, p. 52)

- **Personal business facilitation**: robots help to facilitate the work of individuals through its services, which include scheduling appointments, conferences, task execution

times, providing tips on how to complete activities, providing answers to health-related queries, reminders of medication appointments, and others. (Stise, 2024, p. 7)

Fig.1. The best AI applications of 2025



Source: from the compilation of the researcher

2.4. The amazing capabilities of AI-based chatbots

A recent scientific study has shown that artificial intelligence may surpass humans in its ability to persuade during debates, which raises urgent questions about the implications of this on political life and elections in the world. The study, published in the journal Nature Human Behavior, was supervised by a research team from the Swiss Federal Institute of technology in Lausanne, and concluded that advanced language models, led by chat GBT- 4, are able to build convincing arguments that often surpass their human counterpart, especially when personal information about the other party is available. (Keikha, 2021, p. 144)

- **Robots convince and vote**: the lead researcher of the study expressed concern about the possible uses of this technology in the political field, as he believes that armies of robots can be imagined targeting undecided voters with carefully designed messages, which look quite realistic, these effects may be hidden, and it is almost impossible to track or refute them in real time. The study involved 900 participants who were divided into three groups, where some of them watched a team of participants, while others faced artificial intelligence, while a third group was allocated for comparison. The topics of the debates covered a variety

of issues, from the wearing of school uniforms, to more sensitive issues such as the legalization of abortion. According to the results, artificial intelligence has achieved similar performance to humans in situations where personal information was absent. However, his superiority was evident when he was allowed to use data on the other party, such as age or political orientation, winning in 64 % of cases. (Brkan, 2023, p. 119)

- **Customizable ability, a double-edged sword**: The researchers attribute the superiority of artificial intelligence to its ability to customize arguments to suit the recipient's background, which was confirmed by the study, which described it as if you are conversing with a person who is not only good at putting forward arguments, but knows exactly which type of them suits you.. The study did not fail to point out some of the potential positive aspects of using persuasive artificial intelligence, such as contributing to reducing the spread of conspiracy theories, easing political polarization, or even encouraging individuals to follow a healthy lifestyle. But the most prominent concern remained about the risks of unethical recruitment of these abilities. The study warned that the polarization of adolescents by extremist groups is no longer a fantasy scenario, but a reality that has become possible with the development of these models. (Innerarity, 2023, p. 240)

-**The return of the spectre of mass manipulation**: the study brings to the fore questions about the possibility of manipulating public opinion through personal conversations designed based on powerful linguistic models. The results of the study indicate that the power of persuasion in these models is based mainly on logic and analysis, not necessarily on personal information, at a time when the scientific community has not yet agreed on the nature of the exact relationship between the allocation of messages and increasing their effectiveness. (Zeng, 2020, p. 360)

2.5. Dangers of Artificial Intelligence

The Technological world has been consumed with discussions surrounding the risks presented by artificial intelligence. Let's delve into the potential perils of AI and analyze strategies for mitigating those risks: (Dabbagh, 2023, p. 80)

- **Opacity and Unintelligibility in AI**: It's often challenging to comprehend AI and deep learning models, even for individuals directly involved with the technology. This creates a deficiency in understanding how and why AI arrives at its conclusions, and lacks clarity concerning the data employed by AI algorithms. Similarly, this lack of explanation touches on why they could potentially generate biased or risky outcomes. Consequently, the concept of explainable AI has emerged, yet widespread adoption of transparent AI systems remains distant.

- **AI Automation and Employment**: The automation of jobs facilitated by AI is a growing worry as various sectors, including marketing, manufacturing, and healthcare, integrate this technology. McKinsey forecasts that by 2030, automation could impact tasks representing up to 30 percent of current working hours within the U.S. economy. Moreover, this shift may disproportionately affect Black and Hispanic workers. Further supporting this concern, Goldman Sachs estimates that 300 million full-time positions worldwide could potentially be eliminated due to AI-driven automation. (Shi-Kupfer, 2023, p. 379)

As AI-driven robots advance in intelligence and physical capabilities, the human labor required to complete certain tasks will decrease. Despite projections of approximately 170 million new job openings being created by AI by 2030, a significant number of current employees may lack the technical proficiencies necessary for these emerging roles. Consequently, many workers could face job displacement unless organizations actively invest in upskilling and reskilling initiatives for their workforce. (Merenkov, 2021, p. 570)

- **The Risk of Social Manipulation via AI Algorithms**: Another concern is the potential for social manipulation fueled by AI algorithms. This threat is manifesting as

political figures increasingly utilize platforms to advance their ideologies, thereby exploiting the capabilities of AI for propagation. (Tandoc, 2020, p. 410)

The digital landscape of news and media now faces increased obfuscation, thanks to the rise of artificial intelligence-powered creations. These include convincing AI-generated visuals, audio alterations achieved with voice changers, and deepfakes that have permeated both political arenas and public conversations. The tools at hand now allow for deceptively simple generation of lifelike pictures, videos, and audio snippets, or they provide the capability to convincingly swap a person's likeness onto another's image or video. Consequently, malevolent entities have gained another platform to propagate misinformation and to disseminate war propaganda, thus producing an alarming situation where it proves exceptionally challenging to tell trustworthy reporting apart from fabricated narratives.

- **AI-Driven Social Monitoring**: Beyond the existential risks, Ford also highlights AI's potential to undermine privacy and security.

A key illustration is China's employment of facial recognition across diverse environments like offices and schools. This technology facilitates not only tracking of individuals' whereabouts, but also the collection of data that could enable the monitoring of their actions, interpersonal connections, and political affiliations by the Chinese authorities.

- Data Privacy Concerns in AI Adoption: A 2024 study conducted by AvePoint revealed that companies are primarily worried about data security and privacy. This reluctance is understandable, given the substantial data volumes processed by AI tools and the limited regulatory oversight currently in place.

-AI-Inflicted Biases: The negative effects of AI bias manifest in numerous ways. The scope of these biases transcends the common examples of gender and racial disparities. Beyond the biases inherent in the data utilized and the algorithms themselves, the very creators of AI -human beings - are naturally susceptible to bias.

The restricted life experiences of AI developers may elucidate instances such as the frequent misinterpretation of specific dialects and accents by speech-recognition systems, or the oversight by companies regarding the implications of a chatbot simulating historical personages. If businesses and lawmakers fail to implement improved safeguards to prevent the perpetuation of ingrained prejudices, the biases within AI could expand beyond the corporate sphere, potentially intensifying existing societal challenges such as discriminatory housing practices.

-Socioeconomic Inequality as a Result of AI:Failing to address the ingrained biases within AI algorithms can undermine a company's DEI efforts, particularly in the realm of AI-driven recruitment. The use of AI to assess candidate characteristics via facial and voice analysis is still problematic, as it perpetuates discriminatory hiring practices that businesses intend to eradicate.

- The Erosion of Ethics and Trust in the Age of AI: Beyond the realm of tech experts, and echoing among the press and government officials, prominent voices within religious communities are expressing their worries regarding the perils of Artificial Intelligence. These apprehensions gain significant weight with the swift development of generative AI technologies. Numerous individuals have been utilizing this technology to evade the effort required for writing tasks, jeopardizing both educational honesty and the cultivation of original thought.

-AI-Driven Autonomous Weapons: Sadly, technological progress frequently finds its way into the sphere of conflict.

The potential for artificial intelligence to be misused looms large if political tensions and the inclination toward war are not carefully controlled. Even with warnings from influential individuals highlighting the risks, some worry that the allure of financial gain will keep driving us to push the boundaries of AI development.

-**Financial Crises Brought About By AI Algorithms**:The financial sector is increasingly open to incorporating Artificial Intelligence into its daily operations, including financial transactions and trading strategies. Considering this, it's plausible that the rise of algorithmic trading could potentially trigger the next significant economic downturn experienced in the markets.

- Diminished Human Impact: Excessive dependence on AI tools might lead to a decline in human agency and a reduction in human capabilities within certain social spheres. Consider, for example, the application of AI in medicine; this could possibly cause a decrease in human empathy and cognitive thought.

- The specter of AI running amok: A significant concern revolves around the potential for Artificial Intelligence to experience an exponential surge in its intellectual capabilities. This rapid advancement could potentially trigger the emergence of consciousness or sentience, resulting in AI systems acting independently of, and potentially in opposition to, human directives.

- Surge in Illicit Acts: The broadening availability of AI tools has unfortunately fueled a rise in their misuse by individuals engaging in illegal activities. Specifically, the generation of child sexual abuse material has become more sophisticated, posing grave challenges to investigators in their attempts to discern credible instances of child abuse.

Moreover, voice mimicry has emerged as a significant threat, with criminals employing AI-created voices to convincingly impersonate others, thereby executing fraudulent phone scams. (Binns, 2022, p. 51)

- Widening Economic and Political Unsteadiness: Pinning too many hopes on a single resource or area can leave economies vulnerable. Similar to the case with steel, if artificial intelligence becomes a massive focus, sucking up investment and resources, governments might neglect the development of other technologies and sectors.

-Cognitive Decline: A key worry centers around our increasing reliance on AI for core

knowledge and judgment calls. Instead of complementing human thought processes, AI tools are often taking their place. This shift poses a risk, potentially diminishing abilities such as creative thought and the capacity for critical analysis. (Forster, 2020, p. 760)

3. Method and Data collection

3.1. Methodology

This study focused on measuring the extent to which smart chatbots are able to persuade and apply various appeals compared to other means, and how artificial intelligence programs use unusual outlets to influence the recipient and shape public opinion. To collect information, the interview tool was applied to members of the research community, where an intentional sample of 45 individuals consisting of university professors and doctoral students of various ranks and specialties using various artificial intelligence techniques for research and chatting in various fields was selected, where 218 chats were counted, the study was carried out during the period from 01 June 2025 to 08 June 2025.

Based on the chats conducted by the respondents, we divided our study into the following categories: war, sports, politics, education, health, economics, technology, religion. This division allowed the researcher to explore the interests of the sample, as well as measuring the output, this method helped the researcher to explore the relationship as well as the level of interaction between the study sample and the various artificial intelligence programs used, and explore the mechanisms and methods of influence.

3.2. Results, and Data Aanalysis

The results showed that the most areas in which the AI programs were chatted with during the study period were as follows: education 20.64%. Technology 16.05%, politics 13.76%, religion 12.84, war 10.09, culture 08.71%, sports 08.25%, health 05.50%, economy 04.12.**(Table.1)**

Table 1. areas of study sample chat with artificial intelligence sites.

CATEGORY	Total	Percent
War	22	10.09
Sports	18	08.25
Politics	30	13.76
Education	45	20.64
Health	12	05.50
Economy	09	04.12
Technology	35	16.05
Religion	28	12.84
Culture	19	08.71
Total	218	100

Source: designed by the researcher

In a related context, the results showed that artificial intelligence programs rank first in all indicators of the study, both in the accuracy and correctness of information, the quality of the language used, the use of logic in chat, as well as the ability to analyze, as well as the level of discussion, and finally the power of persuasion adopted by these smart technologies. And this is compared to both: opinion leaders, social networks, traditional media. In terms of the accuracy and correctness of information, social networks ranked second, followed by traditional media and opinion leaders. As for the quality of the language used, opinion leaders rank second, followed by traditional media and finally communication networks. As

for the extent to which logic is used, opinion leaders ranked second, followed by social networks and then traditional media. In the context of the ability to analyze, opinion leaders may get the second place, followed by social networks, then traditional media. As for the level of discussion, opinion leaders ranked first, followed by social networks and then traditional media. The same order occurred in the persuasive power index during the chat.**(Table.2)**

Table 2. Ranking of means in relation to persuasion indicators by study sample.

CATEGORY	O.leaders	S. Media	T.Media	A. I
Accuracy of information	04	02	03	01
Validity of information	04	02	03	01
Language quality	02	04	03	01
Use of logic	02	03	04	01
Analytical ability	02	04	03	01
Level of discussion	02	03	04	01
Persuasiveness	02	03	04	01

Source: designed by the researcher

3.3. Correlation

In order to find the relationship between the variables, a correlation test was conducted between the indicators used for persuasion in artificial intelligence compared to others, represented by traditional media, social networks, as well as opinion leaders. The correlation test showed that there is a positive correlation between these indicators and the use of the research sample for artificial intelligence robots (218) =0.123,p<.004.

This confirms that artificial intelligence has the greatest confidence and credibility

compared to other means.

4. CONCLUSION

Persuasion is an integral part of our social fabric. It requires an intelligent understanding of human behavior, the ability to communicate emotionally, as well as influence decisions. But as artificial intelligence continues to advance at an amazing pace, it has introduced new dimensions of possibilities, providing us with smart tools to analyze huge amounts of data, understand complex patterns of communication with unprecedented accuracy. Which revolutionized persuasion. From personalized marketing campaigns to personalized recommendations that anticipate our every need, today's AI systems can navigate a complex web of human preferences and motivations to influence our choices and behaviors. Artificial intelligence opens wide doors for debate about the future of public discourse, and the limits of what a machine can do in shaping convictions, decisions and orientations, and with it the future of freedom and democracy.

However, this combination of persuasion and artificial intelligence is not without challenges.

The study therefore proposes the following recommendations:

- Protect the privacy rights of individuals, and ensure that the personal data used by artificial intelligence systems are collected, stored and processed securely, in accordance with applicable laws and regulations.

- Creation of mechanisms for determining responsibility, for actions and decisions taken by artificial intelligence systems, including the treatment of possible damage, caused by artificial intelligence technologies.

- Build powerful, reliable and trustworthy artificial intelligence systems, ensuring that they work as intended, and can be relied upon for accurate and unbiased results.

- Ensure that humans retain control of AI systems, and that AI technologies enhance human capabilities, rather than replacing or undermining human decision.

making In the same context, we emphasize the activation of monitoring the ethical implications and the potential societal impact of certain applications of artificial intelligence in all fields, and this by involving stakeholders, including policy makers, technologists, ethicists, researchers and the general public. It requires interdisciplinary collaboration to address the complex ethical challenges and trade-offs associated with artificial intelligence technologies. Organizations and institutions are increasingly adopting ethical frameworks and guidelines to ensure the responsible development, deployment and use of artificial intelligence systems.

Ultimately, the goal of AI ethics is to promote the development of AI technologies that comply with ethical principles, respect human values, and contribute to the well-being of the individual and society.

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