

New trends in research and studies on the social impacts of artificial intelligence applications in public relations - a future vision-

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Abstract:

This study addresses the research problem related to the growing use of artificial intelligence (AI) applications in public relations and the resulting social, ethical, and professional implications. Despite the rapid adoption of AI technologies, there is limited clarity regarding their impact on communication practices, professional roles, and public trust. The study adopts a descriptive analytical methodology, relying on a systematic review and analysis of recent academic studies and research published in the field of public relations and communication. The study sample consists of a selected body of contemporary scholarly literature focusing on AI applications and their social effects. The findings reveal that AI contributes significantly to improving efficiency, data-driven decision-making, and audience engagement in public relations. However, the results also highlight major challenges, including ethical concerns, reduced human interaction, issues of transparency, and the need for new professional competencies. The study concludes that achieving a balance between technological advancement and human judgment is essential for the sustainable and responsible integration of AI in public relations practice.

Keywords: Social impacts – Public relations – Artificial intelligence applications – The public relations profession

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1.Introduction

Considering the rapid transformations the world is witnessing today because of the digital revolution and the development of artificial intelligence technologies, it has become essential to monitor the impact of these technologies on various aspects of life, especially the field of public relations. Artificial intelligence has become an integral part of the operational structure of various governmental and private sectors, leading to numerous social impacts of these applications on practitioners and specialists in this vital sector, which relies primarily on communication and building a positive public image for the organization among its internal and external audiences.

To understand the social impacts of these applications on the public relations profession and its practitioners, it has become necessary to highlight research efforts in this field through a critical and analytical perspective that transcends the traditional boundaries between different scientific disciplines. This approach seeks to address real-world problems that often require more than one perspective for understanding and analysis. Interdisciplinary studies are among the most prominent contemporary academic trends for interpreting many phenomena, including social impacts, by integrating knowledge and experiences from multiple fields to produce a deeper and more comprehensive understanding. Furthermore, interdisciplinary studies contribute to developing 21st-century skills, such as critical and analytical thinking, which is at the heart of this study.

This study sheds light on current trends in research and studies on the social impacts of artificial intelligence applications in public relations. It does so through a systematic analysis of existing research and studies in this field, aiming for a deeper understanding of the nature of these impacts and offering a future vision that will help develop the public relations profession and adapt it to contemporary technological changes.

The research also seeks to provide a clear knowledge map that identifies the topics, theoretical frameworks, and methodologies used, and anticipates future directions for scientific research in this field. This makes it a valuable contribution to enhancing understanding of the relationship between humans and technology within the contemporary media context.

1-1-Research Problem

Despite the clear research interest in this topic, there is a lack of a comprehensive overview of the social impacts of artificial intelligence (AI) applications on the public relations profession. This can only be achieved through

an in-depth study that analyzes and interprets existing research on the social impacts of AI applications on the public relations profession, highlighting key findings to provide a guiding framework for researchers and practitioners on this issue.

Therefore, the problem of the current study is defined as presenting a detailed and in-depth vision of the development of media studies in the field of research on the social effects of artificial intelligence applications on the public relations profession, based on an in-depth, accurate and unbiased review of research and studies of scientific production in Arab and non-Arab schools during the period from 2018 to 2025, with the aim of monitoring research trends in this field, identifying the most important topics discussed by the scientific research that addressed the subject of the study, the theoretical and methodological frameworks that it relied on, monitoring the most important results it reached, the recommendations it presented to formulate a future vision for developing Arab and foreign research in research on the social effects of artificial intelligence applications on the public relations profession, as well as extracting a set of proposals and recommendations for new research studies that enrich the field of research on the social effects of artificial intelligence applications in the field of public relations.

1-2-Study Objectives:

- To identify and analyze the most prominent research trends and currents in studies on the social impacts of artificial intelligence applications on the public relations profession, and to highlight the key topics addressed during the period under analysis.
- To detect the most prominent theoretical frameworks used in research on the social impacts of artificial intelligence applications on the public relations profession.
- To identify, analyze, and interpret methodological frameworks in research on the social impacts of artificial intelligence applications on the public relations profession, in terms of the nature of the research methodologies used and the tools relied upon by the studies under analysis.
- To anticipate future trends in research and studies related to the social impacts of artificial intelligence applications in the field of public relations by proposing a future research agenda for these studies.

1-3-Research Questions:

1. What are the most prominent research trends and currents in studies on the social impacts of artificial intelligence applications on the public relations profession?

2. What are the most prominent theoretical frameworks used in studies on the social impacts of artificial intelligence applications on the public relations profession?
3. What are the most important methodological frameworks used in studies on the social impacts of artificial intelligence applications on the public relations profession?
4. What are the future directions for research and studies on the social impacts of artificial intelligence applications in the field of public relations?

1-4 -Literature Review:

First Theme: Direct Social Impacts of Artificial Intelligence Applications

The literature indicates that artificial intelligence has brought about social and professional transformations in public relations by enhancing communication speed, improving reputation management, and increasing operational efficiency, while also presenting challenges related to privacy and the human element.

(Al-Balushi, 2024) pointed out that artificial intelligence produces wine and productivity, but it leads to social, ethical and legal challenges related to human relations, privacy and responsibility.

(Galloway, 2018) explained the shift of AI from automation to supporting strategic decision-making, while (Blankson, 2023) highlighted its role in improving reputation management, and (Ozdemir., 2024) identified its applications in corporate communication and crisis management. (Cheng, 2020) confirmed that chatbots enhance satisfaction through social presence despite privacy concerns, while (Oduenyi., 2024) pointed to increased efficiency at the expense of the human element.

(Ibrahim. A. , 2023) noted the positive attitudes of public relations practitioners towards artificial intelligence, while by (Ibrahim. M. M., 2024) showed that it creates new job opportunities but may lead to the reduction of some jobs and an increase in social challenges., and (Qian, 2024) emphasized the importance of understanding the societal impacts. (TURKSOY, 2022) highlighted the risks of bias and misinformation, while (Abdel-Razek, 2023) supported the positive trend toward adoption. (K., 2024) observed the erosion of professional identity, while (Saber S. A.-A., 2022) confirmed improved efficiency despite ongoing human concerns.

Second Theme: The Impact of Artificial Intelligence on Professional Identity

Studies indicate that artificial intelligence is reshaping the professional identity of public relations practitioners toward a data-driven, analytical model rather than an intuitive one.

(SUSSKIND., 2018) explained the changing nature of work within organizations, while (Gunkel., 2020) (J., 2021) identified a digital divide among practitioners. (Ho., 2021) confirmed the shift in education toward technical specialization, while (CIPR, 2019) supported the move toward an analytical identity. (Fawkes., 2020) warns that excessive reliance on algorithms can erode the interactive and ethical aspects of communication practice.

As (Park, 2023) demonstrated, the balance between automation and human expertise is crucial, a point echoed by (LINDBECK, 2024) (Lotfy, 2023) highlighted the link between artificial intelligence (AI) and professional identity and job integration. (Ali, 2024) explained the reshaping of practices within the OSPC model, while (Al-Hayyan., 2024) emphasized the growing awareness of these technologies, and (Halim, 2023) demonstrated their role in improving organizational performance. (Kruckeberg., 2024) pointed to the social, cultural, and psychological dimensions of this transformation.

Al-Shuaibi's study (Al-Shuaibi, 2023) demonstrated a positive relationship between the expected benefits of using artificial intelligence tools and the success of employing them in public relations, with interactive tools emerging as the most important areas of use. (Aywaj, 2024) confirmed that artificial intelligence improves the efficiency of public relations practitioners and is viewed as a supportive tool for the profession rather than a replacement for the human element. (Palea, 2024) confirmed that artificial intelligence in public relations contributes to automating media monitoring, data analysis and content creation tasks, which improves decision-making speed, reputation management and reduces routine tasks.

Third Axis: The Ethical and Social Impacts of Artificial Intelligence

Studies confirm that the use of AI raises ethical challenges related to transparency, privacy, bias, and accountability, in addition to diminishing the human role.

(Ewing, 2023) and by (MIDUM, 2025) studies confirmed that AI applications in public relations pose ethical challenges related to bias, misinformation, and their impact on public trust.

(Jeong, 2023) emphasized the need for a balance between automation and transparency, while (K., 2024) identified shortcomings in ethical frameworks. (Schutte, 2020) highlighted the challenges of trust and transparency, and by (Nikolova, 2024) explained the risks of privacy and the loss of human touch.

(Morsi, 2025) also pointed to privacy concerns despite improved connectivity, and (Lim., 2024) stressed the necessity of educational and ethical frameworks. (Gloria, 2024) advocated for transparent data policies. (Zararsiz., 2024) noted the risks of bias and misinformation, while (Septiana, 2025) supported the responsible integration of technologies.

(Ahmed Farouk Radwan, 2025) asserted that artificial intelligence improves audience targeting and the efficiency of public relations campaigns while human interaction remains important, but it faces challenges such as lack of training and privacy. In addition, (Baptista., 2024) confirmed the growing use of artificial intelligence in public relations, especially in content production, with concerns about relying on it and replacing human expertise, and the importance of training and adherence to ethics.

In the context of bias, (Wina Puspita Sari, 2024) emphasized the necessity of human oversight, while (Silvani, 2024) stressed the importance of maintaining a human dimension, and (James., 2024) pointed to legal considerations. Furthermore, Arab studies (Jaber, 2023); (Yaseen, 2024); (Zakrzewska, 2023); (Cusnir, 2024) supported the existence of challenges related to privacy, bias, training, and transparency, while maintaining the need for human oversight.

2– Method and Tools:

2–1–Study Method :

This study is a descriptive study that relies on the second-level analysis (Meta Analysis) method, which is a method that depends on the systematic analytical review of Arab and foreign scientific studies and research that have been published in the field of studies conducted on the social effects of artificial intelligence applications on the public relations profession, in terms of topics, theories, and methodologies, classifying, analyzing, and employing them to understand the phenomenon, reveal its dimensions, and interpret it. This helps in drawing conclusions and extrapolating indicators related to the subject of the study. The critical method was also used to evaluate the shortcomings and strengths of the modern trends prevailing in this field to identify points of agreement and disagreement in the results. The current study also adopted the comparative method within the framework of comparing research trends in this field.

2–2–Study Population and Sample:

The current study population consists of Arab and foreign research and studies that addressed the social impacts of artificial intelligence applications on the public relations profession, as well as research topics closely related to the study topic, whether published in specialized Arab or foreign journals, scientific conferences, or Arab or foreign databases during the specified period (2018–2025). A comprehensive survey was conducted of studies that addressed the social impacts of artificial intelligence applications on the public relations profession, and studies that met the criteria that achieved the study objectives were selected, while studies that were not directly related to its objectives were excluded. Therefore, the study sample is a purposive sample of 50 studies.

2–3–Study Selection criteria:

Temporal Relevance: Only studies published within the specified timeframe (2018–2025) were accepted to ensure relevance to recent developments in artificial intelligence applications.

Thematic Relevance: The study must address, directly or indirectly, the social impacts of artificial intelligence applications on the public relations profession (e.g., human interaction, professional adaptation, ethical values).

Methodological Relevance: Only studies employing established scientific methodologies (quantitative, qualitative, or mixed) and demonstrating high credibility in design and implementation were considered.

Reliability of Publication Source: Only studies published in peer-reviewed scientific journals or research papers presented at recognized academic conferences were accepted.

Language: Studies written in Arabic or English were accepted, with preference given to those that could be accurately translated and analyzed. Focus on the Social Impacts of Artificial Intelligence Applications on the Public Relations Profession: This study focused on research addressing the relationship between AI applications and the public relations profession or corporate communication patterns, excluding studies related to other fields.

2–4–Characteristics of the study sample

Table No. (3) Distribution of studies and research according to research themes

Studies on social impacts				
Classification	First axis	Second axis	Third Axis	Total

Number of Arabic studies and research	5	7	3	15
Number of foreign studies and research	10	10	15	35
Total studies per theme	15	17	18	50

2-5-Data Collection Sources:

Databases were used as the primary source for collecting and analyzing Arabic and international research and studies relevant to this study. These studies, which explored the social impacts of AI applications on the public relations profession and its practitioners, were categorized into several themes:

The first theme: Studies related to the direct social impacts of AI applications on the public relations profession and its practitioners.

The second theme: Studies related to the impacts of AI applications on the professional identity of public relations practitioners as a social impact.

The third theme: Studies related to the ethical implications of AI applications and their associated effects on social relationships.

3-Results and Discussion

When reviewing studies that addressed modern research trends in the social impacts of artificial intelligence applications on the public relations profession and its practitioners, a set of indicators can be extracted for each research trend and its axes, as follows:

3-1-First axis: Studies related to the direct social impacts of artificial intelligence applications on the public relations profession

First: At the level of research interest

A critical analysis of the studies in this axis reveals that artificial intelligence has had direct and profound impacts on the field of public relations, particularly at the human and social levels. The methodologies, theoretical models, and research tools varied, encompassing both Arab and foreign studies. The total number of studies in this axis reached (15), including (10) foreign studies and (5) Arab studies, such as (Al-Balushi, 2024), (Ibrahim. A. , 2023), (Ibrahim. M. M., 2024), and (Saber

S. A.-A., 2022). Foreign studies included (Cheng, 2020), (Galloway, 2018)), (TURKSOY, 2022), (K., 2024), and (Qian, 2024).

Secondly: Regarding the methodologies used:

The descriptive-analytical approach was the most frequently used (Al-Balushi, 2024), (Ibrahim. M. M., 2024)) Ozdemir.(2024 ,followed by the qualitative approach (TURKSOY, 2022),) Oduenyi.(2024 , then media surveys (Ibrahim A.), followed by critical analysis and literature review (Galloway, 2018) (Qian, 2024) (K., 2024), and finally thematic analysis using software tools (Ozdemir., 2024)

Thirdly: Regarding the theoretical frameworks used:

Several theories were employed, such as UTAUT (technology adoption theory) (Abdel-Razek, 2023)), expectations theory, self-efficacy, and fear of technological unemployment (K., 2024) (. Some foreign studies referred to theories of governance, ethics, and social interaction within theoretical frameworks (Qian, 2024), although they were not explicitly named in all cases.

Fourth: At the sample level

Sample sizes ranged from large (Al-Balushi, 2024) (400 participants), (Abdel-Razek, 2023) (451 media professionals), , to medium (Ibrahim. A. , 2023) (38 practitioners).Some studies were content analyses or literature reviews without a traditional sample.

Fifth: On the level of results and recommendations

Studies in this area identified a number of key findings, including: emphasizing the importance of balancing technological development with preserving the human dimension; that artificial intelligence enhances efficiency and productivity in public relations; that there is a fear of losing the human element in communication; that new job opportunities are emerging, but that artificial intelligence also threatens job losses; that the intelligent use of AI can improve customer satisfaction and the effectiveness of media campaigns; that ethical issues such as privacy, bias, and transparency emerged as central themes; that satisfaction with chatbots is linked to functional and social factors; that technical support and professional training reduce concerns about AI; and that among the most prominent recommendations from studies in this area are: enhancing the knowledge empowerment and training of public relations practitioners; enacting ethical and legal legislation to ensure the safe use of artificial intelligence; encouraging a model of human-machine collaboration rather than complete replacement; the necessity of improving the technological infrastructure in media institutions; considering cultural

and societal differences when integrating AI technologies; and continuing research into the social and psychological effects of AI use.

A critical analysis of the studies in this area reveals the following key findings:

- These studies were characterized by their comprehensive coverage of diverse fields (banking, telecommunications, media, and the African environment).
- They employed a variety of methodologies and approaches (quantitative, qualitative, and critical analysis).
- The studies included recent research (up to 2024), reflecting the relevance of the data.
- They emphasized ethical and social dimensions, not just technical ones.
- Some studies were limited to small or localized samples.
- There was a scarcity of in-depth theoretical studies compared to applied ones.
- Some studies exhibited weak connections between findings and recommendations..

3-2-The second axis: Studies related to the impact of artificial intelligence applications on the professional identity of public relations practitioners as a social impact.

Firstly: At the level of research interest

The studies in this axis presented a comprehensive and diverse framework reflecting the growing research interest in the impact of artificial intelligence on the identity of public relations practitioners. Despite some shortcomings in methodological diversity or critical analysis, the content reflects a mature understanding and awareness of the requirements of professional change. It constitutes a valuable reference for further research based on deeper tools and more precise approaches. The total number of studies in this axis reached (17) (10 foreign studies such as (Palea, 2024) (LINDBECK, 2024) (Fawkes., 2020) (Park, 2023), and 7 Arab studies such as (Lotfy, 2023) (Al-Hayyan., 2024) (Al-Shuaibi, 2023), reflecting a growing interest in the topic within the Arab world, while still being influenced by foreign sources.

Secondly: Regarding the methodologies used:

The quantitative method was used in many studies (such as those by Lotfi, Al-Hayyan, Saber, Al-Halim, and Aywaj), the qualitative method (in Lindbeck), the mixed method (in Saber and Aywaj), literature analysis/theoretical review (in Ho and Park), and descriptive surveys were used in the majority of Arabic studies, with a

general trend towards using descriptive and survey methodologies, focusing on questionnaires and interviews.

The study also examined the methodologies used by Ho and Park.

Third: At the level of the theories used:

The theory of job replacement by artificial intelligence (Saber, Aywaj), the theory of technology acceptance (Al-Halim, Aywaj), the theory of diffusion of new ideas (Al-Shuaibi), the theory of meaning inference (Lindbeck), and the Park model (Organization–Situation–Public Communication). Most studies integrated modern and specialized theories, especially in the digital context, reflecting an awareness of the importance of the theoretical framework in supporting the analysis.

Fourth: At the level of the samples:

Sample sizes varied, ranging from a minimum of 10 interviews (Lindbeck) to a maximum of 400 individuals (Al-Halim). The nature of the samples varied, including public relations practitioners in most studies, university students in studies such as (Al-Hayyan), faculty members (Lutfi), and experts and practitioners (Ali, Saber, Aywaj). This diversity in target groups enhances the comprehensiveness of the perspective, but most studies focus solely on the opinions of practitioners in professional contexts.

Fifth: At the level of results and recommendations:

Studies in this area confirmed that artificial intelligence is reshaping the professional identity of public relations practitioners by enhancing efficiency and transformation. Towards data-driven decision-making, the ongoing concerns about the erosion of the ethical and human dimension were highlighted, along with the mix of job security and new career opportunities, a positive perception and high acceptance of its applications, especially among young people. Studies in this area also identified several recommendations, the most important of which are continuous professional development in artificial intelligence skills, the inclusion of practical training in educational curricula, the adoption of professional and ethical codes of conduct, achieving a balance between automation and human experience (Park), and redesigning educational curricula to keep pace with artificial intelligence. A critical analysis of the studies in this area reveals the following indicators:

- Good geographical and temporal diversity (studies from Saudi Arabia, Egypt, Sweden, China, and the United States)
- A richness of methodologies and theories employed, ensuring analytical depth

- Clear alignment with technological advancements and contemporary artificial intelligence applications in public relations
- Practical guidance through recommendations applicable both in the field and in academia
- Some studies relied on small or unrepresentative samples, such as only 10 interviews
- A scarcity of longitudinal or experimental studies that measure long-term impact

3-3-Third Axis: Studies Related to the Ethical Impacts of Artificial Intelligence Applications and Their Associated Effects on Social Relations

First: At the Level of Research Interest

It is evident that studies in this axis focused on the tension between the benefits of artificial intelligence in improving efficiency and the ethical challenges that may threaten the principles of the profession. Most studies used qualitative methodologies and focused on the perspectives of practitioners, with few theoretical studies framed by clear scientific models. The total number of studies in this axis reached (18) studies (15 foreign studies from various countries such as the United States, Romania, Indonesia, New Zealand, Bulgaria, and Poland, and 3 Arab studies from the UAE, Iraq, and Egypt). This indicates a deficiency in the Arab school of thought in addressing this aspect of the effects of artificial intelligence on the public relations profession and its practitioners, and on the other hand, it indicates the superiority of the foreign school in presenting and addressing this issue.

Second: Regarding the methodologies used:

The qualitative approach was the most frequently employed, utilizing semi-structured interviews, phenomenological analysis, and thematic or conceptual analysis using tools such as NVivo and MAXQDA. The quantitative approach also appeared in some studies, such as the Romanian study by Cusnir (2024). Mixed approaches were also used, such as in the study by Joudi Beni (2025), which combined questionnaires and interviews. Arab studies relied on the descriptive-analytical approach, while some studies, such as Zararsiz (2024) and Septiana (2025), relied on literature reviews and theoretical analysis.

Third: Regarding the theories used:

The Unified Acceptance of Technology (UTAUT) theory was used in the study by Joudi Beni (2025). The Organization-Situation-Communication (OSPC) model was used in the study by JiYeon Jeong (2023). The remaining studies did not

employ explicit theories but rather relied on literature reviews or analysis. My subject.

Fourth: At the sample level

The sample ranged from public relations practitioners (the most common), university students (e.g., Lim), 2024, artificial intelligence experts, and organizations (e.g., Koko Care and Cohones Brewery). The study employed convenience sampling, purposive sampling, enumeration in Arabic studies, and snowball sampling in Romanian studies. Sample sizes varied from 10 to over 100 participants, depending on the study.

Fifth: On the Level of Results and Recommendations

Studies in this area have shown that artificial intelligence (AI) enhances communication efficiency, data analysis, and audience targeting. They also highlighted concerns about the loss of transparency and credibility when using generative content, the continued importance of the human element in tasks requiring empathy and emotional understanding, the risk of algorithmic bias and lack of interpretation in AI systems, and growing concerns about privacy and data misuse. Some studies view AI as an aid, not a replacement for human practitioners. The most important recommendations identified by the studies in this area include developing ethical codes of conduct for the use of AI in public relations, promoting transparency and disclosure when using AI tools, training practitioners and updating their technological skills, integrating AI into public relations curricula, adopting data privacy and security principles in daily practices, and activating legal and regulatory frameworks to protect personal data.

Through a critical analysis of the studies in this area, the following indicators can be identified:

- Geographical diversity covering various cultures and organizational contexts.
- The use of in-depth qualitative methodologies that provide accurate insights.
- A focus on real-world experiences and professional practices. - A strong emphasis on ethical considerations, particularly privacy and transparency.
- Weakness in scientific theorizing and limited use of theoretical frameworks, except for a few studies.
- A limited number of Arabic studies compared to foreign ones.
- Most studies did not offer practical proposals but rather limited themselves to general recommendations.

4- Conclusion

This research is a pioneering attempt in the Arab world to deconstruct and analyze the social impacts of employing AI applications in the field of public relations. It achieves this through a systematic review and qualitative and quantitative analysis of studies published in this field over the past decade. The research is distinguished by its extensive research and diverse sources, both Arabic and foreign, and by its use of meta-analysis to identify prevailing trends and shortcomings in the scholarly output addressing this issue.

Among the most prominent findings of the study are the following:

-Abundance of Studies and Diverse Research Approaches:

The analysis revealed a diversity of research approaches, with a notable focus on several influences such as occupational anxiety, adjustment pressures, and job identity challenges. However, this diversity came at the expense of in-depth exploration of certain issues, weakening the clarity of theoretical frameworks in some studies.

-Lack of Experimental Studies:

Despite the importance of the topic, most of the studies included in the sample were descriptive or analytical in nature, without resorting to experimental or quasi-experimental methods, except in a few cases. This reduces the possibility of experimentally verifying the proposed hypotheses or generalizing the results.

Over-Reliance on the Technology Acceptance Model (TAM): Researchers frequently relied on the Technology Acceptance Model (TAM) in analyzing practitioners' and students' behavior toward artificial intelligence. While the model is effective, its overuse without integrating it with social models weakened the explanatory power of some studies.

-Discrepancies between Cognitive and Theoretical Frameworks:

Some studies lacked consistency between their theoretical and methodological frameworks, which impacted on the accuracy of the analysis and the reliability of the results. Other studies, however, were distinguished by a composite approach that combined semiotic analysis, cultural criticism, and uses and gratifications theory, indicating a partial methodological development in the field of interactive media.

-Shortcomings in Analyzing Local Contexts:

Although several studies addressed Arab contexts, the majority relied on foreign models. The research findings were not utilized to develop an Arab model

for dealing with artificial intelligence in public relations, a missed research opportunity.

-Absence of a Comparative Dimension Between Countries or Cultures:

The analysis did not address the cultural differences or media policies that might influence the use of artificial intelligence and its acceptance by practitioners. This is a crucial aspect, especially when comparing Gulf countries with Western societies.

-Weaknesses in Foresight Regarding the Future of Public Relations in the Age of Artificial Intelligence:

Despite the presentation of studies addressing the future dimension, these studies have not developed a clear vision of whether these effects will represent a structural challenge to the profession or an opportunity for its development. Nor have they presented future scenarios based on in-depth analytical models.

5-A proposed future vision for developing research trends regarding the social impacts of artificial intelligence applications on the public relations profession and its practitioners:

The study's future vision points to the importance of shifting from descriptive observation to in-depth analytical foresight of the impacts of artificial intelligence on the public relations profession, focusing on the human and social dimensions amidst rapid technological advancements. It calls for expanding the research agenda to include qualitative and applied studies addressing the human and social challenges faced by practitioners, particularly considering rising job anxiety and evolving professional identities.

The vision anticipates an increasing reliance on artificial intelligence in sentiment analysis and image building, necessitating the development of educational curricula that respond to this shift and integrate emotional intelligence into modern practice tools. It also urges comparative studies of the regulatory and ethical frameworks governing the use of artificial intelligence in public relations globally, emphasizing the importance of establishing local professional and legislative controls to protect privacy and ensure fairness. Therefore, future research is essential to address the impact of artificial intelligence on social interactions within organizations, such as the decline in human interaction and the emergence of a digital divide among practitioners. This research should encourage the use of technology acceptance models to understand the level of social and cognitive adoption of new technologies, particularly among students and new professionals.

The future requires a multidisciplinary research approach that integrates media, psychology, sociology, and technology ethics to provide a comprehensive understanding that balances technology and humanity. It also emphasizes the development of 21st-century skills among practitioners, such as mental agility, critical thinking, and the ability to adapt to the new roles emerging with artificial intelligence.

Considering this, the study recommends integrating artificial intelligence (AI) into training and educational plans, promoting scientific research on long-term impacts, and focusing on the ethical and social dimensions of using these technologies in a way that serves the development of the profession while preserving its humanity.

The following is a proposed agenda for future Arab research on the social impacts of AI applications on the public relations profession and its practitioners:

Based on critical analysis that focused on the social impacts of AI applications on the public relations profession and its practitioners, future research in this field can be envisioned through several axes, as follows:

Axis 1: The Social Impacts of AI Applications on the Public Relations Profession and its Practitioners

- 1- Transformations in the social structure of media institutions due to AI.
- 2- AI and the digital divide among generations of media professionals in the Arab world.
- 3- The impact of Arab institutions' reliance on AI on shaping their organizational culture.
- 4- The role of AI in changing corporate communication strategies in the public and private sectors – a comparative study.
- 5- The effects of AI on the professional identity of public relations practitioners.
6. The technical and social skills of public relations practitioners in media organizations considering artificial intelligence applications.
7. The social impacts of artificial intelligence applications on practitioners' professional values.
8. The ethical and unethical uses of artificial intelligence in Arab media.
9. Artificial intelligence and Arab consumer behavior: A study of social reactions.

Second Theme: Acceptance of Artificial Intelligence in Arab Societies

10. Acceptance of artificial intelligence among public relations students in Arab universities.

11. The role of societal culture in shaping individuals' attitudes toward artificial intelligence.
12. Gender differences in the professional acceptance of artificial intelligence in the Arab media environment.
13. Factors influencing the intentions to use artificial intelligence among media practitioners in Saudi Arabia and Egypt.
14. Analysis of technology acceptance models in the Arab media environment: A comparison between TAM and UTAUT.

Third Axis: Media Issues and Digital Identity

- 15- The Role of Artificial Intelligence Applications in Shaping the Public Image of Arab Media Institutions.
- 16- The Impact of Deepfake Tools on Trust in Media Among Public Relations Practitioners
- 17- Artificial Intelligence and Digital Privacy: A Case Study of Public Relations Practitioners in Healthcare Institutions.
- 18- Building Online Reputation Through Artificial Intelligence Applications: A Case Study of the 1446 Hajj Campaign.
- 19- The Role of Artificial Intelligence Applications in Managing the Online Reputation of Saudi and Egyptian Universities (A Comparative Study).

Regarding the future vision at the level of theoretical frameworks for the impact of artificial intelligence on public relations, it can be observed through:

First: An Integrated Approach Between Social and Technological Frameworks

A future theoretical framework can be developed that combines:

- Technology Acceptance Model (TAM): to explain the readiness of public relations practitioners to adopt artificial intelligence tools.
- Social Influence Theory: to explain the reciprocal influence between individuals and institutions in adopting artificial intelligence.
- Professional Identity Theory: To explain feelings of anxiety, occupational threat, and readjustment within the professional field.
- Occupational Stress Theory: To explain stress and fear associated with rapid technological advancements.

Second: A Renewed Theoretical Framework for Human–Machine Relations

- Human–AI Interaction Theory can be employed to explain new patterns of daily interaction between practitioners and intelligent tools.
- Incorporating the element of "Emotional AI" into future public relations theoretical frameworks.

Third: Digital Competence Gap Theory

- As an extension of knowledge gap theories, it explains the disparity in practitioners' ability to adapt to AI tools and its impact on professional equity.

Fourth: Technological Threat Theory

- It relies on the integration of feelings of anxiety, loss of control, and the effects of AI on job security, and is employed to understand resistance to occupational change.

Fifth: A Multidimensional Ethical and Legislative Approach

- A proposed theoretical framework combining Applied Ethics Theory and Organizational Justice Theory to discuss the ethical use of artificial intelligence (AI), particularly in matters of privacy, bias, and professional representation.

By integrating psychological, social, and technical theoretical frameworks, a comprehensive model can be envisioned that reflects the complex impacts of AI applications on the public relations profession. This model supports the development of a multi-faceted future research agenda and opens the door to new theoretical and applied research that addresses the challenges of the changing professional landscape.

Components of The Multidimensional Interactional Impact Model of AI in Public Relations

1. Psychological Dimension: Explains feelings of anxiety, fear, threat, or comfort and trust.
2. Professional Dimension: The impact of AI on professional identity, job roles, and professional behavior.
3. Social Dimension: Includes transformations in professional relationships, organizational culture, and the digital divide.
4. Technical Dimension: Measures the degree of interaction with and acceptance of AI.
5. Ethical and Legislative Dimension: Defines standards for responsible use.

Data Availability Statement

The data supporting the findings of this study are derived from published academic literature, including journal articles, books, and official reports relevant to artificial intelligence applications in public relations. No new empirical data was generated or collected during this research. All sources used in the analysis are publicly available and are appropriately cited within the manuscript. Therefore, data sharing is not applicable to this study.

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