

Journal



of  
**P R** esearch

**Middle East**

Journal of Public Relations Research Middle East

Scientific Refereed Journal - Supervision by Egyptian Public Relations Association - Thirteenth Year - Fifty-fifth Issue - January / March 2025

IF of the Supreme Council of Universities 2024 = 7

ICR IF 2021/2022 = 1.569

Arcif Impact Factor 2024 = 1.75

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(ISSN 2314-8721)

Egyptian National Scientific & Technical Information Network  
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Deposit Number: 24380 /2019

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-873X)

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Deposit Number: 24380 /2019

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# **The Role of Artificial Intelligence Applications in Developing Work Methods in Public Relations Departments of Technical Institutions in KSA: A Survey Study (\*)**

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## **Abstract**

The study aimed to determine the role of artificial intelligence applications in developing work methods in public relations departments in technical institutions in the Kingdom of Saudi Arabia, and to explore the challenges facing these institutions in adopting artificial intelligence applications in public relations departments.

The study employed both the unified theory of technology acceptance and the modified technology acceptance model in its theoretical framework.

This study belongs to the descriptive studies and relied on the survey method using the electronic questionnaire tool, which was applied to a sample of (340) respondents from employees of public relations departments in technical institutions in the Kingdom. The study concluded many results as follows:

- The field results showed that the use of these applications is consistent with the needs of public relations departments, as "content creation" came in first place for artificial intelligence applications used by technical institutions in public relations work. The application of "sentiment analysis" came in second place, and in third place came the application of "translation".
- The general attitude of the study sample's confidence in artificial intelligence applications in developing work methods in public relations departments in technical institutions was generally high with SD (3.5324).

The study recommended integrating AI technologies into important relationship tasks, such as monitoring social media, analyzing audience data, and preparing predictive reports. This enhances productivity and contributes to making more informed decisions. Research should also be conducted on the impact of AI on the quality of communication with the audience and the extent of customer satisfaction with the response and interaction through these applications.

**Keywords:** Artificial Intelligence (AI), Work Methods, Public Relations, Saudi Technical Institutions.

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(\*)The Paper was received on November 25, 2024, and accepted for publication on January 05, 2025.