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Arab Republic of Egypt,

Giza, Dokki, Ben Elsarayat -1 Mohamed Alzoghby St.

Email: jpr@epra.org.eg - ceo@apr.agency

Web: www.apr.agency - www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

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Ethical and Legal Considerations for Artificial Intelligence Applications in Health Public Relations: Applied on a Sample of Health Institutions in the UAE ^(*)

Dr. Yasir Yousif Aboalgasim

yasir.yousif@lc.ac.ae

Assistant professor & Head, Advertising and Digital
Media Department,
Advertising and Digital Media Department,
Faculty of Mass Communication & Public Relations,
Liwa University - Abu Dhabi

Dr. Ibnaouf Hassan Ahmed

ibnaouf.ahmed@lc.ac.ae

Assistant Professor of Public Relations & Advertising,
Public Relations & Advertising Department,
Faculty of Media & Public Relations,
Liwa University - Abu Dhabi

Abstract

This study examines artificial intelligence's ethical and legal implications in healthcare public relations, aiming to develop a framework for responsible implementation. Employing a descriptive-analytical and exploratory approach, the research utilized an electronic questionnaire and expert interviews. A purposive sample of 90 participants from fields including AI, public relations, health communication, ethics, and law was targeted, and 70 valid responses were received.

Key findings highlight challenges in maintaining human interaction, ensuring data protection, and balancing AI benefits with ethical considerations. The study underscores the importance of collaboration with ethics and law experts and emphasizes the need for employee training on ethical considerations.

Recommendations include developing comprehensive AI ethics training programs, establishing a specialized national committee for oversight, creating a legal framework focusing on data protection and privacy, enhancing transparency in AI-driven decision-making, and implementing strategies to balance AI utilization with human interaction. The study also advises conducting regular ethical impact assessments.

These findings and recommendations underscore the importance of a balanced approach in applying AI to healthcare public relations, combining technological advancements with humanitarian intervention to compliance with ethical and legal standards. This research contributes to the ongoing dialogue on responsible AI integration in healthcare communication.

Keywords: Ethical and Legal Considerations, Artificial Intelligence Applications, Health Public Relations, Healthcare Institutions in the UAE.

^(*)The Paper was received on March 08, 2025, and accepted for publication on May 11, 2025.