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Employment of Artificial Intelligence for sentiment Analysis by Public Relation Practitioners via the X Platform in Saudi Public Sectors: Survey Study (*)

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Abstract

The study aimed to reveal the extent to which public relations practitioners employ artificial intelligence techniques to analyze sentiments via the X platform in Saudi public sectors. It employed the unified theory of acceptance and use of technology as a theoretical and interpretive framework. It relied on a survey approach, surveying the opinions of a sample of 60 public relations and communication practitioners drawn from six public institutions using a comprehensive sampling method. Data was collected using an electronic questionnaire. The study reached a set of results, most notably the following:

The overall arithmetic means for the use of artificial intelligence technologies in sentiment analysis in the Saudi public sectors sampled in the study was within the “mostly” range, meaning that public relations practitioners use these technologies in most tasks. Competitive and technical motives ranked first among practitioners' motives for using AI technologies to analyze emotions in public relations practice, followed by organizational and administrative motives, then strategic motives. In contrast, expected performance ranked first among the factors influencing the adoption and use of AI technologies, followed by social impact, then available facilities, while expected effort ranked last. The results showed that public relations practitioners have a strong behavioral intention to continue and expand the use of artificial intelligence beyond its actual use, and practitioners face moderate challenges in employing artificial intelligence technologies in sentiment analysis.

The results also confirmed the validity of the assumptions of the unified theory of acceptance and use of technology, as there was a statistically significant positive effect of expected performance, expected effort, and social influence on the behavioral intention to use AI sentiment analysis applications

(*)The Paper was received on March 05, 2026, and accepted for publication on March 31, 2026.

in public relations practice. There was also a statistically significant positive effect of available facilities on the actual use of AI technologies for sentiment analysis, as well as a statistically significant positive effect of behavioral intention on the actual use of AI applications for sentiment analysis in public relations practice.

Key words: Artificial Intelligence Technologies, Emotion Analysis, X Platform, Saudi Public Sectors, Unified Theory of Acceptance and Use of Technology.