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Modern Trends in Research and Studies on Employing Artificial Intelligence Applications in the Visual Media Content Industry: A second-level Analytical Study (*)

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Abstract

The study aimed to monitor modern trends in research and studies on employing artificial intelligence in the visual media content industry, identify the most important intellectual approaches from which the studies were launched, determine the research methodologies and data collection tools that the studies on employing artificial intelligence in the visual media content industry relied on, analyze the most important results reached by the studies, and present a future vision and proposed research agenda in the field of employing artificial intelligence in the visual media content industry, based on the unified theory of technology acceptance and use.

This study falls under the category of second-level descriptive-analytical studies, employing a media survey methodology and a purposive sampling approach. It examines Saudi, Arab, and international studies on the use of artificial intelligence technologies in visual media content creation, based on two main variables: the study topic and the year of publication. The study covered the period from 2018 to 2025, encompassing 101 studies. The study reached several conclusions, the most important of which are:

- (a) Studies on "Communicator Attitudes towards the Use of Artificial Intelligence in the Visual Media Industry" are at the forefront of research trends, followed by studies on the future of AI use in the visual media industry, then the ethics of employing AI applications in the visual media industry and their relationship to fake content, and finally, the skills required to employ AI in the visual media industry.
- (b) Most studies fall under the category of descriptive studies, whether applied, field-based, or analytical, due to their ease of use, clear

(*)The Paper was received on March 07, 2026, and accepted for publication on March 31, 2026.

methodological procedures, and the enhanced ability of researchers to use quantitative and qualitative statistical methods.

- (c) The questionnaire was the primary data collection tool used by the studies and research in the sample, followed by the standardized interview guide, the in-depth interview guide, observation, and content analysis forms.
- (d) Most respondents relied on the unified theory of information technology acceptance and use, as it is one of the most reliable theories explaining the relationship between AI applications and visual media.

Accordingly, the study recommends:

- (a) Further scientific efforts focus on the challenges and problems arising from the use of artificial intelligence (AI) technologies and tools in the visual media industry and discussing them systematically.
- (b) Conducting systematic interdisciplinary studies based on collaboration between media researchers and researchers specializing in information and communication technology to interpret and analyze the relationship between AI and visual media.
- (c) Analyzing the ethical charters and social responsibility codes issued by media regulatory bodies and legislative institutions to regulate visual media, in order to determine the extent of attention given to developing ethical guidelines for the use of AI applications in visual media content creation.
- (d) Conducting further studies on the economic and administrative implications of employing AI in visual media content creation, with a focus on the financial and institutional problems that hinder the implementation process and mechanisms for addressing them.

Key words: Modern Trends - Artificial Intelligence - Visual Media Content Industry - Second-level Analytical Study.