Analyzing the Effect of Artificial Intelligence on Message Personalization and Media Monitoring in the United Arab Emirates-Based Public Relations

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***Abstract*— Artificial Intelligence is a significant factor in advancing modern strategic communication practices, including Public Relations (PR). As a modern technology, AI can shape and run campaigns effectively. This research examines the effect of Artificial Intelligence (AI) in shaping Public Relations strategies in the United Arab Emirates (UAE) with the mediating effect of crisis management as a crucial factor. The research used the case study method and acquired quantitative data from myriad level practitioners from the UAE-based PR agencies. Results revealed that AI Integration has a positive significant effect on Message Personalization (p> 0.000), while their effect on Media Monitoring also remained positively significant (p> 0.000). Further, the mediating effect of Crisis Management on the effect of AI on Message Personalization (p> 0.000) and Media Monitoring (p> 0.000) also remained positively significant. Overall, these findings show the potential effect of AI as a transformative factor in contemporary PR practices. Finally, this research highlights the limitations and recommendations for future researchers.**

Keywords*— *Public Relations (PR), Artificial Intelligence (AI), Crisis Management, Message Personalization, Automation, Media Monitoring

I. Introduction

Considering the importance of success and growth of an organization, Public Relations (PR) plays a crucial role. A well-crafted PR strategy illustrates every aspect of communicating a message or idea most effectively. An organization can extend its reach, cultivate stronger associations with clients and customers, improve sales and productivity through strategic promotion, and eventually promote enterprise development by using effective PR strategies [1]. PR strategies can be considered as the strategic thinking guiding organizational actions as they signify an organization's forward-looking positioning, focusing on what needs to be done instead of just how it is done. Strategy intrinsically involves making alternatives and specifying the exact value an organization strives to deliver to its target audience. To successfully enforce PR strategies, two crucial skills are important. However today, there has been influential digital progress in marketing communications. The rise of artificial intelligence (AI) has allowed computers and machines to perform tasks traditionally carried out by humans. Among the operations within marketing communications experiencing a swell in AI applications is public relations (PR). As a function, PR focuses on ensuring organizations communicate pertinent messages to the fitting audience, at the right time, and through the proper channels. Organizations are increasingly prioritizing intelligent solutions to meet their purposes [2]. Through the incorporation of AI tools and technologies, organizations can assess the effectiveness of their PR efforts and ensure they are consistent with the wider organizational objectives. AI has the prospect of automating different tasks with PR, such as developing data-driven narratives, operating media lists, aiding in crisis management, transcribing audio to text, forecasting media trends, and managing social media activities. According to Jeljeli and colleagues [3] Artificial intelligence (AI) has become a transformative power in our society, changing the landscape of organizations and daily life in ways that would have been unimagined just a decade ago. Across different industries, the adoption of AI has led to substantial changes in work processes and systems. The public relations (PR) industry is on the cusp of experiencing significant transformations driven by AI which encompasses a multitude of agencies. Experts consider that the PR sector is redefining itself in the era of AI [4]. The beginning of social media and smartphone technology has presented both prospects and challenges, especially in data management and use. AI, with its ability for self-learning, provides PR professionals with a decisive tool not only to acquire insights from extensive amounts of data but also to independently address tweets, inquiries, criticisms, posts, and other messages on social media platforms [5]. The day-to-day tasks

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of PR professionals, including strategy formulation, campaign design, press release writing and diffusion, crisis management, and dossier creation, usually involve tiresome and time-consuming activities [6]. Handling and processing data for multiple clients can consume a considerable portion of their time. Technological advancements over the past decade have reshaped work dynamics and relationships among stakeholders within the PR industry. Professionals argue that the PR sector is experiencing significant changes driven by current technological developments. While AI is still in its early phases, its influence on the functionality, systems, management, and workflow operations of the PR industry is making waves and attracting attention in mainstream media [7].

A. Study Aims

Public Relations (PR) agencies are constantly evolving in the United Arab Emirates (UAE). Keeping in view the UAE's sustainable development agenda, integrating AI is one of the most significant considerations in every sector [8]. Thus, this research aims to examine the effect of AI integration on message personalization and media monitoring within public relations strategies. Further, the study seeks to investigate the mediating role of crisis management in the relationship between AI integration and both message personalization and media monitoring in public relations strategies in the UAE.

I. REVIEW OF LITERATURE

A. Diffusion of innovation theory

This research is theoretically supported by the diffusion of innovation theory by EM Rogers. Primarily, this research explains about the process of an innovation gets its place and time in society. As noted by Sahin [9], the procedure of adopting innovations has been studied for over thirty years and diffusion of innovation is among these research studies, where innovation is extensively described and illustrated. This theory is applied and validated by several research studies, especially in communication, computer sciences, education, and other relevant fields. Particularly, existing research shows its comparatively increased relevance in the realm of technology diffusion and acceptance among the public. Concerning current research, we can see stronger support from the diffusion of innovation theory concerning Artificial Intelligence (AI) integration. Here Baytak [10] cited an example of using a generative AI model in communications as indicating a matter of innovation diffusing in society. In this regard, the diffusion of Artificial Intelligence in communication is of greater significance. Considering the current study, it is assumed that Artificial Intelligence follows a predictable pattern of adoption among the PR agencies in the UAE [11]. This theory helps explain how AI integration affects PR strategies among Emirati PR agencies in managing their online content effectively as also witnessed by the existing literature. AI technology allows PR practitioners to design their communication messages to specific audiences [12], increasing relevance and engagement. Besides, AI facilitates extensive real-time media monitoring, helping PR practitioners track brand mentions, sentiment analysis, and emerging trends. Further. Crisis management is another important factor that helps PR practices ensure effective and timely communication responses [4]. Figure 1 illustrates the conceptual framework of current research.

B. Message personalization and media monitoring in PR campaigns

According to Segijn and Ooijen [13], composing personalized messages in PR campaigns is important in today's landscape. It involves reaching out to the audience at the right moment and in the most relevant context, promoting authentic, empathetic connections on an individual level. According to a recent report by Deloitte [14], Brands that excel in personalization encounter a significant 1.5 times increase in reputation and loyalty metrics compared to those with lower levels of personalization maturity. Thus, accomplishing a robust level of personalization requires sophisticated data analysis and automation tools, collaborative teamwork, and a well-curated network of partners and platforms. These are all important for understanding and delivering strategically designed experiences that resonate with leads and customers [15].

Similarly, Artificial intelligence (AI) contains technologies to improve cognitive tasks like visual perception, writing, reading, and analysis, typically surpassing human abilities. Today, AI offers multiple advantages for PR practices. It is a decisive tool for PR professionals, enabling them to compose press releases, monitor media, generate content, and conduct target audience and market analyses [16]. Polat [17] argues that, as AI evolves, its integration into PR practices becomes increasingly critical, providing valuable support and efficiency across numerous tasks. AI is crucial in revolutionizing media content monitoring for PR practitioners, providing diverse benefits that facilitate and improve the process. Industry experts also stated that AI-driven tools enable swift and more factual media data analysis by terminating human biases and automating monotonous tasks. These tools facilitate extensive monitoring across different media channels, including online, print, and social media platforms. AI tools can identify misinformation campaigns, quantify sentiment, and identify strategic opportunities from vast datasets, empowering PR professionals to stay ahead of the narrative and make real-time data-driven decisions using advanced algorithms [18]. Besides, AI also helps uncover hidden insights from overwhelming data, ensuring that PR practitioners can acquire meaningful and actionable insights from the available information. For instance, Critical Mention, a combination of AI and automation, allows PR agencies to track online and print mentions of their clients, estimate audience reach, and assess the value of media coverage. AI's capability to quickly and accurately process large volumes of data allows PR practitioners to focus on analysis and strategy formulation rather than manual data processing. Thus, considering the importance of message personalization for PR campaigns, it is proposed that [6].

H1. AI integrations positively affect message personalization in public relations strategies.
H2. AI integrations positively affect media monitoring in public relations strategies.

C. *Crisis management in message personalization and media monitoring*

Regarding message personalization and media monitoring, crisis management is most significant for organizations with in-house public relations (PR) teams that depend on PR agencies. During moments of crisis, the ability to think critically, evaluate situations, and make informed decisions becomes indispensable [19]. Lee [20] argued that AI emerges as a valuable partner, extricating human resources to focus on these critical tasks by automating repetitive functions. In the context of PR, social listening plays a crucial role in understanding audience sentiments across different social media platforms, enabling PR professionals to design their responses effectively. AI technologies provide indispensable insights for PR teams in monitoring and responding to evolving reactions during crises [21]. For tasks like competitor analyses and customer perceptions by using AI-generated data alongside current media trends, PR practitioners can make well-informed decisions concerning brand image restoration or reinvention [22]. As an adaptable tool, AI helps track crisis updates and provides insights into an organization's brand perception. Using machine learning to effectively gather and collate relevant data, PR professionals can benchmark AI-generated insights against persisting media trends, competitor analyses, and customer feedback. By incorporating AI into crisis management strategies, PR practitioners can improve message personalization and media monitoring abilities, ensuring timely and informed responses to crises while retaining brand integrity and reputation [23]. Hence, it is hypothesized that.

H3. Crisis management mediates the effect of AI integration on message personalization in public relations strategies.
H4. Crisis management mediates the effect of AI integration on media monitoring in public relations strategies.

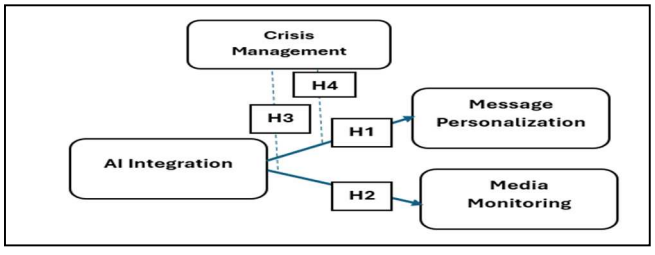

Figure 1 conceptual framework of current research.

II. METHODOLOGY

This research adopts a case study approach to investigate the examine the effect of AI integration on message personalization and media monitoring within public relations strategies. The study recruited respondents from five PR agencies working in the UAE and collaborating with different corporate sector organizations. The selection of respondents was directed by information sourced from the "UAE B2B Public Relations and Communication Database" [24] also employed by Farhi and colleagues [25] in their empirical study. The selected database provides comprehensive details about corporate sector organizations and their affiliations with PR agencies in the region, including license numbers and business IDs. Questionnaires were distributed via email, with respondents accessing the survey through an online URL. Data gathering spanned from December 2023 to April 2024, with PR agencies engaged with myriad corporate entities in the UAE forming the preliminary selection criteria. A total of 311 respondents were selected from the UAE B2B Public Relations and Communication Database, of which 291 agreed to participate in the survey. After careful assessment, 286 questionnaires were considered usable, resulting in a response rate of 91.9%, surpassing the threshold of 60%. This response rate highlights the robustness of the data gathered and improves the reliability of the study results. The study's sample comprised a mixed group of respondents who took part in the research, indicating a heterogeneous composition. While the results may not be fully generalizable, the final sample size accurately depicted their affiliation with the selected organizations. Through their responses, the respondents provided insights into the effect of AI on designing and implementing effective PR strategies in the UAE. Demographic details of the sample respondents are presented in Table 1.

Tab 1	Internal Consistency Analysis		
	Constructs	***N***	***%***
Gender	Male	337	55.8%
	Female	267	44.2%
	Owner	163	27.0%
Position	General Manager	276	45.7%
	Employee (Others)	165	57.6%
	< 25 years	114	18.9%
Age	25-30 years	166	27.5%
	31-35 years	310	51.3%
	36 or above	14	2.3%

Descriptives of respondents' demographics showed that more than half of the individuals were males (56%), and around 44% of them were females. Concerning their position in their respective organizations, about 27% of them were owners, around 46% were general managers, and about 58% were other-level employees. Finally, 51.3% of respondents were 31-35 years old, 27.5% were 25-30 years of age, 18.9% were less than twenty-five years of age, and 2.3% were thirty-six years old or above.

A. *Data Gathering Instrument*

The data-gathering tool is designed by obtaining measurement items and scales from existing literature on the relevant topic (See Table 2 for the detailed questionnaire). As

noted by Barua [26], the quantitative questionnaire is one of the most widely acknowledged data-gathering tools that provides real-time data collection within a shorter person, ensuring greater generalizability. However, each item is edited to fit well the current study's objectives and scenario. Also, the questionnaire is designed on a five-point Likert scale, that guides every respondent to select a single, most suitable response.

Tab 2	Sources of survey items	
	Source(s)	#
AI Integration	[18]	04
Personalization	[19]	04
Monitoring	[15][17]	04
Crisis Management	[22]	04

III. DATA ANALYSIS AND STUDY FINDINGS

Data is analyzed by using Square-Structural Equation Modelling (PLS-SEM) using Amos Ver 26. The relevant process took a two-step phase in which, first the measurement model is tested to ensure its validity and reliability. The second step includes testing the structural model including hypotheses testing and others.

A. Measurement model testing

First, the confirmatory factor analysis (CFA) was conducted to examine the measurement model in the current study. First, for AI Integration, while the majority of items showed strong factor loadings (ranging from 0.528 to 0.861), item AII2 showed a lower loading value of 0.351, indicating a weaker association with the latent construct. The Average Variance Extracted (AVE) for AI Integration was calculated as 0.763, exceeding the recommended threshold (0.5), indicating acceptable convergent validity. The Cronbach's alpha coefficient for AI Integration was 0.701, meeting the minimum criterion for internal consistency reliability. Also, the Composite Reliability (CR) was calculated as 0.794, surpassing the acceptable threshold and establishing the reliability of the construct. Regarding Message Personalization, the factor loadings ranged from 0.618 to 0.862, showing strong relationships between the observed variables and the latent construct. The AVE for Message Personalization was calculated as 0.731. The Cronbach's alpha coefficient for Message Personalization was 0.745, and the Composite Reliability was calculated as 0.831, exceeding the acceptable threshold. Factor loading values of media monitoring ranged from 0.554 to 0.828, demonstrating moderate to strong relationships with the latent construct. The AVE for Media Monitoring was 0.800 (0.5), surpassing the recommended threshold. The Composite Reliability for Media Monitoring was calculated as 0.823, while Cronbach's alpha coefficient for this construct was 0.795 (>0.7). Finally, for Crisis Management, factor loadings ranged from 0.632 to 0.796, suggesting moderate. The AVE for Crisis Management was 0.715 (>0.5), surpassing the recommended threshold. Cronbach's alpha coefficient for crisis management was 0.736, and the composite reliability was calculated at 0.797 (>0.7). Overall, these findings show that internal consistency exists in the measurement model (See Table 3 for the details).

Tab 3	Internal Consistency Analysis				
	Items	*Loads*	*AVE*	*CR*	*CA*
AI Integration	AII1	0.696	0.763	0.701	0.794
	AII2	0.351			
	AII3	0.528			
Message Personalization	AII4	0.861	0.731	0.745	0.831
	PER1	0.618			
	PER2	0.742			
Media Monitoring	PER3	0.862	0.800	0.795	0.823
	PER4	0.673			
	MON1	0.713			
Crisis Management	MON2	0.828	0.715	0.736	0.797
	MON3	0.554			
	MON4	0.815			

Model fit is conducted to examine the extent to which observed values fit better to the expected values [27]. In this regard, the Standardized Root Mean Square Residual (SRMR) is 0.080, suggesting a relatively good fit, indicating that the model adequately reproduces the observed data. The Normed Fit Index (NFI) is reported as 0.949, indicating a high level of fit, suggesting that the model fits the data well. The Tucker-Lewis Index (TLI) is provided as 0.912., indicating a strong level of fit, further supporting the sufficiency of the model. Finally, the chi-square value was 2.933 which is relatively lower than the maximum threshold 3.0. Overall, it is found that the model fits well in the current research.

Tab 4	Goodness of fit	
	Acquired values	*Threshold*
SRMR	0.060	<0.85
NFI	0.949	Between 0-1
TLI	0.912	Between 0-1
Chi-square	2.933	>3.0

Discriminant validity of measurement model testing using two-step criterion including formal-Larcker scale and heterotrait-monotrait ratio [28]. First, findings of the Fornel-Larcker scale showed that the calculated squares of all AVE values are not only greater than the correlation values but also do not correlate with each other (See Table 5). The second criterion, the heterotrait-monotrait ratio revealed the HTMT value of 0.083, which is acceptable as it is less than the minimum threshold value of 0.85. Hence, it is affirmed that the discriminant validity is affirmed in this research.

Tab 5	Discriminant Validity Analysis			
	AI	*PER*	*MON*	*MNG*
AI Integration	**0.581**			
Personalization	.511	**0.534**		
Monitoring	.267	.432	**0.640**	

Crisis Management	.308	.416	.489	**0.511**

AI is Artificial Intelligence, PER is Personalization, MON is Media Monitoring, and MNG is Crisis Management

The coefficient of determination R^2 is further tested to determine the predictive power of the independent variable (AI Integration) [29]. For message personalization, the R2 value is 0.501, indicating 50.1% of the variance, media monitoring shows the highest R2 value of 0.771, indicating 77.1% of the variance, and Crisis Management achieved an R2 value of 0.492, indicating a moderate relationship. This suggests that about 49.2% of the variance in Crisis Management. Table 6 presents the results of coefficients of determination R^2.

Tab 6	**Coefficients of Determination R^2**	
	R^2	***Strength***
AI Integration	0.537	Strong
Personalization	0.501	Strong
Monitoring	0.771	Strong
Crisis Management	0.492	Moderate

Finally, path analysis was conducted to test the research hypotheses. First, direct effects were tested and then indirect effects were tested [30], [31]. Thus, the first hypothesis tested the effect of AI Integration on Message Personalization. The beta coefficient (β) for this relationship is 0.490, t-value 12.118, and the p-value is 0.000 implying the H1 is statistically significant at the established level of significance (usually $p < 0.05$). The second hypothesis proposes the effect of AI Integration on Media Monitoring. The beta coefficient for this relationship was 0.135, the t-value was 3.486, and the p-value was 0.000, indicating that H2 is statistically significant. The third hypothesis proposed the meditating effect of crisis management on the effect of AI integration on message personalization. The beta coefficient for this effect is 0.524, indicating a positive association. The t-value was 12.165, and the p-value was 0.000, confirming the statistical significance. These findings suggest that Crisis Management plays a mediating role in the effect of AI Integration on Message Personalization. Finally, regarding the proposed mediation of crisis management, the effect of AI on media monitoring was tested. The beta coefficient for the effect of AI Integration on Crisis Management is 0.524, with a t-value of 12.165 and a p-value of 0.000, indicating statistical significance. Overall, these findings show support for the proposed hypotheses in the current research study. Table 7 represents the results of the direct and indirect effects of variables in the current study.

Tab 5	**Hypotheses Testing and Path Analysis**			
	β	***t***	***P***	***Decision***
AI → PER	.490	12.118	0.000***	Accepted
AI → MON	.135	3.486	0.000***	Accepted
AI → MNG → PER	.366	8.172	0.000***	Accepted
AI → MNG → MON	.524	12.165	0.000***	Accepted

AI is Artificial Intelligence, PER is Personalization, MON is Media Monitoring, and MNG is Crisis Management

This research examined the effect of Artificial Intelligence (AI) integration on shaping Public Relations (PR) strategies within the United Arab Emirates (UAE). Acknowledging the UAE's focus on sustainable development and AI integration across sectors, the study strived to investigate the impact of AI on message personalization and media monitoring within PR strategies. Also, it examined the mediating role of crisis management in this relationship. Employing a case study approach, respondents were drawn from five UAE-based PR agencies, and questionnaires were distributed through email. Results showed a significant positive effect of AI integration on message personalization and media monitoring within PR strategies in the UAE. Also, the mediating effect of crisis management on media morning and message personalization remained validated, highlighting the crucial role of AI in enhancing PR practices and outcomes in the region. In the current environment, fundamental skills for PR practitioners include writing proficiency, problem-solving abilities, critical thinking, and command of new media platforms. Here Ignatidou [33] cited an example of machine learning (ML) personalization on social media platforms that is also freeing up the PR professional to improve their abilities and think more about refined approaches. These tools have advanced functionalities that provide faster access to data and analytics. AI-driven abilities facilitate real-time media monitoring and automation of redundant tasks like tracking media coverage and report generation. As Nirmalasari [21] stated AI plays a useful role in managing routine communications effectively during a crisis, ensuring stakeholders obtain consistent and timely information. Automated sentiment analysis helps PR teams instantly assess public sentiment, enabling them to acclimate communication strategies swiftly. Many PR practitioners have integrated AI into their strategies, improving their capability to handle challenging situations with skillfulness and accuracy. Therefore, the power and role of AI in employing strategic Public Relations is widely acknowledged and adopted by agencies in the UAE, indicating its significant role and practicality.

IV. LIMITATIONS

This research comes with some primary limitations. First, this research is based in the UAE, which limits the geographical generalizability of its results. Future researchers can replicate the study design and examine the relevant phenomenon in other different regions to overcome this limitation. The second limitation involves using a simple data-gathering approach and design. Future studies can use techniques like mixed method approaches to delimit this scope. Finally, the sample size selection is not based on any existing formula or

same-size selection criteria. Future research can use different useful approaches to determine the sample size and contribute to existing literature.

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