Artificial Intelligence as a PR Tool: A Case Study

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Abstract: *The paper aims to analyse how artificial intelligence (AI) is transforming the field of public relations (PR), focusing on innovations, challenges, and the perspectives of industry specialists. The purpose of this paper is to understand the changes in the field by closely examining the accuracy of AI in PR activities and the limits that technology has yet to surpass. Artificial intelligence is designed to provide new ways of approaching public relations and handling public relations activities, helping to accomplish tasks more easily and quickly. However, mastering the use of AI requires additional competences for PR specialists, if they intend to remain relevant on the labour market.*

Keywords: *artificial intelligence, public relations, digital media, innovation, content generation*

1. Introduction

The primary objective of this paper is to draw attention to the significant changes AI brings to the PR industry, highlighting the main elements and features of AI tools designed to improve PR activities. This paper is

based on the hypothesis that AI has the potential to transform PR by automating routine tasks, enhancing data analysis, and generating creative content. AI is recognised for its ability to mimic human capacities such as reasoning, learning, planning, and creativity, being a pillar for the digital evolution of society. Its importance is acknowledged at the European Union level and worldwide. AI is already omnipresent in daily routines, from internet browsing and online shopping to virtual assistants, automatic translations, text, and image generation, and even for enhancing the efficiency of public services.

2. Research methods

The research methodology involves a content analysis of online forums discussing AI in public relations, experiments with AI-generated text and images (using tools such as ChatGPT and DALL-E), and a comparison of AI performance across languages to assess its applicability in PR. A questionnaire will also be analysed to determine how accurately individuals can distinguish between AI-generated and human-written content.

This study explores the applicability of artificial intelligence within the PR industry, focusing on its impact on the field and specific applications like automating repetitive tasks and generating content to enhance communication strategies. A case study examines the views of PR and communication specialists on the integration of AI into their daily tasks.

An experiment was conducted to test AI's capability to generate text and images for PR campaigns, comparing its effectiveness for various PR tasks in English and Romanian. Additionally, a questionnaire assesses the public's ability to differentiate between AI and human-created texts, providing insights into user perception and highlighting the practical advantages and limitations of AI in public relations.

3. Results

The analysis of international forums on the topic of AI in PR, shows that artificial intelligence is widely used, mainly for drafting text, main ideas, outlining, brainstorming, summarising content. Among the main tools using AI is ChatGPT, one of the most popular and well-known tools. And while AI is proving to be very useful according to comments from PR specialists, human creativity, note taking and editing are essential. Ethical considerations and data privacy are very important issues. Forum users perceive artificial intelligence as a complement to human skills, not a replacement.

The Romanian articles in discussing the topic of AI in PR, highlight the fact that artificial intelligence is revolutionizing public relations, automating repetitive tasks and improving the personalization of communication. It is stated that human expertise remains crucial for complex strategies and interpersonal relationships. Nevertheless, to make the most out of these technologies, it is mandatory to retrain PR specialists, thus help them keep up with changes. All these articles can be found in the references section of this work.

ChatGPT is used for text generation and DALL-E is used for image generation. These are two types of artificial intelligence developed by OpenAI. ChatGPT is a natural language model used for text generation and coherent conversations, while DALL-E is an image generation model capable of creating images based on textual descriptions. The use of artificial intelligence for text and image creation in public relations helps PR specialists with advanced tools, providing support in communication, making it more effective. AI can quickly generate different texts such as press releases, blog articles, social media posts or other types of content. This ability of AI to quickly produce consistent and tailored content for each communication channel allows PR specialists to focus on more complex communication strategies and customer relationship management.

Fig. 1. (Source: ChatGPT generated image EN
– Tree planting campaign)

Fig. 2. (Source: ChatGPT generated image RO
– Tree planting campaign)

This experiment shows that ChatGPT and DALL-E are useful for content generation, both as a source of inspiration for the creation of PR-specific texts and for the creation of images for campaigns promoting various activities of a company.

Following the comparison conducted for the study, we find that the differences between the texts generated in the two languages are rather due to the differences in expression in the two cultures, which shows that ChatGPT adapts to the used language, which in my opinion suggests that this tool can also be used in Romanian to generate with a high degree of accuracy the information generated. It is not necessarily obligatory to generate a text in English and then translate it into Romanian.

After examining the images, it can be concluded that there are no significant differences in generating images in English vs. Romanian,

because in both languages we can obtain images relevant for social media and PR activity with a given theme. However, in English the text generated on images has fewer typos than the Romanian text. At the same time, the spelling accuracy in either language is random.

The questionnaire results on human identification of whether a text is AI- generated or not, (see the texts below), indicate that there are difficulties in correctly identifying AI-generated texts from human-written texts, especially for texts that are short and concise. Participants' justifications reflect common perceptions related to formal language and the use of emojis as clues for identifying AI-generated texts. However, emotional and personal tone can sometimes be misleading, even if the text is AI-generated, when people perceive it as human.

4. Conclusions

Artificial intelligence is becoming increasingly important in public relations, offering numerous advantages such as streamlining and automating tasks. Studies by the Chartered Institute of Public Relations (CIPR) indicate that while AI can handle repetitive tasks and generate content tailored to specific audiences, it cannot replace human creativity and expertise. (CIPR, 2018, "Humans still needed. An analysis of skills and tools in public relations).

Despite its efficiency, AI raises ethical and privacy concerns that require strict regulations. Current AI tools like ChatGPT and DALL-E face challenges in generating text on images in both Romanian and English, limiting their full applicability in PR. Future research should focus on continuous education, strategic planning, and developing ethical guidelines to integrate AI responsibly into PR. Additionally, testing multiple AI tools across various languages and conducting interviews with industry experts could provide more insights into AI's performance and its impact on the industry. As technology advances, companies must adapt their communication and PR strategies.

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