

Artificial Intelligence in Public Relations: Potential Benefits and Drawbacks

Yapay Zekâ ve Halkla İlişkiler: Potansiyel Faydalar ve Zararlar

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ABSTRACT

The functioning of institutions and organizations, as well as the lives of individuals, have been significantly impacted by artificial intelligence technologies becoming an essential part of everyday life. One area that has been greatly affected by these technologies is public relations. Within the realm of public relations, artificial intelligence offers numerous advantages in terms of time and cost, particularly in areas such as customer relationship management, media and social media monitoring and analysis, virtual assistants, internal communication, and crisis communication and management. However, the use of artificial intelligence also poses potential threats in areas that are crucial to the success of public relations, such as propaganda, privacy, data breaches, ethics, disinformation, and misinformation. As a result, international organizations, academics, and public relations professionals have put forth various suggestions to prevent the misuse of artificial intelligence in damaging the reputation of institutions, organizations, and the field of public relations as a whole. This study aims to explore the potential advantages, threats, and recommendations associated with the use of artificial intelligence technologies in public relations through a comprehensive literature review.

Keywords: Technology, Digitalization, Artificial Intelligence, Communication, Public Relations.

ÖZ

Yapay zekâ teknolojilerinin gündelik yaşamın vazgeçilmez bir parçası haline gelmesi, kurum ve kuruluşların işleyişini ve bireylerin yaşamını önemli ölçüde etkilemiştir. Bu teknolojilerden büyük ölçüde etkilenen alanlardan biri de halkla ilişkilerdir. Yapay zekâ halkla ilişkiler alanında müşteri ilişkileri yönetimi, medya ve sosyal medya takibi, medya analizi, sanal asistanlar, kurum içi iletişim, kriz iletişimi ve yönetimi gibi alanlarda zaman ve maliyet açısından önemli avantajlar sunmaktadır. Buna karşın halkla ilişkiler faaliyetlerinde yapay zekâ kullanımı aynı zamanda propaganda, mahremiyet, veri ihlalleri, etik, dezenformasyon ve yanlış bilgilendirme gibi halkla ilişkilerin başarısı için hayati önem taşıyan noktalarda da potansiyel tehditler oluşturmaktadır. Bununla birlikte halkla ilişkiler alanında faaliyet gösteren uluslararası kuruluşlar, akademisyenler ve sektör çalışanları yapay zekânın halkla ilişkiler çabaları kapsamında kullanımından hem kurum ve kuruluşların hem de bir bütün olarak halkla ilişkilerin itibarının zarar görmemesi için çeşitli öneriler getirmektedir. Bu kapsamda bu çalışma, yapay zekâ teknolojilerinin halkla ilişkilerde kullanımına ilişkin potansiyel avantajları, tehditleri ve önerileri kapsamlı bir literatür taraması yoluyla tartışmayı amaçlamaktadır.

Anahtar Kelimeler: Teknoloji, Dijitalleşme, Yapay zekâ, İletişim, Halkla ilişkiler.



Introduction

Over the past decade, there have been significant advances in internet-based technologies, with artificial intelligence being one of the most notable developments. Artificial intelligence has facilitated the performance and automation of tasks by computers and machines that were once exclusive to human cognitive abilities. As a result, the increasing use of artificial intelligence has greatly impacted fields such as engineering, health sciences, physical sciences, and social sciences. Public relations, which is a crucial aspect of the social sciences, has also been greatly affected by this technological revolution.

Public relations plays a crucial role in ensuring that the right message is delivered to the right audience at the right time and in the right place. It is an essential function for institutions and organizations. In today's rapidly changing world, businesses must offer innovative solutions to their stakeholders and target audience in order to achieve their corporate goals (Panda et al., 2019: 196-197). As technology advances, the needs of institutions and the expectations of their target audiences also evolve. To keep up with these changing expectations, institutions have turned to technological innovations. One such innovation is the use of artificial intelligence (AI) in public relations efforts. However, the discussion of the impact of AI on public relations is relatively new in academic literature. Furthermore, the potential benefits and drawbacks of AI in public relations are just beginning to be explored.

Recent research has focused on the impact of artificial intelligence (AI) technologies on public relations (PR) professionals. A study conducted by The Public Relations Communications Association (PRCA) and the International Communications Consultancy Organization (ICCO) in February 2023 found that only 15% of PR professionals reported using ChatGPT, an AI application, while 29% said they rarely use it and 45% said they never use it (ICCO PRCA, 2023). The study also reveals that 100.000 individuals have never used ChatGPT and

25% of them have never even considered using it. In a separate study conducted by PR Week UK in May 2023, 23% of PR professionals reported using AI applications. However, in a follow-up study in June 2023, this number increased to 57% (Barrett, 2023). Furthermore, a study conducted in February 2023 revealed that there are around 6000 AI applications that can be utilized in PR efforts (Gregory et al., 2023: 9). Based on this information, this study aims to compile the potential benefits and drawbacks of AI technologies for PR efforts and provide recommendations for their use through a literature review. The study is expected to contribute to the existing literature on AI technologies and their impact on PR.

Artificial Intelligence and Its Brief History

Almost everyone who has contact with the internet today comes into contact with or uses artificial intelligence, whether through chat bots on any website, automatic message systems, customer service experiences, any search made on the internet, or directly using AI programs consciously. Social media timelines and personalized product recommendations on shopping sites also rely on AI support (Buhmann & White, 2022: 625).

Defining artificial intelligence can be challenging due to its complex nature (Fetzer, 1990: 3). Although it is generally understood as the simulation of human intelligence by machines (Swiatek & Galloway, 2023), the definition can vary depending on the specific field of study and approach to the concept. The evolution of technology has significantly influenced these definitions. Weak artificial intelligence, also known as artificial narrow intelligence, is designed to perform specific tasks using a predetermined data set. On the other hand, strong artificial intelligence, also known as artificial general intelligence, is the closest to human intelligence and can perform a wide range of tasks, exhibiting self-awareness and sensitivity (Jajal, 2018). The ultimate classification is super artificial intelligence, which exceeds human intelligence and has the potential to dominate life on the planet. This type of artificial intelligence is

further divided into subgroups, but it is important to note that these subsets are also part of the layers of other artificial intelligence models (Frank et al., 2017).

The sublayers can be classified as follows;

1. The first and top layer consists of machines and people, who are the key elements in interacting with machines.
2. The second layer is the 'experience' layer, which includes the interfaces we interact with, the physical devices we use, and the specialized applications that shape each experience.
3. The third layer is the intelligence aspect of artificial intelligence, which encompasses digital process logic or process software, machine intelligence, and software ecosystems.
4. The fourth layer consists of data collected through storage systems known as the internet of things. This data are gathered and recorded using sensors in wearable devices and through remote control and monitoring methods in home appliances.
5. The fifth and deepest layer is the infrastructure, which includes power supplies, networking, and servers (Frank et al., 2017).

It is difficult to determine the exact date of the emergence of artificial intelligence technology. The definition, content, and history of artificial intelligence may vary depending on one's perspective. When examining relevant literature, it becomes clear that ancient philosophers made inquiries about the imitation of human intelligence. For instance, philosophers including Aristotle, Descartes, Hobbes, and Leibniz have pondered questions such as "What are the basic cognitive operations?" and "What necessary conditions must a (formal) language fulfill in order to accurately and unambiguously describe the world?" (Flasiński, 2016: 3). Their goal was not only to comprehend human intelligence, but also to replicate it through artificial means.

Efforts to develop mechanical machines powered by water and steam date back to ancient times.

Alexander Heron created one of the earliest examples, marking the beginning of the history of artificial intelligence. In 1206, Al Jezeri, a pioneer in cybernetics, developed an automatic machine controlled by water. Wilhelm Schickard invented a calculator capable of performing four operations in 1623. The foundation of today's computers was developed by Gottfried Leibniz in 1672. Karl Capek introduced the concept of robots in his play RUR-Rossum's Universal Robots in 1923. Kurt Gödel created the Z1 computer with 64K memory in 1936, and in 1946, the ENIAC (Electronic Numerical Integrator and Computer), weighing 30 tons, was launched (Mijwel, 2015: 2-3). In 1950, Alan M. Turing conducted a study titled 'Can machines think?' which questioned the ability of machines to think (Turing, 1950). This study, known as the Turing test, has become the framework for modern artificial intelligence technology. Turing's tests have served as a guide for further research in this field and have accelerated progress in artificial intelligence.

Parallel to Alan Turing's pioneering work, technological advancements have made computers faster, smaller, lighter, and more affordable, thus increasing their accessibility. Newell and Simon's "General Problem Solver" projects, as well as Weizenbaum's ELIZA projects, were among the first to use artificial intelligence in defense systems, resulting in increased investments and government support for the field. Research on the deep learning process of artificial intelligence has been ongoing since the 1980s. The development and widespread use of the internet has made information more readily available through intercontinental network systems and satellite technologies, making it a crucial resource for artificial intelligence (Anyoha, 2017).

In 1997, IBM's Deep Blue artificial intelligence technology defeated world chess champion Gary Kasparov, becoming the first computer to win a chess championship. In 2002, the integration of artificial intelligence into daily life reached a significant milestone with the introduction of the Roomba robot vacuum cleaner in homes. Social media giants Facebook, Twitter, and Netflix also

incorporated artificial intelligence technologies into their platforms in 2006 and eventually developed their own. (Haenlein & Kaplan, 2019). The launch of OpenAI's ChatGPT application further solidified the presence of artificial intelligence in daily life, with technology giants like Google and Microsoft also down to business. Companies such as Samsung and Apple have also integrated artificial intelligence-supported algorithms into their products, making it a ubiquitous tool for everyday tasks.

Potential Benefits of Artificial Intelligence Technologies to Public Relations

The widespread use of artificial intelligence has significantly changed and transformed almost every profession, leading to the emergence of new discussions and the introduction of various applications. Although not a new invention historically, its use in public relations is relatively recent. The current experience with this technology is promising, and there is reason to be optimistic about its potential in public relations efforts (Strong, 2021). However, it is also important to consider the potential threats that artificial intelligence poses to public relations. It is concerning that there are a few studies discussing its effects in this field. When analyzing the impact of artificial intelligence on public relations, it is clear that it has implications for customer relationship management (CRM), media monitoring and analysis, chatbots and virtual assistants, trend analysis and forecasts, sentiment analysis, internal communication, and crisis management. It is important to note that artificial intelligence has both advantages and disadvantages in each of these areas.

Customer relationship management (CRM) is a vital component of public relations. It involves collecting, managing, and intelligently using data to foster long-term customer relationships and provide exceptional customer experiences, data is utilized with technology solutions. (Boulding et al., 2005). Companies can effectively use CRM to create personalized marketing responses, generate new ideas, tailor products and services,

and gain a competitive advantage by leveraging data from all customer touchpoints (Kumar & Misra, 2020). AI-supported applications have become an integral part of customer relationship management, further enhancing public relations efforts. The digital age has led to an increase in data volume, speed, and diversity, resulting in the emergence of new technology solutions, including the advancement of AI techniques (Ledro et al., 2022). Since effective customer relationship management requires the integration of marketing, emerging technologies, accessible data, and organizational structures (Boulding et al., 2005), the benefits of AI technologies in CRM are significant.

In this context, companies can use artificial intelligence technologies to better understand their target audience and improve customer relationship management. These technologies also enable deeper data analysis, which can help companies to establish meaningful connections with their customers, plan for the future, and gain a competitive advantage (Mishra & Mukherjee, 2019; Harmeling et al., 2015). The use of artificial intelligence in customer relationship management relies on big data, which consists of the online activities of internet users. This encompasses news, products, shopping history, music, videos, and other content that users have interacted with on websites. This data is collected through cookies (Chen et al., 2014) and serves as the foundation of big data. Although big data is challenging for humans to analyze manually, artificial intelligence technologies make it easier and more effective. Therefore, companies that utilize big data gain significant advantages in customer relationship management by transforming important factors such as customer expectations, desires, goals, and demands into meaningful data sets (Chatterjee & Chaudhuri, 2023).

One significant benefit of using artificial intelligence to analyze big data in customer relationship management is the potential for cost and time savings. This is because AI technologies require fewer resources and less time to analyze

large amounts of data, resulting in significant cost savings for businesses. Additionally, the integration of cloud technology, which has become increasingly prevalent in our technological landscape, also allows for the efficient storage and reuse of relevant data (Wen & Chen, 2010). Therefore, it can be argued that the integration of AI technologies in customer relationship management, a crucial aspect of public relations, has become an essential tool for effectively analyzing, standardizing, and customizing complex customer data (Jabbar et al., 2020).

Artificial intelligence plays a crucial role in media monitoring, which is a key aspect of public relations efforts. By utilizing AI-supported tools, businesses can better understand and empathize with both potential and existing customers, similar to the process of customer relations management. This enables the creation of accurate and effective social media content. AI can also assist in developing of social media strategies for public relations by analyzing customer data (Perakakis et al., 2019). It is important to note that social media differs from other forms of media due to its real-time interactions, which requires businesses to be constantly active in their public relations efforts. AI-supported social media monitoring tools enable professionals to interact with customers and gather important information about them simultaneously. These tools have smart features that help determine the appropriate time, manner, and response to customer interactions. However, it is important to note that current AI technology which is widely used can only operate within the given codes (Perakakis et al., 2019). As AI continues to advance, it is expected that more advanced tools will be able to instantly measure customer reactions and provide appropriate responses.

Artificial intelligence-supported social media monitoring tools enable the instantaneous sorting of posts, comments, and reactions, as well as the organization of responses through automation. This process was traditionally carried out solely by humans in the pre-artificial intelligence era, which can be described as the traditional period,

making the time and cost implications of this shift thought-provoking (Mardhika, 2023). Although social media and smartphone technology have presented various opportunities, they have also created challenges in data management and use. Public relations professionals can now obtain information from big data and respond specifically to posts, queries, complaints, and other messages shared on social media applications due to the self-learning ability of super AI technologies. As a result, public relations experts can now complete time-consuming tasks such as drafting strategies, arranging campaigns, writing press releases, managing crises, and archiving data in shorter periods of time with the support of artificial intelligence (Panda et al., 2019).

Crisis is an inevitable occurrence that can happen anywhere and at any time. These moments of crisis, whether caused by natural or human factors, can significantly impact on businesses in various aspects such as social, economic, political, or technological. When a business faces a crisis, it can disrupt its normal operations, damage its functionality, or cause it to deviate from its goals (Roux-Dufort, 2007). In today's world, businesses can benefit from artificial intelligence-supported solutions that help them adopt the most effective approach in crisis situations, minimizing damage to their operations and ensuring customer satisfaction. Crisis management plays a crucial role in public relations efforts and is essential for businesses to maintain their image and status. In rare cases, crises can even be turned into opportunities (Parker et al., 2020).

In this context, artificial intelligence can analyze data and provide more comprehensive results by taking probabilities into account. For instance, AI can assist project managers in identifying and managing risks, which is crucial in crisis management. The ability to extract parametric data is present in risk management, which includes risk identification, analysis, planning, monitoring, regulation, and communication. For instance, AI can utilize previous project timelines to estimate the duration of future projects. In crisis

management, it is used to calculate the causes and consequences of a crisis and the probabilities of their relationships. Additionally, it can detect potential sources of risk both internally and externally, thanks to technologies like machine learning. Various teams and work environments can leverage AI capabilities to proactively identify, assess, and predict potential threats to safety, quality, productivity, and budget. Beyond simply identifying risks, AI-powered analysis offers dynamic, adaptable strategies for managing them, empowering project managers to adopt proactive risk mitigation approaches. For example, they can adjust personnel organization (Aladawi & Ahmad, 2023) to manage upcoming transactions and place operational processes in certain periods.

The world has become more interconnected and complex due to the influence of technology. The escalating complexity of risks underscores the growing need for rapid and effective crisis anticipation, preparedness, and response. The effects of a crisis, especially in a global context where states and international companies are interconnected, can have far-reaching consequences. In this regard, artificial intelligence (AI) has the potential to revolutionize the way businesses approach crisis management, thanks to its powerful data analysis and prediction capabilities. By analyzing big data-based systems, such as early warning systems, AI can play a crucial role in preventing crises before they occur. Furthermore, AI-driven risk assessment and predictive modeling tools contribute to the formulation of robust crisis management plans. The speed at which AI operates proves invaluable in high-pressure scenarios, fostering more objective and precise decision-making processes. (Wut et al., 2021).

Artificial intelligence is being utilized for the management of media data in the field of public relations. This includes automating repetitive and time-consuming tasks such as creating text, selecting images, editing images, producing videos, and responding to customer inquiries (Seidenglanz & Baier, 2023a). Another

advantage of utilizing artificial intelligence in media data management is its capability to analyze target audiences. By utilizing big data, public relations professionals can gain a better understanding of the needs and expectations of their target audience. This data can be collected from various sources such as social media, surveys, customer databases, online forums, and customer preferences, behaviors, and demographics. The advanced features and capabilities of artificial intelligence make this analysis faster and more cost-effective than traditional methods (Seidenglanz & Baier, 2023a). Therefore, this data can be used to customize content to meet the expectations of customers and personalize media content (Panda et al., 2019). In fact, early versions of artificial intelligence were used by public relations professionals to organize media texts through natural language processing (Pavlik, 2008).

Potential Threats of Artificial Intelligence Technologies to Public Relations

The swift advancement of AI has disrupted numerous sectors and professions, with public relations being no exception to its transformative—and sometimes disruptive—influence. Ethical concerns surrounding AI have become a major topic of discussion, particularly in regards to AI-supported propaganda, privacy violations, misinformation, and disinformation, as well as changes in automation (Seidenglanz & Baier, 2023b).

The violation of privacy is considered the most significant threat posed by AI in public relations. AI is utilized to analyze vast amounts of data collected from cookies left by internet users. However, there is an ongoing debate about the methods used to obtain these cookies. Often, users are not fully aware of the permissions they are granting for the collection and use of their data. The lengthy and complex privacy policies of websites make it difficult for users to fully comprehend what data is being collected and for what purposes. This lack of transparency can result in users unknowingly granting permission for their data to be used in ways that violate their privacy (Floridi & Taddeo,

2016). Moreover, the data collected from cookies can be used by hackers to re-identify users and potentially exploit their personal information for illegal purposes (Tucker, 2019). Additionally, hackers can manipulate and contaminate the data collected from cookies, a practice known as data poisoning, using AI tools. Relying on data obtained from questionable sources can compromise the reliability of the data used to train AI systems, leading to inaccurate results (Çeber, 2022). Companies that do so may face risks and negative consequences in their public relations efforts.

On the other hand, the ethical concerns surrounding artificial intelligence also raise the issue of prejudice. There is a growing discussion about the potential for AI-supported programs to exhibit the same biases as humans. This is particularly concerning when considering the possibility of biased data being used to develop AI algorithms, which could result in biased outcomes that pose a threat to individuals when making decisions (Iansiti & Lakhani, 2020). Studies have shown that AI tends to view black individuals in the United States as more likely to commit crimes than white individuals, highlighting the potential for discrimination (Okidegba, 2023). To address this issue, companies such as Microsoft, Amazon, and Google have established ethics committees and implemented ethical codes to guide the development of AI algorithms (Çeber, 2022). These and other similar examples have sparked controversy and raised concerns about the use of AI in public relations activities, as it is seen as a potential threat.

The use of artificial intelligence in social media for public relations has both advantages and disadvantages. Artificial intelligence technologies operate based on specific algorithms within social media applications. These algorithms are designed to take into account each user's preferences and determine the content they see. However, this means that businesses that do not purchase sponsorships may have a small chance of their message appearing on users' timelines. With the growing number of social media users, there

is now more content being produced than the average user can consume. As a result, businesses rely on artificial intelligence algorithms to display relevant messages on users' timelines. However, this can also mean that businesses may not reach as many users as they intend, as their messages may not be seen due to the working principle of these algorithms (White & Boatwright, 2020).

The use of artificial intelligence as a propaganda tool through social media applications is a common occurrence. Public relations is centered around persuasion, and it is argued that ethical codes must be followed in order to persuade effectively. One key difference between public relations and propaganda is the unbiased defense of accurate information (Biber & Turancı, 2014). However, artificial intelligence technologies have the ability to present persuasive information to users of all backgrounds on social media platforms. This can lead to messages being sent to users who are unable to critically evaluate the accuracy of the information, thus creating the potential for manipulation. The promotion of manipulated information, which can be considered propaganda, violates the ethical values of public relations and has led to criticism of artificial intelligence (Buhmann & White, 2022).

When discussing data privacy, it is important to consider how artificial intelligence technologies collect and use data. The main concern in this regard is the use of algorithms that rely on large amounts of data and the analysis of big data. As Beer (2017) notes, these algorithms are often shaped by non-transparent information obtained by companies or governments, leading to what is known as the "social power of algorithms". This means that artificial intelligence technologies make predictions based on data collected from individuals or their online activities, such as cookies. As a result, there is a growing concern about the ethical implications of using this data for public relations efforts (Buhmann & White, 2022).

One topic of ethical discussion is the psychological condition known as AI anxiety. This refers to the

fear surrounding the stability and capabilities of artificial intelligence (Johnson & Verdicchio, 2017). This issue is relevant not only to public relations professionals, but also to other fields. In the context of discussions about AI concerns, the question of how to teach robots to behave ethically in the face of the increasing use of artificial intelligence in the public relations and communication profession arises (Gregory, 2018). A study conducted by the Chartered Institute of Public Relations (CIPR) found that 59% of public relations-specific skills cannot be taught to artificial intelligence-based programs and robots (Valin, 2018). This raises concerns that the ethical codes that public relations professionals strive to uphold could be disrupted by the use of artificial intelligence technologies, and that this could become the norm. However, it is also acknowledged that the use of artificial intelligence in public relations efforts is inevitable (Galloway & Swiatek, 2018). On the other hand, as artificial intelligence becomes more integrated into everyday business operations, there are concerns about job losses, particularly in the public relations and communication fields, with possible negative social and economic impacts (Ardila, 2020).

Recommendations on the Use of Artificial Intelligence in Public Relations Efforts

Universally valid ethical principles published on artificial intelligence technologies are limited. However, in the light of experience to date, there are studies that provide recommendations for the use of artificial intelligence. The quote “computers don’t make mistakes, people do” (Valin & Gregory, 2020: 4), attributed to Apple founder Steve Jobs, is the main point of discussion about the differences between artificial intelligence, machines, and humans. Efforts are being made to ensure that all institutions and organizations adopt ethical codes, which have recently begun to be developed in the use of artificial intelligence as part of public relations efforts. In this context, it is possible to classify these proposals as follows.

As mentioned above, the methods used to collect user data have become increasingly important to ensure privacy and transparency. Therefore,

companies utilizing artificial intelligence in their public relations efforts must carefully consider whether all personal data is truly necessary to train their AI. It is crucial to thoroughly review how the data is being used, how long it is stored, and what types of data is being collected. Additionally, it is essential to clearly disclose what data is being collected and shared, with whom it is being shared, and for what purpose (Valin & Gregory, 2020). In order to maintain privacy and transparency, it is recommended that all institutions, organizations, and professionals adhere to the “Disclosure Code” developed by the American Public Relations Association (PRSA) for the use of artificial intelligence in public relations. This code emphasizes the importance of conscious decision-making in a democratic society (Staley et al., 2023).

In addition to promoting healthy and fair competition among public relations professionals, it is important to address concerns about biased decisions made by artificial intelligence technologies (Staley, et al., 2023). It is also critical for professionals to implement ethical and responsible practices to prevent bias in artificial intelligence systems that rely on data as their foundation. The establishment of guidelines is recommended to achieve this (Bird, et al., 2020: 47). The use of artificial intelligence in public relations has sparked ethical debates, with associations in the field placing a strong emphasis on addressing these concerns globally. Acar (2022) suggests the following measures to eliminate or minimize these concerns and establish a standard for ethical practices.

1. It is important to establish and publish ethical codes for the use of artificial intelligence in the field of public relations. These codes should be adopted by both business management and public relations professionals.
2. Institutions and organizations should employ experts to monitor the ethical use of artificial intelligence in public relations activities.
3. An ethics committee should be formed to oversee the use of artificial intelligence in

institutions and organizations. This committee should also address the potential impact of the evolving technology and ensure ethical adaptation.

4. The immediate implementation of new technologies should be avoided, and ethical considerations should be tested through beta testing.

In addition, Ardila (2020: 60-61) also suggests the following guidelines for public relations professionals using artificial intelligence:

1. Training should be provided on the use and terminology of artificial intelligence technologies to understand its limitations and risks.
2. Artificial intelligence should be seen as a tool to increase productivity, efficiency, and accuracy in public relations activities, rather than a solution to all problems.
3. Companies developing artificial intelligence technologies should be consulted to determine where it can be effectively used in public relations activities. Detailed information should be obtained about the specific tools, data used, and algorithms used.
4. Potential crises that may arise from the use of artificial intelligence should be considered and a crisis management plan should be prepared.
5. A thorough understanding of the language of artificial intelligence is necessary for effective communication with both internal and external stakeholders.
6. A cross-functional team should be formed, including individuals with coding, analytics, user experience, and data visualization skills, to work closely with public relations professionals.
7. The ability to think creatively and critically is essential, as current and future artificial intelligence algorithms are not equipped to do so.

Based on the information presented, it is evident that internationally recognized organizations are conducting numerous studies on the implementation of artificial intelligence in the field of public relations. These organizations are guided

by the core principles of public relations and strive to maintain ethical standards in their use of artificial intelligence. As such, it is critical for public relations professionals to exercise caution and carefully consider the potential benefits and harms of utilizing artificial intelligence technologies. After all, the process of building a positive image and corporate reputation is a long and challenging one, while damage can occur quickly and easily.

Conclusion

Today, artificial intelligence technologies are widely used in various fields such as education, law, medicine, health, transportation, finance, security, telecommunications, and communications. While its origins can be traced back thousands of years, its development has accelerated since the 1950s and has become an integral part of everyday life, thanks to the rapid advancement of internet and computer technologies. Through the usage experiences and suggestions of experts in each field, AI developers have diversified the development of this technology, using positive interactions to enhance its capabilities. With contributions from all regions of the world, AI technologies have achieved significant cultural adaptation and have moved beyond being a tool for only a specific part of the world or region to becoming a global phenomenon. This has resulted in a flexible structure with the ability to impact individuals, institutions, brands, and even states.

The world is currently experiencing a crucial period of technological development, with new AI applications being introduced to users almost every day. In this context, innovations from different regions of the world have accelerated the progress of AI technologies. Although relatively new, public relations efforts have also been influenced by these developments. However, discussions about the use of AI technologies in public relations are also gaining attention. As a result, the benefits of AI for public relations can be listed as increasing the efficiency of activities, saving time, and using the workforce for tasks beyond routine operations. These include press release writing, content creation, media and social media monitoring, trend

tracking, customer relationship management, crisis management, planning and measurement. Overall, AI can significantly reduce time and costs while increasing efficiency when applied to these activities.

Artificial intelligence has the potential to bring about both benefits and threats to public relations. While it can greatly aid in data analysis, there is also a risk that it can be used for propaganda and to spread disinformation. This can have negative consequences for institutions and organizations, as it can damage their reputation. Furthermore, the collection of cookies, which is a major source of big data, can raise ethical concerns and lead to reputational damage for these entities. In addition, the use of artificial intelligence in decision-making processes may introduce bias and call into question the validity of decisions made by institutions and organizations. This can also undermine the principle of impartiality and have a negative impact on public relations activities. Therefore, it is crucial for organizations to carefully consider the ethical implications of using artificial intelligence in their PR efforts.

Based on all of the information presented, it is important for institutions and organizations to consider the ethical principles suggested by international public relations communities when using artificial intelligence. By doing so, artificial intelligence can be used as a valuable tool rather than a threat to public relations. These principles will not only help to minimize potential obstacles or threats to the use of artificial intelligence in public relations activities, but will also help maintain the prestige of the field. In addition, it is critical for public relations professionals to have control and oversight artificial intelligence technologies in order to protect against potential harm and minimize reliance on artificial intelligence alone. This control and oversight will also alleviate the fears surrounding artificial intelligence and provide psychological relief for professionals in the field.

Overall, the collaboration between public relations professionals and artificial intelligence

technologies has the potential to significantly reduce the time and budget that institutions and organizations spend on public relations. This is due to the support that AI provides in areas such as big data collection, analysis, storage, speed, automation, and crisis management. However, it is important to note that AI should be seen as a complementary force to human-specific skills, such as creativity, relationship building, ethics, transparency, trust, and emotional intelligence. By combining the strengths of both PR professionals and AI technologies, the most effective and beneficial outcomes can be achieved for institutions and organizations.

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Genişletilmiş Özet

Giderek artan bir uygulama alanına sahne olan yapay zekâ teknolojilerinden ve söz konusu devrimden mühendislik, sağlık bilimleri, fen bilimleri ve sosyal bilimler alanları derinden etkilenmiştir. Sosyal bilimlerin önemli bir bileşenini oluşturan alanlardan ve yapay zekâ teknolojilerinden etkilenen alanlarından bir tanesini de halkla ilişkiler çabaları oluşturmaktadır. Doğru mesajın doğru zamanda, doğru yerde ve doğru kitleye ulaşması için son derece işlevsel olan halkla ilişkiler bu açıdan kurum ve kuruluşlar için önemli bir fonksiyondur. Bu kapsamda işletmelerin kurumsal hedeflere ulaşmak için paydaşları ve hedef kitlesine akıllı çözümler sunmaları yaşam döngüleri konusunda önemlidir. Gelişen teknoloji hem kurumların ihtiyaçlarını hem de hedef kitlelerin kurumlardan beklentilerini değiştirmiştir. Değişen beklentilerin karşılanabilmesi için kurumlar teknolojik yenilenmelerden daha fazla faydalanma yolunu seçmiştir. Bu gelişmelerin başında yer alan yapay zekâ teknolojileri de

doğal olarak halkla ilişkiler çabaları kapsamında kullanılmaya başlanmıştır.

Herhangi bir web sitesindeki sohbet botları, otomatik mesaj sistemleri, müşteri hizmetleri deneyimleri, internet üzerinden yapılan herhangi bir aramada veya doğrudan yapay zekâ programlarını bilinçli bir şekilde kullanmaya kadar günümüzde internet ile teması olan hemen hemen herkes yapay zekâyâ temas etmekte veya kullanmaktadır. Yapay zekâ kavramı olarak ele alındığında zekâ kavramının doğasının henüz tam olarak aydınlatılamamış olmasından dolayı kesin bir şekilde tanımlanması son derece zordur. Buna karşın en yalın haliyle insan zekâsının makineler tarafından simüle edilmesi şeklinde tanımlanmaktadır. Kökenleri Antik Yunan dönemine dayanan yapay zekâ ana omurgasını 1950'li yılında Alan Turing tarafından "makineler düşünebilir mi?" sorusuna borçludur. Turing sonrası dönemde teknolojinin gelişim seyriyle beraber yapay zekâ gündelik yaşamın önemli bir parçasına dönüşmüştür.

Yapay zekânın bu kadar yaygınlaşması hemen hemen her meslek dalında değişim ve dönüşümü de beraberinde getirerek yeni tartışmaların doğmasını ve uygulamaların devreye alınmasını sağlamıştır. Yapay zekâ teknolojisi tarihsel olarak her ne kadar yeni bir icat olarak ele alınmasa da halkla ilişkiler açısından bir bütün halinde kullanılması görece yenidir. Halkla ilişkiler çabalarında yapay zekânın etkilerinin tartışıldığı sınırlı sayıda çalışma dikkat çekmektedir. Halkla ilişkiler açısından ele alındığında yapay zekânın, müşteri ilişkileri yönetimi (CRM), medya takibi ve analizi, chatbotlar ve sanal asistanlar, trend analizi ve tahminler, duygu analizi, kurum içi iletişim ve kriz yönetiminde etkilerinin olduğunu ifade etmek mümkündür.

Yapay zekâ teknolojilerinin son derece hızlı bir şekilde gelişmesi çeşitli iş kolları ve profesyonel alanlar üzerine olumsuz etkileri olmaktadır. Söz konusu yapay zekânın halkla ilişkiler üzerine olan olumsuz etkileri olduğunda başta etik tartışmaları

gündeme gelmektedir. Buna göre yapay zekâ destekli propaganda, gizlilik, yanlış bilgi, dezenformasyon, otomasyon ve veri analizinin demokratikleşmesindeki değişiklikler gibi etik açıdan tartışmalar halkla ilişkiler profesyonelleri ve sektör açısından tartışılmaktadır (Seidenglanz & Baier, 2023b).

Yapay zekâ teknolojileri konusunda yayımlanmış evrensel geçerliliği olan etik ilkeler sınırlıdır. Bununla birlikte günümüze kadar olan tecrübeler ışığında yapay zekânın kullanımı konusunda öneri niteliğinde çalışmalar bulunmaktadır. Yapay zekânın halkla ilişkiler çalışmaları kapsamında kullanımında öne çıkan temel tartışma noktasını etik kaygılar oluşturmaktadır. Uluslararası anlamda halkla ilişkiler alanında faaliyet gösteren derneklerin de odaklandığı temel noktayı etik kaygılar oluşturmaktadır. Buna göre yapay zekânın halkla ilişkiler çabaları kapsamında kullanımında görece yeni geliştirilmeye başlanan etik kodların bütün kurum ve kuruluşlar tarafından benimsenmesi için çalışmalar yapılmaktadır. Bu kapsamda yapay zekâ teknolojilerinin halkla ilişkiler profesyonelleri tarafından kullanılmasında sağlıklı ve adil rekabetin teşvik edilmesi ve geliştirilmeye çalışılan etik ilkelerin halkla ilişkiler uygulamalarında cazip hale getirilmesi önerilmektedir (Bird, vd., 2020, s. 47). Yapay zekâ teknolojilerinin halkla ilişkiler çabalarında kullanımına ilişkin tartışmalar da gündemde yer edinmektedir. Buna göre yapay zekânın halkla ilişkilere olan faydalarını genel olarak halkla ilişkiler kapsamındaki faaliyetlerin verimini arttırmak, zaman kaybını önlemek ve işgücünden rutin işleyiş dışında da faydalanabilmek olarak sıralamak mümkündür. Bu kapsamda basın bülteni oluşturma, içerik üretme, medya ve sosyal medyanın izlenmesi, trend takipleri, müşteri ilişkileri yönetimi, kriz yönetimi, planlama ve ölçüm yapma gibi faaliyetlerde kullanıldığını ifade etmek mümkündür. Söz konusu faaliyetler bir bütün halinde değerlendirildiğinde yapay zekânın zamandan ve maliyetlerden ciddi oranda tasarruf sağlarken aynı zamanda verimliliği de arttırdığı öne sürülebilir.

Bununla birlikte yapay zekânın özellikle etik boyut devreye girdiğinde halkla ilişkiler faaliyetleri ve kurum ve kuruluşlar için potansiyel tehlikeleri de barındırdığını ifade etmek mümkündür. Buna göre yapay zekâ teknolojileri aracılığıyla halkla ilişkiler faaliyetlerinin propagandaya dönüşme ihtimali bulunmaktadır. Propaganda ile birlikte dezenformasyon oluşturma olasılığı da belirmektedir. Bu nedenle ortaya çıkabilecek olan bu olumsuz tablonun kurum ve kuruluşlar açısından istenmeyen sonuçların doğmasına neden olabileceği ihmal edilmemelidir. Diğer taraftan büyük verinin analizini kolaylaştırıyor olsa da büyük veriye kaynak oluşturan çerezlerin toplanması konusunda ise etik ihlalleri barındırabileceği ve dolayısıyla da kurum ve kuruluşların itibarına zarar verebileceği göz önünde bulundurulmalıdır. Benzer şekilde yapay zekânın karar alma konusunda potansiyel olarak ön yargılı olma ihtimali kurum ve kuruluşların alacağı kararların geçerliliğini sorgulatabileceği gibi aynı zamanda tarafsızlık ilkesini de ihlal ederek halkla ilişkiler faaliyetlerine zarar verme ihtimali bulunmaktadır.

Sonuç olarak halkla ilişkiler profesyonelleri ile yapay zekâ teknolojileri arasındaki işbirliği sayesinde kurum ve kuruluşların halkla ilişkiler faaliyetlerine ayırmış oldukları zaman ve bütçenin azalacağını ifade etmek mümkündür. Yapay zekânın büyük verinin toplanması, analizi, depolama, hız, otomasyon, zaman kullanımı, kriz öncesi, sonrası ve kriz anlarındaki desteği önemlidir. Halkla ilişkiler profesyonellerinin ise yaratıcılık, ilişki kurma, etik, şeffaflık, güven sağlama ve duygular gibi insana özgü konulardaki iş birliği ile yapay zekâ teknolojileriyle birbirini tamamlayan bir güç olarak kullanılması kurum ve kuruluşların halkla ilişkiler faaliyetlerine en yüksek derecede fayda sağlayacağı ön görülmektedir.

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