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## Media & Public Relations in the Age of Artificial Intelligence


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## **Design Styles of News Mobile Applications According to Artificial Intelligence Techniques and their Relationship to the Preferences of Teenagers**

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### **Abstract**

With the development of mobile technology and the emergence of smart phones, which represent the technological fusion between mobile technology and personal computers, the pattern of our media consumption has changed; At the level of daily life, we see the rapid flow of news, information and entertainment content across many media platforms, and consumers can access this content at any time and any place, and they can create and publish their own media content, through mobile phone networks and the Internet, and the amazing development in modern communication technology has led to attention to the shape and design of news applications to preserve the user, which made media organizations and communicators seek to develop the design and content of these applications and add modern technologies such as artificial intelligence to work to provide the best technologies in those applications. The study aimed to identify the rate of respondents' use of news mobile phone applications, the methods of designing mobile news applications preferred by the respondents, and to determine the relationship between the use of artificial intelligence techniques in designing mobile news applications and its relationship to adolescents' preferences and monitoring the preferences of the respondents of the study sample towards methods of designing mobile news applications.

The study was a descriptive survey methodology dependent on the media. The study population was represented by Egyptian adolescents in Egyptian universities from (17-18) years. The study sample was deliberate from users of mobile news applications, which numbered (400) respondents from universities (Ain Shams, Zagazig, and Pharos in Alexandria).

The study relied on a questionnaire form to collect study data about the methods of designing news mobile applications according to artificial intelligence techniques and their relationship to adolescents' preferences for them.

The most important findings of the study were represented by: 1 - High rate of respondents using the study sample of mobile news applications, and the seventh day news application came at the forefront of the applications preferred by the respondents.

- 2- The study confirmed the existence of a statistically significant correlation between the methods of designing mobile phone applications and the level of use of artificial intelligence techniques.
- 3- There is a statistically significant correlation between the respondents' preferences towards the design of news phone applications and their evaluation of artificial intelligence techniques.
- 4- There are statistically significant differences between the average scores of the respondents on the scale of using mobile news applications, according to the different degree of exposure motives to these applications.
- 5- The study found that there is a positive and statistically significant correlation between the methods of designing mobile news applications and the level of respondents' use of mobile news applications.

**Keywords:** News Mobile Applications - Artificial Intelligence Techniques – Teenagers.