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# **King Abdulaziz University Public Relations Students' Receptiveness of Artificial Intelligence Applications and their Impact on their Future Careers: A Study within the Framework of the Technology Acceptance Model**

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## **Abstract**

During the past years, the Kingdom of Saudi Arabia witnessed remarkable development in the information technology sector, as the Kingdom achieved the title of the most advanced country among the twenty countries in digital competitiveness, thanks to governmental support to the digital transformation process (National Transformation Program 2020). Modern technologies and Artificial Intelligence have shown great importance in supporting individuals and institutions to accomplish tasks easily and conveniently, and those studying Public Relations are among the most important groups that will be affected by the application of Artificial Intelligence tools in this profession. Hence, this study seeks to find out the extent to which Public Relations students at King Abdulaziz University accept Artificial Intelligence applications and its impact on their future careers - A study under the technology acceptance model. This study is one of the descriptive exploratory studies that seeks to know the opinion of a specific group of the public regarding a phenomenon or problem. The study used the survey method by surveying a deliberate sample of Public Relations students at the College of Communication and Media in King Abdulaziz University, which amounted to (400) individuals. Divided equally between males and females through the questionnaire tool.

The study reached a set of results, the most important of which is: Regarding the trends of the respondents towards the impact of Artificial Intelligence on the future of practices in the field of Public Relations, the phrase (relying on Artificial Intelligence helps intensifying competition between institutions) came at the forefront of the trends of the respondents towards the impact of Artificial Intelligence on the future of practices in the field of public relations at a rate of 92.5%, while Regarding the most important jobs threatened as a result of relying on Artificial Intelligence in the field of Public Relations, from the perspective of the respondents, (customer service representative) came

at the forefront of these jobs with a rate of 84.3%, then (Social Media Management) came in second place with a rate of 81.8%. Regarding the most important negative effects resulting from the use of Artificial Intelligence applications and tools in the field of Public Relations, the threat to the jobs of the human element and the weakness of interactivity and human emotions were at the forefront of these factors. The study also demonstrated the existence of a statistically significant correlation between the perceived easiness of usage and the expected benefit from Artificial Intelligence applications by Students, where the Pearson correlation coefficient reached (0.597), which is a significant value at a confidence level of 99.9%, as well as the presence of a statistically significant correlation between perceived easiness of usage and behavioral intentions to use Artificial Intelligence applications by students.

**keywords:** Public Relations Students - Artificial Intelligence Applications - Career Future - Technology Acceptance Model.