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Attitudes of Public Relations Practitioners towards Employing Artificial Intelligence Applications in the Saudi Telecom Company

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Abstract

The study aimed to identify the attitudes of Public Relations practitioners towards employing Artificial Intelligence applications in the Saudi Telecom Company. The study used the media survey approach, by applying a questionnaire consisting of three axes. The first axis: the attitudes of Public Relations practitioners in the Saudi Telecom Company towards accepting the employment and use of applications. Artificial Intelligence, and the second axis: the attitudes of Public Relations practitioners at the Saudi Telecom Company towards the levels and areas of employment and use of Artificial Intelligence applications in their work, and the third axis: the attitudes of Public Relations practitioners at the Saudi Telecom Company towards the challenges and obstacles facing the employment and use of Artificial Intelligence applications in their work.

The study was applied to a random sample of (38) individuals from Public Relations practitioners at the Saudi Telecom Company. The study found that the trends in Public Relations practitioners employing Artificial Intelligence applications in the Saudi Telecom Company were highly rated. The results also showed a difference in the attitudes of Public Relations practitioners towards employing Artificial Intelligence applications in the Saudi Telecom Company, where the third axis came in first place with a general arithmetic average (3.86), and with a high degree of appreciation, and the first axis came in second place with a general arithmetic average (3.85). With a high degree of appreciation, the second axis came in third and last place with a general arithmetic average of (3.24) and a high degree of appreciation. There is also a difference in the attitudes of Public Relations practitioners towards employing Artificial Intelligence applications in the Saudi Telecom Company at the level of paragraphs, where: (19) items received a very high rating, with a percentage of (34.54%), (26) items got a high rating, with a percentage of (47.27%), then (7) items received a medium rating, with a percentage of (12.72). %, and finally (3) items received a low rating of (5.45%).

Keywords: Public Relations Practitioners - Artificial Intelligence Applications - Saudi Telecom Company.