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Public Relations in the Digital Age: Chatbots,
Artificial Intelligence and Algorithms

Abstract

This article analyzes the legal and ethical dimensions of the integration of chatbots, artificial intelligence (AI), and guided algorithms, which are key drivers of the digital age, into public relations (PR). The analysis explores the complexities of complying with data privacy laws, accounting for intellectual property, and ethical issues such as transparency, accountability, and bias in automated decision-making. The article also discusses the opportunities and challenges presented by these technologies, highlighting the need for a balanced approach that maintains fairness and trust in PR practices.

Keywords: Chatbots; artificial intelligence; algorithms; data protection; intellectual property; automation; communication strategies.

Introduction

In the dynamic landscape of modern media, the integration of public relations (PR) with digital technologies has become an important aspect of communication strategies. The rise of chatbots, artificial intelligence (AI), and algorithms has dramatically changed the way organizations communicate with their audiences. Below, we explore the legal and ethical implications of using these technologies in PR services, as well as the challenges and opportunities they present. In today's digital age, artificial intelligence (AI), chatbots, and algorithms are increasingly playing a significant role in public relations (PR). While they may not completely replace traditional PR tools,



these technologies are enabling automation of the communication process, identifying user needs, and providing them with quick solutions.

Chatbots are software tools that interact with users in real time. They are often used as the first point of contact for customers. In the field of JBA, chatbots can perform the following tasks: The main role in information dissemination Organizations can quickly and accurately deliver press releases, news and public announcements through chatbots. By monitoring and responding to opinions on social networks, it is possible to protect the brand's reputation. Chatbots, operating 24/7, answer users' questions, reducing the burden on human resources. This accepts questions and requests and reduces the burden.

Artificial intelligence is a strategic planning tool. Artificial intelligence serves to plan PR campaigns more effectively, analyze audience behavior and establish effective communication with them. By analyzing the posts and opinions of social network users, determine positive or negative attitudes. AI tools can quickly and accurately generate press releases, blog posts, or Q&A. Using large amounts of data to make accurate predictions when developing a PR strategy. Algorithms are mathematical formulas that are aimed at a specific goal. They optimize PR activities in the following areas: Identifying the right audience Algorithms can identify the audience that is important to the organization and deliver appropriate content to them. Delivering content based on time and place creates the opportunity to present content to the target audience at the most effective time based on their online activity. It is possible to identify unpleasant situations in the networks early and take quick action against them. These technologies have many advantages in the field of PR: cost-effectiveness, speed, personalized communication, and 24/7 service. However, their misuse can be dangerous. For example, chatbots can spread incorrect information, AI can make biased decisions, or put users' personal data at risk. Therefore, human factor control is still important.

An important legal framework for the use of chatbots, artificial intelligence and algorithms in public relations is to ensure compliance with data protection and privacy laws. "Organizations must ensure transparent data use practices, user consent and the non-disclosure of personal data to third parties," states Article 5 of the European General Data Protection Regulation [1]. There are many legal instruments that ensure the protection of personal data, and Article 27 of Chapter VII of Section II of the Constitution of the Republic of Uzbekistan states that "Everyone has the right to



freedom and security of person” and Article 31 states that “Everyone has the right to confidentiality of correspondence, telephone conversations, postal, electronic and other communications” [2].

In addition, intellectual property laws apply when using AI-based content creation tools for PR purposes. “Ensuring that the content created complies with copyright laws and does not infringe existing intellectual property rights is essential to avoid infringement,” writes Harvard University professor Benjamin L.V. Sobel [3, p. 49]. The challenges of legally harmonizing the ethical implications of using chatbots, artificial intelligence, and algorithms in PR services are also creating challenges for the public relations industry. As DePaul University professor Stephen Kramisky notes in his article “Copyright Enforcement in the Internet Age: The Law and Technology of Digital Rights Management,” PR professionals must grapple with questions of transparency, accountability, and the potential for bias in automated decision-making processes [4, p. 3]. Transparency is the foundation of ethical PR practice. Organizations that use chatbots or AI-based communication tools should openly communicate the automated nature of the interaction, as “users have a right to know when they are interacting with a human and when they are interacting with a robot” [5, p. 77]. It is important for organizations to clearly disclose this information to build trust in the public mind. When algorithms are involved in decision-making processes, accountability becomes a key issue. In the event of misinformation or misleading results, it can be difficult to determine who is responsible. PR professionals need to have clear accountability and mechanisms to address and correct the negative consequences of automated systems. Brent Daniel Mittelstadt, a researcher and senior fellow at the Internet Institute at Oxford University, and his team have called the need for mechanisms in this area “the need of the century” [5, 59-b]. While legal and ethical issues are important, the integration of chatbots, AI, and algorithms into PR services also offers many opportunities. Automation can increase efficiency, allowing PR professionals to focus on strategic decision-making rather than routine tasks. Artificial intelligence-based analytics provide invaluable insights into audience behavior, which allows for more targeted and personalized communication strategies. Finding the right balance between human touch and technological innovation is increasingly becoming a key task for PR services in the digital age. Overreliance on automation can lead to a loss of authenticity and real connection with the audience.



Striking the right balance means carefully considering when and how to use these technologies, rather than replacing the human experience.

In conclusion, as public relations evolves in the digital age, the use of chatbots, artificial intelligence, and algorithms will continue to reshape communication strategies. This is especially important in the third decade of the 21st century. We can say that the legal and ethical dimensions of these technologies are in dire need of regulation in the digital age. By prioritizing transparency, accountability, and fairness, organizations will be able to effectively use the opportunities offered by digital innovations in PR services. Artificial intelligence (AI), chatbots, and algorithms are increasingly playing a significant role in public relations (PR) in today's digital age. While not fully replacing traditional PR tools, these technologies are enabling the automation of the communication process, identifying user needs, and providing them with rapid solutions.

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