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Developing Public Relations Content with AI: A Demand Analysis and the Use of Blog Bots and Evidence-Based Data

การพัฒนาเนื้อหาประชาสัมพันธ์ด้วย AI: การวิเคราะห์ความต้องการ การใช้บล็อกบอท และการใช้หลักฐานเชิงประจักษ์เป็นฐาน

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Abstract

This study aims to analyze the perspectives and readiness of public relations professionals in Thai public universities regarding the use of artificial intelligence (AI) tools in public relations writing. It focuses on assessing the needs and limitations in the application of AI-driven blogs and chatbots and proposes a conceptual framework for creating an ethical and effective co-creation model that integrates AI and human input. This quantitative research employed a questionnaire to collect data from 400 public relations practitioners. Data was analyzed using descriptive statistics and the Modified Priority Needs Index (PNI Modified) to identify gaps between actual practices and ideal expectations. The findings indicate that practitioners place high importance on using evidence-based data to enhance communication credibility (mean = 4.453), emphasized that credibility and transparency are central to AI-assisted communication. Conversely, the use of bots for generating statistical content received the lowest score (mean = 4.193), reflecting practitioners' uncertainty or limitations in related skills. The most critical needs identified include linking blogs to social media platforms, real-time data analysis, and the use of bots to align content with current trends. As a strategic recommendation,

this study suggests that educational institutions and related organizations develop AI adoption strategies in public relations. These strategies should focus on enhancing data analysis skills, fact-checking, and evidence-based storytelling through targeted training and specialized courses. Furthermore, it is recommended to promote co-creation models that combine AI and human collaboration to strengthen credibility, efficiency, and ethical standards in public relations. Clear policies should also be established to guide the use of AI in communication, helping prevent misinformation and build public trust.

Keywords: Artificial Intelligence, PR Writing, Evidence-Based Storytelling, Blogs, Chatbots

บทคัดย่อ

งานวิจัยนี้มีจุดมุ่งหมายเพื่อวิเคราะห์มุมมองและความพร้อมของนักประชาสัมพันธ์ในมหาวิทยาลัยของรัฐในประเทศไทยเกี่ยวกับการใช้เครื่องมือปัญญาประดิษฐ์ (AI) ในการเขียนงานประชาสัมพันธ์ โดยมุ่งประเมินความต้องการและข้อจำกัดในการใช้บล็อกและแชทบอทที่ขับเคลื่อนด้วย AI และเสนอกรอบแนวคิดสำหรับการสร้างรูปแบบการเขียนประชาสัมพันธ์เชิงสร้างสรรค์ที่ผสานการทำงานระหว่าง AI และมนุษย์อย่างมีจริยธรรมและมีประสิทธิภาพ การวิจัยนี้เป็นการวิจัยเชิงปริมาณ ใช้แบบสอบถามเป็นเครื่องมือเก็บข้อมูลจากนักประชาสัมพันธ์ในมหาวิทยาลัยของรัฐจำนวน 400 คน วิเคราะห์ข้อมูลด้วยสถิติเชิงพรรณนาและวิเคราะห์ความต้องการจำเป็นแบบปรับแก้ (PNI Modified) เพื่อระบุช่องว่างระหว่างการปฏิบัติจริงกับระดับที่คาดหวังในอุดมคติ ผลการวิจัยพบว่า นักประชาสัมพันธ์ให้ความสำคัญกับการใช้ข้อมูลที่มีหลักฐานรองรับเพื่อเสริมสร้างความน่าเชื่อถือในการสื่อสาร (ค่าเฉลี่ย = 4.453) ผลวิจัยชี้ให้เห็นว่าความน่าเชื่อถือและความโปร่งใสคือหัวใจสำคัญของการสื่อสารด้วย AI ขณะเดียวกัน การใช้บอทเพื่อสร้างเนื้อหาทางสถิติได้รับคะแนนต่ำที่สุด (ค่าเฉลี่ย = 4.193) สะท้อนถึงความไม่มั่นใจหรือข้อจำกัดทางทักษะของผู้ปฏิบัติงาน ความต้องการจำเป็นที่สำคัญที่พบ ได้แก่ การเชื่อมโยงบล็อกกับโซเชียลมีเดีย การวิเคราะห์ข้อมูลแบบเรียลไทม์ และการใช้บอทเพื่อปรับเนื้อหาให้สอดคล้องกับแนวโน้มปัจจุบัน ข้อเสนอแนะเชิงกลยุทธ์งานวิจัยนี้เสนอให้หน่วยงานด้านการศึกษาและองค์กรที่เกี่ยวข้องพัฒนา กลยุทธ์การประยุกต์ใช้ AI ในงานประชาสัมพันธ์ โดยมุ่งเน้นการพัฒนาทักษะด้านการวิเคราะห์ข้อมูล การตรวจสอบข้อเท็จจริง และการเล่าเรื่องเชิงหลักฐานผ่านการอบรมและหลักสูตรเฉพาะทาง นอกจากนี้ควรสนับสนุนการสร้างโมเดลความร่วมมือระหว่าง AI และมนุษย์เพื่อยกระดับความน่าเชื่อถือ ประสิทธิภาพ และจริยธรรมในงานประชาสัมพันธ์ พร้อมทั้งวางนโยบายที่ชัดเจนเกี่ยวกับการใช้ AI ในการสื่อสารเพื่อป้องกันการบิดเบือนข้อมูลและเสริมสร้างความไว้วางใจของสาธารณชน

คำสำคัญ: ปัญญาประดิษฐ์, การเขียนประชาสัมพันธ์, การเล่าเรื่องเชิงหลักฐาน, บล็อก, แชทบอท

Introduction

In recent years, the rapid advancement of artificial intelligence (AI) has significantly transformed the landscape of public relations (PR), particularly in the realm of content creation and dissemination. The integration of AI technologies such as natural language processing (NLP), machine learning algorithms, and conversational agents (e.g., chatbots) has opened new possibilities for enhancing scalability, efficiency, and precision in PR practices (Zhao, 2025; Volarić, Tomić, & Ljubić, 2024). However, alongside these opportunities, critical challenges have emerged, notably concerning the ethical dimensions of automated communication, the transparency of authorship, and the contextual accuracy of AI-generated content (Dell'Acqua et al., 2024). These issues have intensified the discourse surrounding responsible AI deployment in PR and the need for frameworks that can guide practitioners in navigating this complex terrain.

To address these challenges, this study introduces an AI-driven ethical communication framework, designed to support the development of public relations content that not only leverages AI's technical capabilities but also adheres to ethical principles and professional standards. This framework integrates three core elements: (1) the use of blogs as dynamic platforms for evidence-based storytelling, (2) the adoption of chatbots for data management and verification tasks, and (3) the embedding of ethical guidelines to ensure transparency, authenticity, and accountability in all AI-assisted communications. The conceptual foundation of this framework draws upon recent scholarly works that highlight the dual potential and pitfalls of AI in PR. Nies and Zhao (2025) emphasize the transformative possibilities of AI-powered enhancements in media relations, while simultaneously cautioning against the ethical risks posed by opaque and inadequately supervised AI outputs. Similarly, Yang (2025) underscores the urgent need to advance pedagogical strategies that prepare PR practitioners for the AI era, advocating for education that balances technological fluency with ethical sensitivity.

The literature reveals a clear consensus on the necessity of human oversight and the importance of embedding ethical considerations at the core of AI-assisted PR work. Cusnir and Neagu (2024) report that although a growing proportion of practitioners incorporate AI tools such as ChatGPT into their workflows, there remains an unwavering emphasis on human editorial judgment to safeguard accuracy, appropriateness, and credibility. Akpan et al. (2024) further point out that many organizations have yet to establish the strategic infrastructure required for responsible AI integration, which includes both technological systems and competency development initiatives aimed at fostering ethical AI literacy among professionals. In light of these insights, it becomes evident that the successful adoption of AI in PR hinges not merely on access to technology but on a profound understanding of practitioner needs, contextual constraints, and ethical imperatives.

Consequently, this study seeks to conduct a situational needs analysis to illuminate the actual practices, expectations, and challenges faced by PR professionals in Thailand's higher education institutions as they engage with AI-enhanced writing tools. Such an analysis aligns with Hennessy and McNamara's (2018) argument that interventions designed without a prior assessment of user requirements often fail to resonate with the realities of practitioners, particularly in fields experiencing rapid technological disruption. Through this inquiry, the research aims to answer several pivotal questions: How do practitioners perceive the role of evidence-based storytelling in enhancing message credibility? To what extent do they trust chatbots to verify content accuracy or manage statistical data? What ethical concerns arise in their view regarding the automation of content creation?

These questions are positioned within the broader context of digital public relations and are informed by the communication barriers and professional anxieties identified in contemporary scholarship (Nies & Zhao, 2025; Dell'Acqua et al., 2024). By anchoring the investigation in these recognized concerns, the study ensures that its findings will not only contribute to academic discourse but also provide actionable guidance for both educational programs and organizational strategies aimed at strengthening AI competency in PR. The data generated through this needs analysis will serve as a foundation for developing a co-creation model that synergizes blogs, chatbots, and ethical storytelling practices into an integrated system for cultivating PR writing competencies. This model aspires to equip practitioners with the tools and ethical compass necessary to harness AI's potential responsibly, thereby fostering innovation without compromising the integrity of communication.

In summary, this research responds to the imperative of reconciling technological advancement with ethical responsibility in the evolving domain of public relations. It aspires to fill a critical gap in the literature and practice by proposing a structured framework that guides the ethical and effective integration of AI into PR writing and communication strategies. Through empirical investigation and theoretical synthesis, the study endeavors to contribute to the ongoing dialogue on AI's role in shaping the future of professional communication.

Objectives

1. To examine the perspectives and preparedness of public relations professionals in Thai universities regarding the utilization of AI tools in public relations writing.

2. To assess the requirements and deficiencies in the utilization of AI-driven blogs and chatbots.

3. To present a framework for establishing a co-creation public relations writing model that amalgamates AI and human participation.

Scope of the Study

This research examines public relations practitioners employed in public universities in Thailand. Data were gathered via a questionnaire survey from a sample of 400 individuals engaged in AI utilization for public relations content creation.

Literature Review

The incorporation of artificial intelligence (AI) into public relations (PR) practices has catalyzed substantial changes in how organizations communicate, produce content, and engage stakeholders. While the global scholarly discourse on AI-enhanced communication tools—such as generative AI, chatbots, and AI-assisted blogging—has grown rapidly (Dell'Acqua et al., 2024; Cusnir & Neagu, 2024; Akpan et al., 2024), there remains a discernible gap in studies that contextualize these technologies within Southeast Asia, particularly Thailand. This section reviews both contemporary and classical literature to illuminate these global trends, ethical considerations, and regional research deficiencies, thereby establishing the foundation for this study's focus on Thai higher education PR practices.

Generative AI in Public Relations Communication

Generative AI, defined as AI systems capable of creating new, coherent, and often complex outputs from user prompts, including text, audio, video, and graphics—has emerged as a transformative tool in public relations. These systems, such as those based on large language models (LLMs) like GPT-4, facilitate the production of customized content at scale, reducing time and resource burdens while expanding audience reach (Ahmed et al., 2024; Henke, 2024). In practice, generative AI supports tasks ranging from writing press releases and speeches to producing social media posts and managing media relations (Volarić, Tomić, & Ljubić, 2024).

However, significant challenges persist. As Dell'Acqua et al. (2024) note, while generative AI can enhance individual creativity, it often diminishes collective originality, raising concerns about content homogeneity. Moreover, systems may produce hallucinated facts, biased language, or stylistically inappropriate messaging (Ahmed et al., 2024). The ethical stakes are high in PR, where credibility and trust underpin all communication efforts. Classic works on public communication ethics, such as Hallahan (2000), underscore the imperative for message accuracy, transparency, and fairness—principles that AI systems cannot autonomously guarantee without human oversight.

In the Southeast Asian context, empirical research on generative AI's role in PR is sparse. While some organizations in Singapore and Malaysia have piloted AI-driven content tools (Tan & Lim, 2022), comprehensive studies on adoption patterns, ethical considerations, and practitioner attitudes in Thailand are notably absent. This research gap is consequential, given the distinct cultural, linguistic, and regulatory environments in the region.

Chatbots as Artificial Intelligence-Enhanced Communication Instruments

Chatbots represent another critical AI-enabled tool reshaping PR practice. From their origins as rule-based responders to their current incarnation as sophisticated, LLM-powered conversational agents, chatbots now perform key roles in customer engagement, issue management, and audience feedback collection (Porlezza et al., 2023). Cusnir and Neagu (2024) highlight the growing reliance on chatbots for co-creating content and facilitating generative storytelling in PR, noting efficiency gains and enhanced audience interaction.

However, chatbots also face well-documented limitations. De Freitas et al. (2023) demonstrate how even advanced bots frequently fail to detect emotional distress in users, a deficiency with ethical implications for PR, particularly in crisis communication and stakeholder relations. In public contexts where empathy, nuance, and trust-building are paramount, as emphasized by Hill and White (2000), chatbots' deficiencies in emotional intelligence could undermine rather than enhance communication effectiveness.

Within Thailand, chatbots have seen increasing use in customer service and e-government portals, but their systematic application in PR, particularly within academic institutions or cultural organizations, remains underexplored. Existing implementations, such as those in tourism promotion (Tourism Authority of Thailand, 2021), have not been rigorously studied for their communicative, ethical, or operational impacts.

Blogging and Evidence-Based Storytelling in Digital PR

Blogging continues to serve as a cornerstone of digital PR strategy, providing platforms for brand narratives, thought leadership, and stakeholder engagement (Toteva, 2023). AI-assisted blogging tools now enable practitioners to accelerate content creation, tailor messages for specific demographics, and enhance search engine optimization (SEO) performance (Henke, 2024). Cusnir and Neagu (2024) describe how AI co-creation processes in blogging can harmonize speed and personalization, though they caution against overreliance, which risks eroding authenticity.

A classical perspective reminds us that content credibility hinges on evidence-based communication, a principle long espoused by PR theorists such as DiFonzo and Bordia (2000), who examined how PR professionals combat misinformation and corporate rumors. Contemporary AI tools, despite their analytic capabilities, cannot independently validate facts or provide the human judgment required to craft persuasive, credible narratives anchored in verifiable evidence (Nies & Zhao, 2025). This shortfall underscores the enduring relevance of human expertise in AI-supported PR writing.

Regional studies on AI-augmented blogging in Southeast Asia are scarce. While countries like Indonesia and Vietnam have reported rising adoption of digital PR practices (Nguyen & Pham, 2021), comprehensive analyses of AI's role in enhancing—or potentially diluting—

evidence-based storytelling remain missing from the literature. Thailand, with its rich tradition of narrative communication in public affairs, offers a compelling context for such inquiry.

Principal Challenges and Ethical Considerations

Across the reviewed literature, key challenges in AI integration into PR emerge consistently:

First, issues of precision and verification remain paramount. AI systems can generate erroneous or misleading content if not carefully curated and fact-checked. Calls for integrating AI-powered verification mechanisms, perhaps drawing on the computational rigor seen in early HCI research (Capel & Zisserman, 1998), have grown louder (Toteva, 2023).

Second, ethical concerns regarding transparency, authorship, and consent persist. Users often cannot discern whether content originates from a human or a machine, complicating trust relationships (Ahmed et al., 2024). The ethics of AI-assisted communication thus extend beyond accuracy to encompass consent and audience autonomy—issues emphasized in foundational ethics literature (Hill & White, 2000).

Third, gaps in competency and training inhibit effective AI adoption. As Yang (2025) argues, without structured educational initiatives, PR practitioners risk becoming over-reliant on tools they do not fully understand, increasing vulnerability to errors and ethical missteps.

Finally, organizational readiness remains insufficient. Akpan et al. (2024) and Mao et al. (2024) both identify deficits in infrastructure, policy frameworks, and strategic alignment that constrain responsible AI integration.

Regional Gaps and Research Deficiency

Although global studies offer valuable insights into AI's potential and pitfalls in PR, their relevance to Southeast Asia—particularly Thailand—is limited by contextual divergence. Most extant studies have been conducted in Western or technologically advanced Asian settings (e.g., Japan, Singapore), where digital infrastructure and AI literacy levels are higher (Tan & Lim, 2022). Meanwhile, studies on AI-enabled PR practice in Thailand are fragmentary and tend to focus on narrow applications (e.g., chatbots in tourism or government portals) rather than holistic communication strategies within educational, cultural, or civic institutions.

This research addresses that gap by focusing on PR practitioners in Thai higher education, examining their perceptions, practices, and developmental needs in relation to AI-driven content creation. By situating its inquiry within the AI-driven ethical communication framework introduced in the previous section, this study contributes a contextually nuanced understanding of how blogs, bots, and evidence-based content can be integrated responsibly into public communication strategies in Thailand.

Methodology

The target population

The target population of this study comprises public relations practitioners working in public universities throughout Thailand. Given the indeterminate size of this population, because no centralized registry comprehensively documents PR staff across the country's diverse institutions the sample size was calculated using Thanin Silpcharu's (2010) formula for infinite populations at a 95% confidence level. The base sample size determined through this method was 385 participants. To account for potential issues such as non-response, incomplete data, or minor data entry errors, an additional buffer of 15 participants was incorporated, yielding a total sample size of 400 respondents.

The sampling method

The sampling method employed was incidental (convenience) sampling, a form of non-probability sampling. This approach was chosen to ensure timely access to respondents actively engaged in PR activities and possessing familiarity with AI or digital content creation tools. While convenience sampling introduces certain limitations in terms of generalizability, it is appropriate for exploratory studies aimed at gathering in-depth, practice-based insights from a specialized professional cohort. The sample therefore reflects the perspectives of practitioners with direct experience or awareness of AI-driven communication technologies within their organizational settings.

Data Analysis Procedures

The data were processed using statistical software to generate descriptive statistics, including frequencies, means, and standard deviations. These analyses provided a profile of practitioner characteristics, usage patterns, and attitudinal tendencies.

Ethical Considerations

Ethical compliance was a cornerstone of the study design. Participation was voluntary, with informed consent obtained from all respondents. Data were anonymized prior to analysis to safeguard participant privacy. The research protocol adhered to the ethical guidelines for human research of the hosting academic institution and was approved by its institutional review board.

Research Instruments

Two research devices were utilized:

1. Systematic Questionnaire

The primary data gathering instrument consisted of a three-section structured questionnaire:

Section 1: General Information – Comprised six items collecting demographic and professional background information.

Part 2: Current Practices — Comprised 13 items evaluating prevailing practices and perceptions of the utilization of blogs and chatbots for data-driven public relations content generation.

Part 3: Needs Assessment — Comprised 19 items designed to assess the perceived significance and optimal utilization of AI in public relations communication, emphasizing content reliability, personalization, campaign analysis, and social media integration.

Participants evaluated items on a 5-point Likert scale, from "Very Low" (1) to "Very High" (5).

2. Expert Validation Document

A panel of academic and professional professionals evaluated the questionnaire to verify content validity. The instrument was assessed with the Item-Objective Congruence (IOC) Index, which quantified the alignment of each item with the research objectives.

3. Research Design Framework

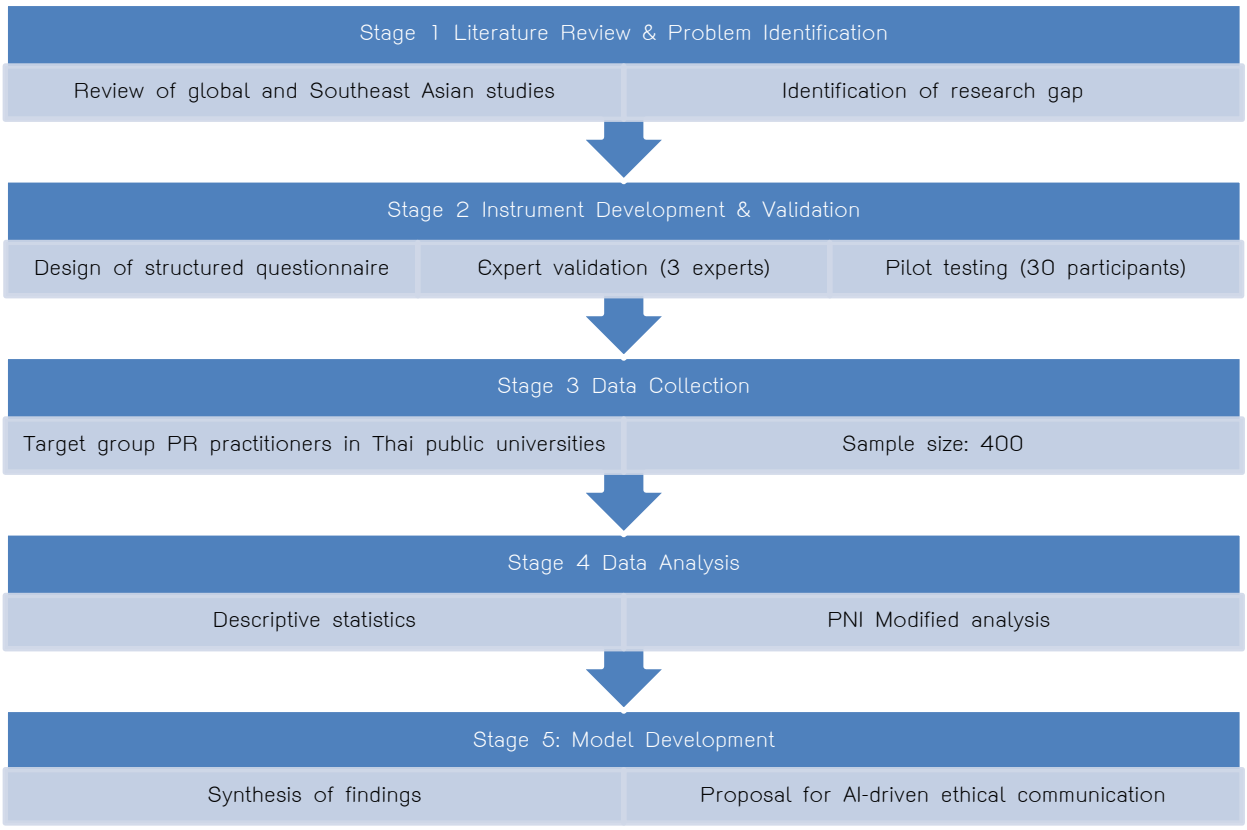


Figure 1 Research Framework

Data Analysis

In this study, the data analysis process was designed to provide both descriptive insight and prioritization of developmental needs regarding AI-enhanced communication tools in public relations. The analytic procedures are structured as follows

1. Descriptive Statistics

Quantitative data collected from the structured questionnaire were analyzed using mean, standard deviation, skewness, and kurtosis. These statistical measures provided a comprehensive view of respondents' perceptions, experiences, and current practices in relation to the use of AI, blogs, and chatbots in public relations activities. The descriptive analysis enabled the identification of central tendencies and variability in the data, as well as the detection of any anomalies or non-normal distributions that might affect the interpretation of results.

2. Modified Priority Needs Analysis (PNI)

To systematically assess the gap between current practice and ideal conditions, the Modified Priority Need Index (PNI Modified) was applied. The PNI Modified quantifies the relative need for improvement in specific areas of AI integration, supporting evidence-based recommendations for targeted intervention. The formula used for computation is

To identify priority areas for capacity development, the PNI Modified formula was applied

$$PNI\ Modified = \frac{I - D}{D}$$

Location:

I = Ideal State (anticipated degree of practice)

D = Present Condition (existing level of practice)

A higher PNI Modified score indicates a greater developmental need. For this study, items with PNI Modified values greater than 0.35 were interpreted as representing high-priority areas requiring immediate attention or capacity-building initiatives. This threshold aligns with practices in assessment research for organizational development (Thanin Silpcharu, 2010)

3. Ethical Considerations

Ethical compliance was a cornerstone of the study design. Participation was voluntary, with informed consent obtained from all respondents. Data were anonymized prior to analysis to safeguard participant privacy. The research protocol adhered to the ethical guidelines for human research of the hosting academic institution and was approved by its institutional review board.

4. Instrument Reliability and Validity

The questionnaire's reliability was verified through pilot testing with 30 public relations practitioners outside the main sample. The instrument demonstrated strong internal consistency (Cronbach's alpha=0.84>0.7), indicating high reliability. Content validity was confirmed using the Item-Objective Congruence (IOC) method, with three experts in AI communication, PR education, and the questionnaire items were reviewed by five expert specialists in AI communication, public relations education, and digital ethics to ensure alignment with the study's objectives and conceptual framework. All items achieved IOC 0.80>0.5, meeting accepted validity standards.

5. Ethical Considerations in Research

Ethical integrity was a foundational aspect of this study's design and implementation. All participants were provided with a detailed explanation of the research objectives, scope, and their rights as respondents prior to their participation. The principle of voluntary consent was strictly upheld, with participants given the option to withdraw at any stage without penalty. Data confidentiality and anonymity were guaranteed; individual responses were anonymized during data processing and reporting to ensure privacy protection. The research adhered to institutional ethical guidelines for human subject research in the social sciences and received approval from the university's ethics review board.

Findings

This study sought to investigate the existing practices, views, and developmental requirements concerning the application of Generative AI specifically blogs and chatbots in public relations (PR) activities inside Thai public higher education institutions. The findings are organized into four categories, encompassing both descriptive and needs-based analyses. The findings are interpreted in direct accordance with the research topic presented in the initial section: the ethical concerns, credibility issues, and competence deficiencies related to AI integration in professional public relations writing.

1. Attitudes and Readiness for AI-Driven Tools

The descriptive statistical analysis revealed a notably positive orientation among PR professionals regarding AI-enhanced communication tools. The overall mean score across readiness and attitude indicators was 4.324 (SD = 0.925), signaling a strong perception of suitability and preparedness to engage with these technologies in their professional contexts.

Table 1

Item	Mean	SD	Interpretation
Using evidence-based data to enhance content credibility	4.453	0.680	Highly suitable
Using blogs to generate PR content	4.450	0.986	Highly suitable
Using bots to adapt content to current trends	4.400	0.880	Highly suitable
Using bots for pre-publication content accuracy checks	4.328	0.928	Highly suitable
Overall Average	**4.324**	**0.925**	**Highly suitable**

These findings substantiate the hypothesis that ethical responsibility and credibility enhancement remain central concerns among PR practitioners when integrating AI into their workflows. The high endorsement of evidence-based data (M = 4.453) particularly emphasizes the recognition of factual accuracy as a cornerstone of ethical public communication.

2. Needs-Based Gaps in Blog Utilization

Despite favorable attitudes, substantial developmental gaps were observed in the actual deployment of blogs as a PR tool, particularly in applications requiring strategic content planning

and evidence integration. The PNI Modified analysis consistently high-priority needs across all examined items.

Table 2

Item	Actual Use (D)	Ideal Expectation (I)	PNI Modified	Priority Level
Using blogs to showcase case studies or results	3.103	4.748	0.530	Urgent
Linking blogs with social media	3.170	4.753	0.499	Urgent
Storytelling with evidence-based content	3.213	4.798	0.493	Urgent
Publishing high-quality content	3.293	4.808	0.460	Urgent
Creating credible content	3.280	4.745	0.447	Urgent
General use of blogs for PR writing	3.250	4.678	0.439	Urgent
Overall Average	**3.218**	**4.755**	**0.478**	**Urgent**

These gaps illustrate a clear disconnect between professional ideals and operational realities, particularly in evidence-based storytelling and strategic digital integration, echoing issues identified in the literature and conceptual framework.

3. Needs-Based Gaps in Bot Utilization

A parallel pattern of developmental need emerged concerning chatbot applications. While respondents expressed general positivity (M = 3.872), actual practice levels fell notably short of ideal standards, particularly in data-driven functions crucial to AI-supported PR.

Table 3

Item	Actual Use (D)	Ideal Expectation (I)	PNI Modified	Priority Level
Creating content tailored to target audiences	3.040	4.748	0.561	*Urgent*
Analyzing and refining PR content	3.153	4.740	0.504	*Urgent*
Analyzing data from PR campaigns	3.010	4.645	0.542	*Urgent*
Synthesizing data from multiple sources	3.088	4.645	0.504	*Urgent*

These findings highlight critical areas for capability development, notably in data interpretation, content personalization, and evidence synthesis—functions essential for upholding PR credibility in AI-assisted environments.

4. Comprehensive Analysis of Findings

In synthesis, the research produced a coherent and compelling picture of both promise and challenge in AI adoption among PR professionals in Thai higher education:

- Ethical integrity and credibility remain non-negotiable principles for practitioners, as evidenced by strong support for evidence-based approaches and editorial oversight mechanisms.
- Significant gaps exist between aspiration and practice, especially in domains requiring analytical reasoning, content integration, and AI-assisted data interpretation.

• The findings provide clear, evidence-based justification for structured educational initiatives and co-creation models to support responsible AI adoption in PR writing.

These conclusions affirm the study's relevance and practical utility, setting the stage for the proposed AI-driven ethical communication framework to guide capacity building in the sector.

Discussion and Implications

This study was designed to evaluate the preparedness, existing practices, and developmental requirements of public relations (PR) professionals in Thai higher education institutions regarding the integration of blogs and chatbots driven by Generative AI. The findings provide significant empirical insights that not only reaffirm prior scholarly work but also illuminate critical deficiencies in practice that could impede ethical and effective AI adoption. The discussion below draws clear linkages between the present results and preceding studies while highlighting the pedagogical, professional, and policy implications of these findings.

1. Analysis of Principal Discoveries

The consistently elevated mean scores for items related to evidence-based storytelling and ethical content verification (e.g., using evidence-based data to enhance content credibility, M = 4.453) reveal that PR professionals are highly cognizant of their ethical obligations when generating digital content. This outcome is entirely consistent with the work of Cusnir and Neagu (2024), who found that PR practitioners increasingly advocate for AI-assisted content creation only when it is accompanied by clear ethical safeguards and human oversight. Similarly, this finding resonates with Nies and Zhao (2025), who emphasized that ethical considerations and transparency must form the backbone of any AI-powered media relations strategy, given the risks of eroding public trust.

However, despite this ethical consciousness, the Priority Need Index (PNI Modified) analysis revealed profound gaps between current practice and optimal expectations, especially in functions that require analytical sophistication—such as data interpretation, strategic narrative construction, and evidence synthesis. The notably high PNI values for tasks like creating content tailored to target audiences using bots (PNI = 0.561) indicate that, while practitioners recognize the potential of AI tools, they lack the competence or confidence to fully leverage these technologies. This gap is aligned with Henke (2024) and Yang (2025), who both observed that insufficient AI literacy among communication professionals acts as a structural barrier to the responsible and effective use of AI in PR.

The findings also echo the concerns raised by Volarić et al. (2024) and Mao et al. (2024), who underscored that the absence of institutional support mechanisms—such as clear policies, infrastructural readiness, and continuous professional development—hampers AI's integration into organizational workflows. Furthermore, the discomfort in using bots for statistical content development parallels concerns documented by De Freitas et al. (2023) regarding the reliability and safety of AI-generated outputs in high-stakes communication contexts.

2. Pedagogical and Professional Implications

The results of this research carry significant implications that extend beyond academia, informing the future direction of professional development, institutional policy, and national educational frameworks for communication professionals.

1) Curriculum Development

There is a clear imperative for universities and professional training institutes to embed AI literacy in PR and communication curricula. Such courses should go beyond technical operation of AI tools to incorporate critical thinking, ethical reasoning, and evidence-based writing strategies, as advocated by Yang (2025). This aligns with the global trend toward preparing practitioners who can responsibly co-create with AI rather than passively rely on automation.

2) Professional Co-Creation Models

The study supports the design and implementation of co-creation models where AI serves as an assistive tool under human direction rather than as a substitute for professional judgment. As highlighted in Cusnir and Neagu (2024), this approach encourages the integration of editorial oversight, stakeholder consultation, and iterative refinement, which can safeguard content integrity while maximizing the efficiency gains of AI.

3) Organizational Capacity-Building

Institutions, particularly within Thai higher education, should establish targeted capacity-building initiatives. These programs should aim to elevate the data interpretation capabilities of PR practitioners, enhance AI ethics awareness, and reduce overreliance on AI-driven automation for tasks demanding human discernment. This recommendation aligns with the calls of Mao et al. (2024) for strategic infrastructure development to ensure AI adoption enhances rather than compromises organizational effectiveness.

4) Policy Development

The findings underscore the necessity for formal policy frameworks to regulate AI use in PR writing. Policies should address key areas such as authorship attribution, fact verification standards, and mechanisms for mitigating misinformation. This policy development is in direct concordance with recommendations from Nies and Zhao (2025), who argue that without clear guidelines, AI deployment in public communication risks undermining public confidence and institutional credibility.

3. Contributions to Knowledge

This study contributes to scholarly and professional discourse in several keyways

1) This study provides one of the first empirical investigations into the state of AI tool adoption in PR within the Thai higher education sector, a context that has been underexplored in prior literature. In doing so, it complements and extends the predominantly Western-focused analyses found in studies like those of Ahmed et al. (2024) and Henke (2024).

2) This study bridges the theory-practice divide by comparing practitioners' aspirational ideals with their real-world practices, thereby offering a nuanced, data-driven

understanding of developmental priorities that can inform curriculum design, training programs, and organizational strategies.

3) This study proposes a conceptual foundation for future work on AI-human co-creation models in PR, integrating technological affordances with ethical imperatives and editorial rigor. This builds upon frameworks suggested by Cusnir and Neagu (2024) while adapting them to the Southeast Asian cultural and organizational context.

Conclusion

This research set out to address a significant and timely gap in the evolving domain of public relations (PR) communication by investigating how PR professionals within Thai higher education institutions engage with AI-driven tools—specifically blogs and chatbots—and by identifying their developmental needs to enhance the ethical and strategic application of these technologies. The findings, grounded in both descriptive statistics and Modified Priority Need Index (PNI Modified) analysis, clearly reveal that while practitioners exhibit strong commitments to credibility, ethics, and evidence-based communication, their actual integration of AI technologies remains limited. This limitation stems largely from gaps in technical competencies, analytical capabilities, and institutional readiness.

The study's results reinforce existing literature, such as that by Cusnir and Neagu (2024) and Nies and Zhao (2025), by illustrating that AI's promise in public relations cannot be realized without systematic human oversight, ethical safeguards, and continuous professional development. It further underscores the importance of structured interventions that combine technical skill-building, ethical reflection, and frameworks for co-creation between human and AI agents to achieve communication that is both effective and responsible.

Importantly, this research contributes a conceptual foundation for the development of AI-driven ethical communication frameworks, designed to balance automation's efficiency with the irreplaceable value of human judgment, creativity, and integrity in public discourse. Such frameworks can guide educational institutions, PR agencies, and policymakers in fostering responsible AI adoption in strategic communication.

Recommendations for Future Research

To advance this study's contributions and address remaining gaps, future research should pursue the following directions

1) Test the co-creation framework in varied settings — Validate the proposed AI-human co-creation model in private-sector PR agencies, non-profits, and government units to assess cross-sector scalability.

2) Examine AI writing training impacts — Investigate how structured AI writing training influences PR professionals' confidence, competence, and ethical judgment, using experimental or

quasi-experimental methods.

3) Explore cross-cultural practices — Compare AI adoption and ethics in PR across Thailand and other Southeast Asian nations to enrich global perspectives.

4) Monitor long-term AI outcomes — Conduct longitudinal studies on AI's influence on organizational credibility, public trust, and brand reputation over time.

5) Study AI in crisis communication — Analyze AI's role in crisis PR, focusing on accuracy, empathy, and transparency in high-stakes contexts.

In summary this study opens a path for sustained inquiry into ethical, effective AI use in PR writing. Ongoing research will be vital to ensure AI serves human values, inclusivity, and the public good.

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