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AI for Crisis Communications: Framing a New Paradigm

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The modern media landscape is characterized by volatility, a large amount of content, proliferation of misinformation, increasing audience selectivity and polarization. These, along with economic, geopolitical problems, declining trust in both media and government institutions, complicate crisis communication. In these circumstances, traditional approaches and communication strategies no longer ensure the requisite level of effectiveness of crisis communications. Artificial intelligence (AI) provides the PR sector with new opportunities for crisis management.

New technologies are being integrated into specialists' work at every stage of crisis. During pre-crisis phase, AI is establishing closer contact with target audience through personalized content, automated newsletters and chatbots. This aimed at fostering loyalty and strengthening reputation. Disinformation is one of the key problems in the modern media landscape, which can lead to crisis situations as well. The solution is offered by the Blackbird platform.AI [7]. The AI model processes large amounts of unstructured data from different sources, helping to detect problems early on. Additionally, 61% of organizations use AI to reduce staff workload [4]. Some of the main tasks delegated to AI include generating new ideas (57%), creating texts for customer support (20%), using chatbots (11%) [4]. These functions are implemented in the daily crisis communication professionals' work, where the risks are not as high. At this stage training and retraining for employees in simulated, realistic situations are also available.

During a crisis, automation of several processes increases the effectiveness of communication. This is achieved by the promptness and speed of completing tasks, improved situational awareness. AI provides extensive analytical reports, continuously monitors media narratives, sorts news and comments, identifies emerging trends, alerts specialists to potential threats. It all combined enables organizations to gain a nuanced understanding of unfolding events and adjust the strategy if necessary. PR team focuses on making informed decisions and strategic execution.

After crisis communications have been completed, AI plays an important role in retrospective evaluation. It assesses the effectiveness of accomplished work based on predefined indicators and criteria. Systematic analysis helps organizations to refine their response framework and mitigate future risks.

Confident use of AI is considered to be an essential competency for PR specialists in the future [6]. According to a recent survey, 86% of PR agencies around the world contemplate AI as the foremost technology for the future of their businesses, while 96% anticipate it will significantly transform the industry [6]. Numerous foreign companies have already incorporated AI into crisis communication management [3, 6]. Routine tasks' automation allows specialists to redirect their focus toward more complex processes demanding critical thinking and strategic foresight.

Источники и литература

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