Utilising AI for Crafting Effective Marketing Communication Strategies

Svitlana Reshmidilova[1*], Kateryna Mykhaylyova[2], Anastasiia Savchuk[3], Viktoriia Stamat[4], Maryna Oslopova[5]

[1]Department of Marketing, Khmelnytskyi National University, Khmelnytskyi, Ukraine.
[2]Department of Sociology and Humanities, Kharkiv University of Humanities' "People's Ukrainian Academy", Kharkiv, Ukraine.
[3]Department of Journalism and Advertising, Faculty of Trade and Marketing, State University of Trade and Economics, Kyiv, Ukraine.
[4]Departmentof Management and Marketing, Faculty of Management, Mykolayiv National Agrarian University, Mykolayiv, Ukraine.
[5]Departmentof Management named after Professor L. Mykhailova, Sumy National Agrarian University, Sumy, Ukraine.
Email: rlsvetlana@ukr.net
[*]Corresponding Author

ABSTRACT

Modern businesses must adapt to changing market conditions and growing consumer demands, so it is a priority to study the possibilities of using artificial intelligence to form marketing communication strategies. Artificial intelligence offers innovative approaches to optimising marketing processes, personalising interaction with the target audience, and increasing the overall effectiveness of marketing campaigns. Therefore, using artificial intelligence allows companies to improve consumer communication through predictive data, ensuring a competitive advantage and high customer satisfaction.The study aims to determine the current advantages and barriers to using artificial intelligence in developing marketing communication strategies and analyse consumers' attitudes to the quality and feasibility of artificial intelligence technologies in their interactions with the company.The article uses several general scientific research methods, namely, analysis of literary sources, analysis of statistical data, and methods of systematisation and generalisation. It also contains a Sentiment Analysis conducted using the online tool TEXT2DATA based on the results of a survey of respondents (17 people) to determine the emotional tone on a scale from 1 to -1.The study found that respondents' overall emotional tone was positive (Test 1 = 0.99; Test 2 = 1.0) with a high emotional intensity (Test 1 = 14.22; Test 2 = 12.16), indicating their positive perception of new technologies. However, there were also negative emphases related to ensuring the confidentiality of consumers' data (-0.21) and the appropriateness of using artificial intelligence in direct interaction with consumers (-0.16).The development of marketing communication strategies using artificial intelligence allows personalising interaction, increasing conversion, automating routine operations, and generating predictive data on consumer behaviour. Despite possible inaccuracies in historical data, ethical and security issues, and other challenges, companies that use artificial intelligence to develop marketing communication strategies ensure long-term competitiveness and efficiency in customer interaction.
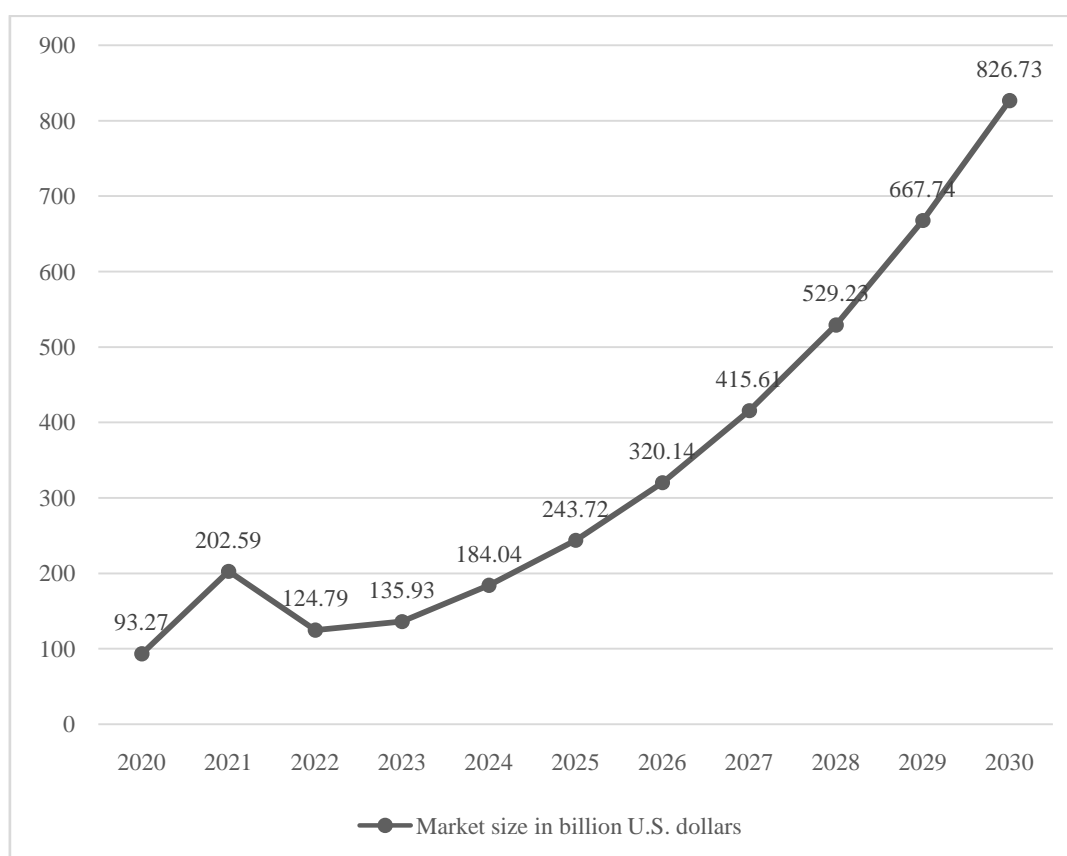
Keywords: artificial intelligence technologies, communication, communication strategies, communication management.

1. INTRODUCTION

In today's environment, characterised by the spread of globalisation and the intensity of digital transformation, communication plays a crucial role in establishing the fundamental principles of society's existence [1]. In addition, the communication activities of social actors are now beginning to become global, which leads to an expansion of the scientific discussion on practical solutions to the problems of social interaction in society and the information and communication process of modern organisations[2]. From the point of view of the business environment development, the need for communication management is mainly due to the level of competition and the importance of finding effective communication channels with both existing and potential consumers. In this context, well-organised

marketing communication strategies allow companies to attract the attention of a specific target audience and maintain their loyalty and brand commitment in the long run [3].

However, the current stage of development of marketing communications requires that enterprises' marketing strategy be oriented towards the use of artificial intelligence (AI). That is, companies with sufficient resources and experience to apply AI to customer segmentation, audience measurement, content personalisation, and marketing campaign optimisation will be able to capture a much larger market share by strengthening contacts with the target audience and expanding it. In addition, the increasing availability of large data sets has necessitated using artificial intelligence to obtain the necessary consumer data and turn it into strategic actions [4]. The significance of AI broadly is driven by rapid growth and high expectations for expanding the global artificial intelligence market (Figure 1). Specifically, in 2024, the AI market reached USD 184 billion (a 35.5% increase compared to the previous year), marking a turning point for the further development of the industry. By 2030, the global AI market volume is expected to increase by 307.6%, and its impact on the global economy will contribute to the development of critical economic sectors in most developed countries, the formation of new markets, increased business efficiency, and more. Additionally, it will trigger the activation of transformational processes within the digitalisation of the economy and society.

Figure 1. Global Artificial Intelligence (AI) Market in 2020–2030

Source: compiled by the author based on Thormundsson[5]

Given the relevance of the latest AI-based technologies, it is essential to explore the critical aspects of algorithm development and AI application capabilities for the business sector, particularly in developing communication strategies and marketing plans. This is currently achieved through the automation of complex tasks, enhancing analytics based on large volumes of data, increasing decision-making accuracy, optimising resource use, supporting strategic decision-making based on forecasting, and improving user interaction through personalisation and automation of service processes [6,7].

This article aims to study the possibilities of using artificial intelligence technologies to develop marketing communication strategies. It seeks to identify artificial intelligence's advantages in improving customer communications and the disadvantages accompanying its integration into the marketing strategy. The study includes an analysis of modern companies' consumers' attitudes and main prejudices towards using AI in communication with the company.

2. LITERATURE REVIEW

Due to the growing role of artificial intelligence (AI) in marketing communications, Senyapar[8] notes that the way companies interact with their audiences and personalise their marketing efforts has undergone significant changes and has triggered new benefits and opportunities for more effective consumer engagement and efficient interaction with the target audience. The potential of artificial intelligence for its effective integration into modern marketing strategies is the subject of research by many modern scholars; in particular, Strunhar[9] argues that due to its ability to analyse large amounts of data, AI allows not only to optimise marketing campaigns but also to ensure the duration and sustainability of competitive advantages in global and local markets. In addition, a personalised approach, also provided by AI, allows to increase the level of satisfaction and loyalty of the target audience and direct consumers, as well as to achieve higher conversion rates and company performance in general [9–13].

AI-based communication process modelling allows companies to view needs, desires, beliefs, and attitudes comprehensively [14] and improve productivity, decision-making, and new product development [15]. Among the tools used in the development of marketing communication strategies using AI are AI Optimisation, Predictive Analytics [8], Machine Learning Algorithms [16], Natural Language Processing [9], automated systems [17], and AI Recommendation Systems [18]. However, when creating such a strategy, it is necessary to take into account the general issues of AI application, namely ethics and privacy issues [19], algorithmic bias, data interpretation [1, 2], etc.

3. METHODS

The following general scientific methods were used in the study: literature analysis was employed to identify the main advantages and problems arising in the process of developing marketing communication strategies using artificial intelligence; statistical data analysis was utilised to analysethe volume of the global artificial intelligence market and determine its growth trends; the systematisation method was used to identify the main stages of the process of developing a marketing communication strategy using artificial intelligence.

To identify the nature of consumer attitudes towards the use of artificial intelligence in the marketing communication strategies of modern companies, a survey was conducted among 17 people collected by random sampling. The detailed answers obtained in the survey were used to conduct Sentiment analysis using the online tool TEXT2DATA. The analysis results include numerical data ranging from -1 to 1 based on textual content. In addition, expert assessments were performed to obtain data on the respondents' attitudes to the interaction of modern companies with consumers using artificial intelligence.

4. RESULTS

The marketing communication strategy is a strategic marketing guideline that directs information and communication impact on the target audience, primarily involving integrated communication tools. In the context of increasing informatisation and growing consumer needs, the development of such strategies, their implementation, improvement and evaluation of effectiveness is a necessity for achieving the corporate, business, strategic and marketing goals of the enterprise [20]; the marketing strategy also determines the main areas of activity of enterprises in the market to study the stability and volume of demand [21]. The main stages of developing a marketing communication strategy include market analysis and defining the strategy's goals, research and formation of the target audience, analysis and evaluation of the necessary resources, analysis of the results and evaluation of the effectiveness of the marketing communication strategy. However, if artificial intelligence tools are used, it is also necessary to determine the feasibility of their application in the relevant areas of the overall communication strategy. The developed version of the stages of implementation of the marketing communication strategy is shown in Figure 2.
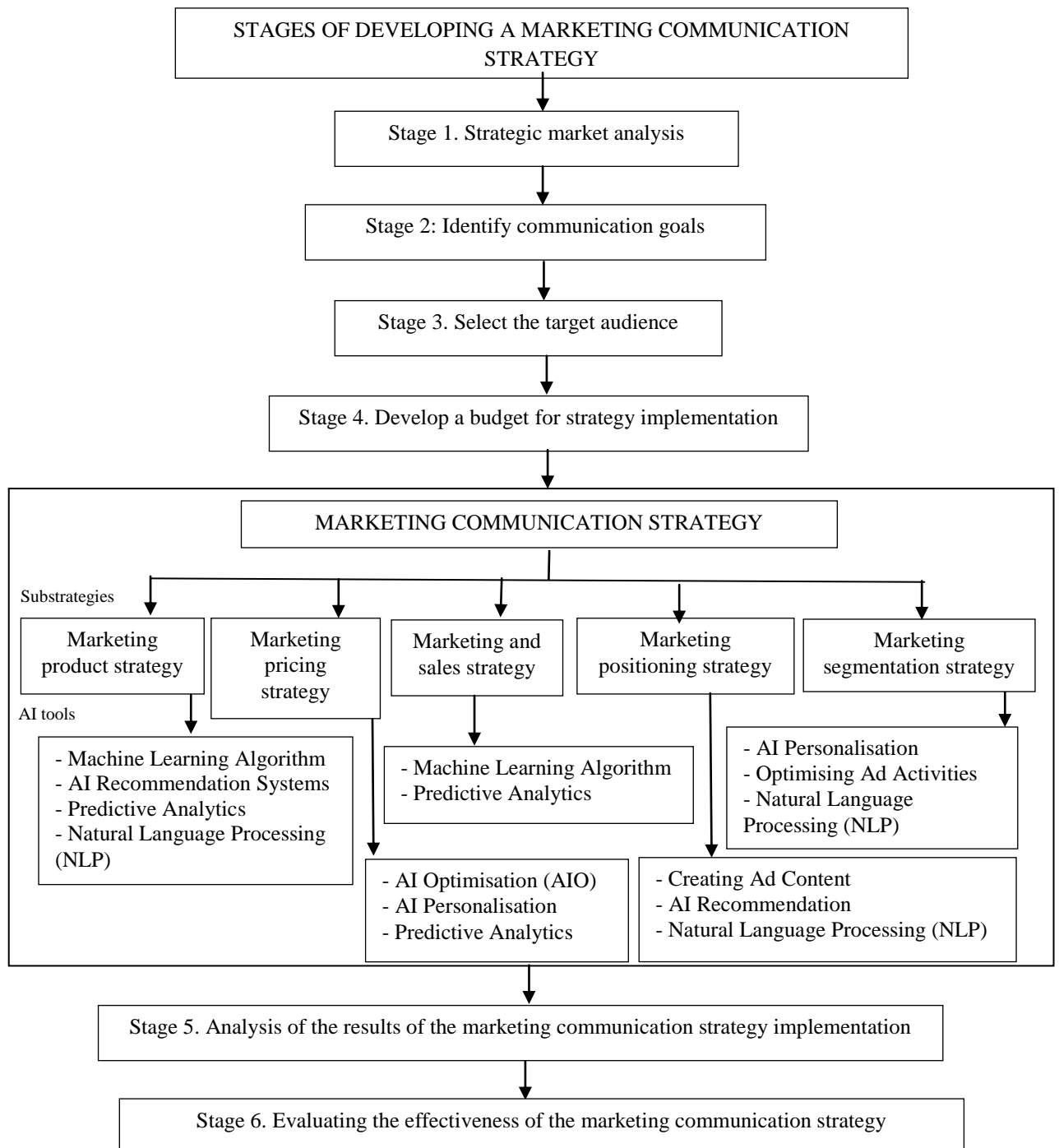
Figure 2. Developing a Marketing Communication Strategy Using Artificial Intelligence
Source: compiled by the author based on [8, 11, 20]

Based on the analysis of the current literature, it has been determined that the most common artificial intelligence tools in the process of developing marketing communication strategies are AI Optimisation to maximise the effectiveness of advertising campaigns by optimising the budget; Predictive Analytics to predict consumer behaviour; Machine Learning Algorithm to automate data analysis; NLP to help automatically process customer feedback; automated systems to simplify routine tasks; and AI Recommendation Systems to generate personalised recommendations.

Case analysis
Meta. Since 2023, Meta has been actively integrating AI-generated ads for Facebook as part of its AI Sandbox for advertisers. This includes text creation, image generation, and image selection according to different proportions, allowing Meta to attract more advertisers by generating targeted ads.

Nike. Earlier in 2018, Nike created the Nike Fit app based on predictive analytics, combining augmented reality (AR) and artificial intelligence, which allows you to receive recommendations for choosing shoes based on a customer's foot scan. In addition, the company worked with Serena Williams to develop the "Never Done Evolving" ad campaign using artificial intelligence to generate a match between the younger tennis player based on historical data, including her first Grand Slam in 1999 and her more recent version from the 2017 Australian Open. This video advert attracted more than 1.69 million viewers on YouTube.

ClickUp. In turn, ClickUp uses SurferSEO, an AI-generative tool that combines high-quality search engine optimisation suggestions from search engines, to improve customer engagement through content. As a result, the company published over 150 articles in a year and increased organic traffic by 85%, mainly by optimising content with artificial intelligence.

The Thinking Traveller. The Thinking Traveller, a villa rental company, has been using web optimisation tools, including AI-powered chatbots, to improve the customer communication process for the past five years. The systematic implementation of AI in the marketing communication strategy resulted in a 33% increase in online bookings.

Netflix. Netflix has incorporated AI and machine learning algorithms into most aspects of its marketing activities, but the most successful way of communicating with its website's audience is to integrate these technologies into the process of generating personalised recommendations and use aesthetic visual analysis (AVA) to select content that will attract the attention of each viewer.

Sentiment analysis

To identify the target audience's attitude to the use of AI tools in the marketing communication strategies of modern companies, 17 people were interviewed by random sampling. To obtain the necessary data, three questions were asked, to which detailed answers were required:

– How do you feel about using artificial intelligence to improve the company's products and services?

– How will using artificial intelligence in companies' marketing affect customer communication?

– Please rate yourattitude to artificial intelligence from 0 to 10 points regarding how modern companies interact with consumers.

The responses, presented in Appendix A, were recorded for Sentiment analysis using the online AI-based tool TEXT2DATA [22]. This tool uses general models trained on real users' comments and product and service reviews to detect the degree of emotionality and overall emotional tone (from -1 to 1) based on textual content. The results of the Sentiment analysis are shown in Table 1.

Table 1. Sentiment Analysis of Consumer Attitudes to Artificial Intelligence in the Communication Process

Attitudes towards AI to improve company products and services		Attitudes towards AI to improve customer communication		Attitudes towards the interaction of modern companies with consumers using AI
Magnitude	Sentiment Score	Magnitude	Sentiment Score	Percentage score
0,71	-0,561	0,78	-0,46	0,51
0,41	0,146	0,88	0,524	0,89
0,64	-0,537	0,78	-0,521	0,64
0,66	-0,54	0,74	-0,54	0,73
0,95	-0,613	0,79	-0,569	0,82
0,01	0,247	0,72	0,438	0,77
0,8	-0,555	0,64	-0,537	0,48
0,7	-0,544	0,69	-0,494	0,65
0,79	0,584	0,76	-0,464	0,86
0,76	-0,516	0,55	0,113	0,33
0,78	-0,432	0,71	0,44	0,59
0,77	-0,537	0,73	-0,443	0,74
0,64	-0,528	0,37	0,157	0,95
0,71	0,556	0,43	0,141	0,81
0,81	0,622	0,78	-0,521	0,73

0,37	0,158	0,67	0,488	0,91
0,63	-0,539	0,78	-0,521	0,45
0,655294118	**-0,21111765**	**0,694117647**	**-0,16288235**	**0,697647059**

Source: compiled by the author

The first test showed that the respondents' sentiment was generally positive (0.99), and the intensity of emotions (14.22) indicated high involvement of the respondents and, in some cases, personal experience and feelings. The results of calculating the average value of the Sentiment Analysis data indicate a large amount of sentiment (0.65) and the group's concern (-0.21), particularly regarding the quality and level of privacy of consumers' data. The second test indicates positive responses (1.0) with high emotional intensity (12.16). The average Sentiment Score (-0.16) demonstrates respondents' scepticism about some of the possibilities of using artificial intelligence in communication. However, the scores are not necessarily harmful, given their openness to technological innovation. In turn, assessing respondents' attitudes to the interaction of modern companies with consumers using AI indicates doubts and prejudices about the feasibility of their constant use. Nevertheless, it retains a tendency towards a positive perception of new technologies.

5. DISCUSSION

Today, the spread of globalisation processes and the development of new technologies necessitate the search for new ways of business development. In the process of competition in the modern market of goods and services, it becomes necessary to improve the information and communication process and search for effective communication channels with consumers [2, 3]. In this context, a large number of scholars note the relevance of the use of artificial intelligence given its capabilities in the development of marketing communication strategies, in particular, the ability to analyse large amounts of data [9], increase conversion rates [10, 12] and optimise resource use [7].

However, given the current challenges in the development of communication systems, including algorithmic bias and inaccurate historical data, as well as stereotypes and cultural and linguistic differences in the perception of AI-generated content by consumers [2], it is essential to focus on the development of ethical AI systems that respect consumer privacy and avoid inherent biases [19]. Also, according to a Gartner study, 71% of marketing directors believe that the main barrier to the widespread use of AI is the high cost of its implementation [23]. However, the study conducted in this article also revealed the need to improve data security and confidentiality, given the level of concern among respondents (-0.21) about the further use of customers' personal information, as well as the need to introduce AI into the company's communication processes (-0.16). Previous studies on using artificial intelligence in marketing have generally relied more on analysing audience perception of content. According to a study by Nexcess, 57.3% of respondents found AI to be used in textual content.

In comparison, the image percentage was lower (53.36%), but this was due to the difference in language and construction of the generated text [24]. Instead, the study by Nesterenko and Olefirenko[25] aims to determine the effectiveness of AI-generated advertising, which involved evaluating Lexus brand ads. The results of this study showed that the evaluation of AI-generated ads was higher, as participants in the control group most often paid attention to the plot and dynamism of the video, and, therefore, the use of artificial intelligence in advertising campaigns can be considered successful in terms of the reaction of future consumers.

6. CONCLUSION

Artificial intelligence in the context of developing marketing communication strategies is marked by the possibility of using a personalised approach to increase the satisfaction and loyalty of the target audience, achieve higher conversion rates and automate routine marketing operations. Despite the existing challenges in developing a marketing communication strategy using AI, entrepreneurs can increase the effectiveness of marketing advertising campaigns, optimise budgets, obtain predictive data on consumer behaviour, automate workflows and personalise the content offered. The world's leading companies have been enjoying the benefits of AI for a long time, and the case studies studied have shown that AI is particularly popular in developing and promoting content and the generation of personalised recommendations for consumers. The target audience's attitude to the use of AI tools in the marketing communication strategies of modern companies is currently ambiguous, as the technology is not widespread. However, the Sentiment analysis shows that respondents are primarily favourable. Most respondents expressed concern about the quality and confidentiality of consumers' data (-0.21) and a bias against the need to replace interpersonal communication with artificial intelligence (-0.16). The main limitation of this study is the relatively small number of respondents, which may affect the objectivity and

representativeness of the Sentiment analysis results. Further research may be aimed at identifying the feasibility and limitations of AI in developing marketing communication strategies from the perspective of various business areas. Thus, understanding the effectiveness of artificial intelligence for enterprises of different sizes and markets will allow for the development of recommendations for its integration into the marketing communication system.

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Appendix A. Survey results

1. How do you feel about using AI to improve your company's products and services? - I believe that AI cannot replace humans. When I tried to create text for my Instagram in Chatgpt, I realised how strained the language and mechanical presentation style was. - I know a lot about AI. Content needs to be filtered, and personalisation, optimisation, and automation of usual processes will reduce companies' costs and speed up service. - I do not want people to lose their jobs because companies abuse AI, and my profession may also suffer. - Negative. I do not trust companies that use AI. - I feel that personalisation on websites and social networks creates certain frameworks and controls my choices. Therefore, companies should not be too assertive. - Neutral: I often do not understand what AI is and what is created by man. - If it improves some processes, I do not mind; the main thing is not to completely replace a person. - I am noticing an increasing trend of data leaks and cyber-attacks. I am not sure if it is the result of AI, but companies need to be careful. - New technologies are the driver of progress! The key is always to understand the benefits and possible risks. - I am concerned about the security of personal data, so I cannot always trust such companies. - I am a copywriter and use AI, but it can be no more than an advisor; I do everything myself, and sometimes I ask for some common knowledge to avoid Googling. - I do not often encounter AI, except in social media and home theatres, where it looks appropriate and often helps. I cannot judge other areas. - In fact, the origin of the product or its content does not matter to me; I only care about the quality. - I saw labels created by AI; they were pretty creative, although I consider a person irreplaceable. - I trust companies regardless and believe that they can use technology in their work processes. - There are concerns about the potential for many people to be pushed out of work. - I do not understand the hype around technology. People have not become happier. 2. How do you think using AI in marketing will affect companies' customer communication? - Chatbots or bots can solve common customer questions on the phone, but I often need to talk to a real person to solve a problem or learn helpful information. - Those companies that apply AI often perform best in marketing and finance. - I do not like talking to bots, but in terms of targeting, I find AI useful. - To be honest, recommendations annoy me; they often do not correspond to reality. - I use the services of companies that have quality products and use AI, but it is challenging to find contact with brands that I have not yet met. - If I like the content and the targeting is not too intrusive, I do not care about using AI.

- I have doubts about the ethics of AI, but for now, I trust some companies.
- Sometimes, I doubt sharing my data, but I trust several companies on the market.
- Many technologies improve our lives but also create new challenges, so AI should not replace traditional communication but complement it.
- In general, I prefer physical stores and do not mind advertising.
- Yes, it will help companies improve, but they need to pay special attention to AI algorithms' privacy, security and quality.
- Yes, it can be helpful for marketing, but not all aspects of communication should be accompanied by AI intervention.
- It would be interesting to learn more about it. What I have seen looks useful.
- This is happening worldwide, but technological progress must be regulated.
- This is a difficult question. You have to consider ethics and transparency and train AI algorithms according to specific rules.
- Direct communication with people appeals to me more, but AI can improve the targeting of companies and offer beneficial things.
- I cannot perceive the machine as my equal; I do not see AI as an expert. It is almost like Google; it only gives out what it was programmed to do.