The 32nd International Public Relations Research Symposium

BledCom 2025 | June 27 - June 28, 2025

Artificial Intelligence (AI) and Public Relations: Boon or Curse?



The 32nd International Public Relations Research Symposium

BledCom 2025 | June 27 - June 28, 2025 | Artificial Intelligence (AI) and Public Relations: Boon or Curse?

Is Blockchain the Solution to AI Deepfakes in PR? A Provisional Outlook

Valerio Fabbri | valerio@fabbriko.com | FabbriKo | Ljubljana, Slovenia

June 27th, 2025



Setting the Stage – Artificial Intelligence 1/2

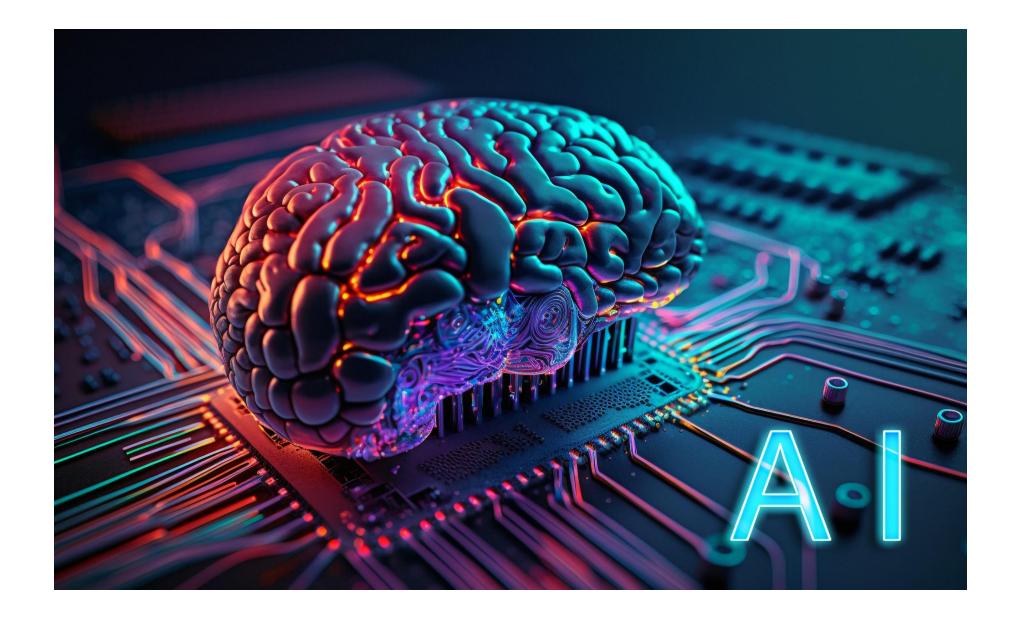
- Al includes a diverse range of technologies that can be defined as 'self-learning, adaptive systems.'
- It can be categorized based on technologies, **purposes** (like facial or image recognition), **functions** (such as language understanding and problem-solving), or **types of agents** (including robots and self-driving cars).
- https://www.un.org/en/global-issues/artificial-intelligence



Setting the Stage – Artificial Intelligence 2/2

- In other words, AI can help us **analyze large sets of data** and **information in record time**, identifying trends, correlations and anomalies. It also plays a crucial role in **personalizing content**.
- However, this is **transformative** for our profession as for the first time a technology advancement impacts directly content CREATION, rather than improve content DISTRIBUTION.







Setting the Stage – Blockchain 1/2

• A blockchain is a type of *distributed* database or ledger, which means the power to update a blockchain is distributed between the nodes, or participants, of a public or private computer network.

• It allows data to be stored across a network of computers in a secure, transparent, and **immutable** way.



Setting the Stage – Blockchain 2/2

- Imagine a shared notebook that everyone in a group can read and write in — but no one can erase past entries. That's blockchain in action.
- Virtual stores of information (or blocks) that are stored in a public database (or chain). Its decentralized nature makes it ideal for establishing trust in digital environments.
- However, it only tells us that much.







Setting the Stage – Deepfakes 1/2

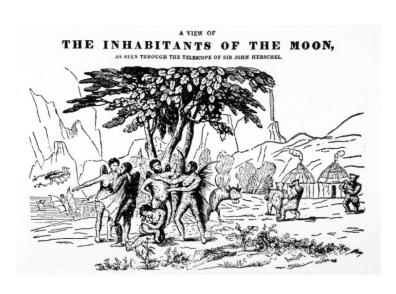
- An accelerating shift towards consumption via social media and video platforms is further diminishing the influence of 'institutional journalism' and supercharging a fragmented alternative media environment containing an array of podcasters, YouTubers, and TikTokers.
- https://reutersinstitute.politics.ox.ac.uk/digital-newsreport/2025/dnr-executive-summary

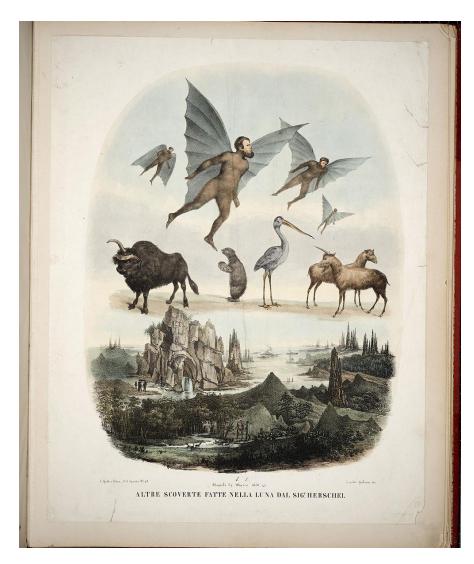


Setting the Stage – Deepfakes 2/2

- These trends are increasingly pronounced in the United States under Donald Trump, as well as parts of Asia, Latin America, and Eastern Europe, but are **moving more slowly elsewhere**, especially where news brands maintain a strong connection with audiences.
- However, The Great Moon Hoax was Sci-Fi passed off as news. This is considered the origin of modern "fake news", when on August 25, 1835, the New York Sun began running a satiric story about life on the Moon. The problem? People believed it.
- https://www.britannica.com/story/the-great-moon-hoax-of-1835-was-sci-fi-passed-off-as-news

BledCom





GREAT

ASTRONOMICAL DISCOVERIES

LATELY MADE

BY SIR JOHN HERSCHEL, L.L., D.F.R.S., &c.,

AT TH

CAPE OF GOOD HOPE.

FIRST PUBLISHED IN THE NEW YORK SUN IN AUGUST AND SEPTEMBER, 1835, FROM THE SUPPLEMENT TO THE EDINBURGH JOURNAL OF SCIENCE

In this unusual addition to our Journal, we have the happiness of making known to the British public, and thence to the whole civilized world, recent discoveries in Astronomy which will build an imperishable monument to the age in which we live, and confer upon the present generation of the human race a proud distinction through all future time. It has been poetically said, that the stars of heaven are the hereditary regalia of man, as the intellectual sovereign of the animal creation. He may now fold the Zodiack around him with a loftier consciousness of his mental supremacy.

It is impossible to contemplate any great Astronomical discovery without feelings closely allied to a sensation of awe, and nearly akin to those with which a departed spirit may be supposed to discover the realities of a future state. Bound by the irrevocable laws of nature to the globe on which we live, creatures "close shut up in infinite expanse," it seems like acquiring a fearful supernatural power when any remote mysterious works of the Creator yield tribute to our curiosity. It seems



So, the Answer to the Question Is? 1/3

- While there are common challenges around the pace of change and the disruptive role of AI, other details are playing out differently depending on the size of the market, longstanding habits and culture.
- Moreover, the world's leading artificial intelligence groups are struggling to force AI models to accurately show how they operate, an issue experts have said will be crucial to keeping the powerful systems in check.



So, the Answer to the Question Is? 2/3

- With growing numbers of people selectively and in some cases consistently – avoiding the traditional PR channels, there definitely are benefits of using new generative AI technologies to personalize content and make it feel more engaging for younger people.
- In a world increasingly populated by synthetic content and misinformation, all generations still prize trusted (news) brands with a track record for accuracy, even if they don't use them as often as they once did.



So, the Answer to the Question Is? 3/3

- Communication and journalism do not exist outside of time and history. Saint Augustine reminds of this when he said, 'Let us live well, and the times will be good. We are the times'.
 (Pope Leo XIV meeting media professionals)
- https://www.vaticannews.va/en/pope/news/2025-05/pope-leo-xiv-media-professionals-audience-conclave.html







Conclusion – 1/2

- The results suggest that while AI holds immense potential to improve PR practices, it also introduces new challenges, such as the heightened need for data security and privacy.
- This requires responsibility and discernment in order to ensure that it can be used for the good of all, so that it can benefit all of humanity. The Venice Pledge is a great start: https://www.globalalliancepr.org/guiding-principles-for-ethical-and-responsible-artificial-intelligence



Conclusion – 2/2

- More generally, however, audiences remain skeptical about the use of AI alone and are more comfortable with use cases where humans remain in the loop.
- "Communication is not only the transmission of information, but it is also the creation of a culture, of human and digital environments that become spaces for dialogue and discussion." (Pope Leo XIV).
- "We believe Trust is the ultimate currency", as per Edelman Trust Barometer https://www.edelman.com/trust





"In God we trust.
All others must bring data."

- Dr. W. Edwards Deming



Thank you

for your attention!