New Institute for Public Relations Research Examines How Leaders Are Using Generative AI As a Tool, Weighing the Benefits and Risks

GAINESVILLE, FLA — Communication and technology leaders are enthusiastic about the potential of generative artificial intelligence (GenAI) in their organizations as they see the technology as a tool rather than a strategy, according to new research from the Institute for Public Relations (IPR). The report, *"Generative AI in Organizations: Insights and Strategies from Communication Leaders,"* features interviews with 30 communication and AI leaders in the U.S. and Asia conducted from November 2023 to January 2024 to find out how they are integrating generative AI technologies such as ChatGPT, Microsoft Copilot, DALL-E, and MidJourney into their organizational strategies.

The IPR research report investigates the various types of GenAI ownership and management within organizations, addresses opportunities and concerns, and assesses GenAI's impact on business efficiency, workforce dynamics, and societal implications. Leaders also offered some of their favorite tips, tricks, prompts, and go-to sources for learning more about GenAI.

"We wanted to drill down into understanding the perceptions and uses of generative AI in organizations and explore how communicators are navigating the landscape and addressing concerns both externally and internally," said Dr. Tina McCorkindale, president and CEO of IPR and the author of this report.

Some key findings include:

• **Comfort with GenAI:** Most communication leaders embrace GenAI, but emphasize continuous learning and proper implementation with safeguards.

• **Concerns and Risks:** Despite the enthusiasm for GenAI, there are significant concerns about security, content validation, misinformation, data security, and copyright issues. A strong emphasis is placed on ethical AI usage, particularly in maintaining transparency and compliance with industry regulations, especially in sensitive sectors.

• **Ownership and Governance:** The study highlights a lack of consensus on GenAI ownership within organizations, with varied approaches from centralized to department-specific responsibilities.

• **GenAI Guidelines and Ethical Frameworks:** Organizations are actively developing or have implemented internal policies and guidelines for using AI. Some are delaying full AI implementation until further experimentation and testing are completed.

• **GenAI's Role in Communication:** The report underscores the positive impact of GenAI in enhancing creativity, content creation, and workflow efficiency within communication functions. Leaders view GenAI as a tool rather than a strategy.

This IPR research, sponsored by Experian, is one of the first in-depth reports that investigates the use and impact of AI through interviews.

"This is just the beginning of our journey into understanding and using generative AI," said McCorkindale.

"Through the IPR Digital Media Research Center, IPR will continue to be at the forefront of this conversation, including looking at the broader societal and ethical implications of AI."

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