

Abstract

This chapter explores the connections between artificial intelligence (AI) and the ethical dimensions of influencer communication on social media. The ethical aspects are evaluated according to the criteria outlined in the Professional Code of Ethics of the Public Relations Society of America (PRSA). The study reviews the multiple aspects of influencer communication, including emerging challenges and legal implications resulting from the continued development of AI in social media. Furthermore, a dataset was collected from the social media platform Reddit, and a case study analysis was performed using the NodeXL software. This empirical investigation aims to investigate social media users' perspectives on specific ethical concerns associated with integrating artificial intelligence (AI). The findings presented in this chapter provide scholars with an advanced understanding of AI capabilities, offer industry professionals valuable guidance for ethical decision-making, and offer lawmakers guidance for developing regulatory frameworks.