

The Cision logo is positioned in the top left corner. It features the word "CISION" in a bold, white, sans-serif font. The letter "I" is replaced by a vertical bar with a white-to-orange gradient. A registered trademark symbol (®) is located at the top right of the word. The background of the entire page is a blue-tinted, high-angle photograph of a city skyline with numerous skyscrapers.

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2023 AI Media Landscape Report

Introduction

In today's overly complex media landscape, PR and communications professionals have a profound challenge of both navigating all the noise to identify the most relevant conversations and deriving key insights from those conversations to inform future decisions.

We created this report to shed light on some of the conversation surrounding one of today's most talked-about topics: Artificial Intelligence (AI). Through our research (where we focused on the time period of July 1, 2022 through July 31, 2023), we sought to understand: how traditional media outlets are covering the topic of AI; how social media users are thinking about discussing AI; and what both reveal around public perception of AI and the brands associated with it.

For PR and corporate communications teams in particular, this report will help:

- Identify key influencers and opinion leaders in the AI space, indicating which individuals and outlets PR and comms teams can target and engage with for help amplifying their AI messages.
- Gain insight into the types of AI-related topics and stories that are resonating with the public, which can then inform content creation strategies that align with current interests and concerns.
- Better understand the concerns and interests of key audiences. This information can guide messaging and communications strategies that focus on their brands' AI initiatives.



Scope of Study

AI media landscape from July 1, 2022 to July 31, 2023

Universe

The report is based on automated analysis of online news, blogs, and social media post mentioning artificial intelligence (AI) within the context of real-world situations. Organizations, figures, and topics highlighted in the analysis are not mutually exclusive.

Markets

Global, English language content

Media

All Next Generation Cision Communications Cloud monitoring online news, broadcast, blogs and press releases. Brandwatch Consumer Research monitors social media platforms Twitter and Facebook.



AI Executive Summary

Art and labor were prominent topics and sentiment drivers

Traditional Media

Within traditional news media, AI earned over 390K mentions from July 1, 2022 to July 31, 2023. Discourse around the impact of AI on the state of labor and creative industries led traditional media conversations and each earned roughly 1/4th of the total conversation by volume, followed by privacy conversations. Traditional media topics were more focused on privacy and ethics when compared to social media conversations.

Social Media

On social media, AI earned over 66M posts from July 2022. The impact of AI on creative works and the art community was by far the most visible and mentioned topic within social media, with discussions on labor and politics following in prominence. Negative posts, particularly on Twitter, gained more visibility than positive ones particularly on crime, art, and labor.

PR & Industry News

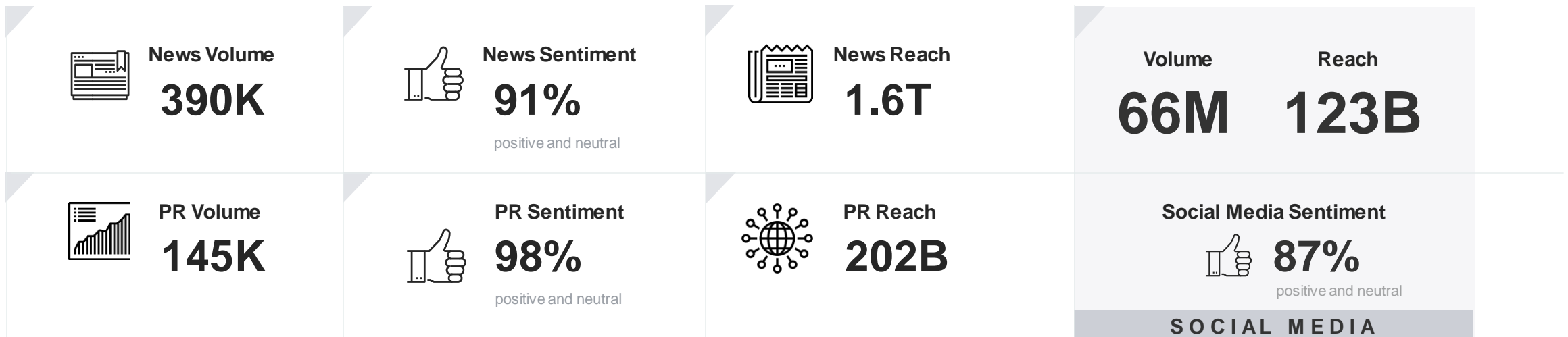
Public relations (PR) media accounted for 32% of the total AI conversation by volume. AI industry mentions were led by the information technology sector, which owned 39% of the top 15 company mentions by volume, followed by social media (26%) and electronics (19%). Twitter, Google, Microsoft, Meta, and IBM earned the most mentions by volume, while OpenAI earned the highest percentage of news media vs. PR media.

Artificial Intelligence Landscape

AI earned 66m social media mentions and 390k news mentions

The artificial intelligence conversation from July 1, 2022 to July 31, 2023 earned 390K traditional news articles and 145K mentions within public relations media, totaling over 535K mentions. Traditional news media sentiment, which includes online news and news blogs, earned a favorable sentiment rating of 91% when combining positive and neutral coverage, which was 7p.p. lower than PR coverage sentiment.

The AI conversation on social media constituted 66M mentions, earning 123B in potential audience reach. Social media's 87% favorability rating was largely driven by news outlets on Twitter and Facebook, while regular users generated the most negativity.



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TRADITIONAL MEDIA

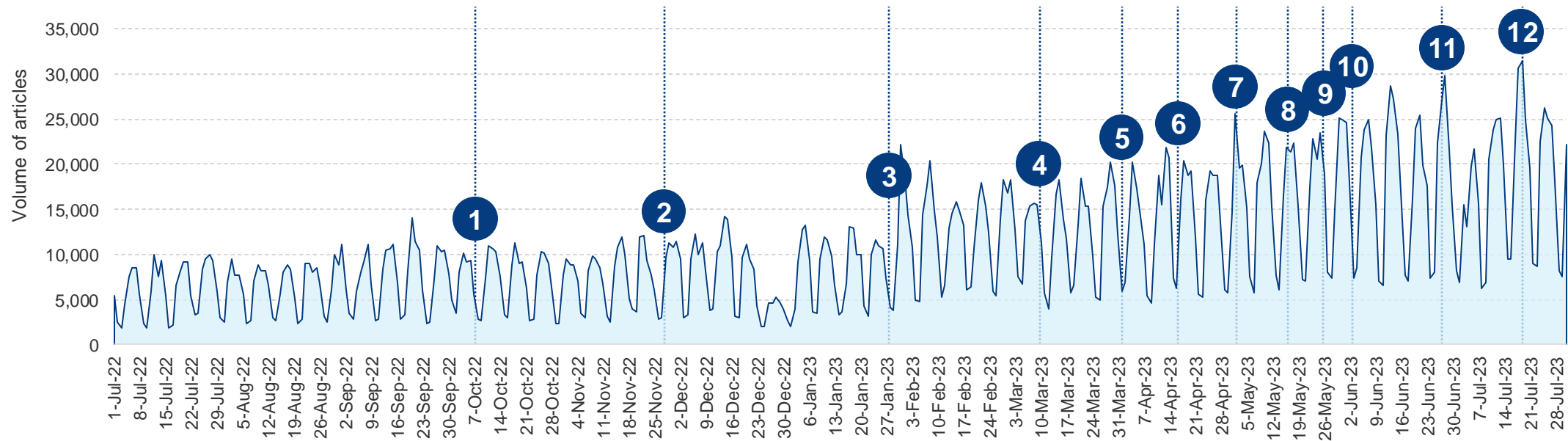
AI Traditional Media Trend Over Time

Notable AI figures Sam Altman and Geoffrey Hinton drove major visibility spikes as media focused on expert opinion

1. **Oct. 8:** White House proposes “AI Bill of Rights”
2. **Nov. 30:** OpenAI releases ChatGPT to the public
3. **Feb. 2:** Q4 business analysis elevates AI conversation
4. **Mar. 14:** GPT-4 released
5. **Mar. 28:** Open letter “Pause Giant AI Experiments” released

6. **Apr. 17:** Elon Musk posts about ‘TruthGPT’ concept
7. **May 1:** Geoffrey Hinton quits Google
8. **May 17:** Sam Altman congressional testimony
9. **May 22:** “Governance of Superintelligence” released by OpenAI

10. **May 30:** Open letter “Statement on AI Risk” released
11. **Jun. 28:** OpenAI sued for alleged scraping
12. **Jul. 20:** James Cameron’s comments on AI go viral

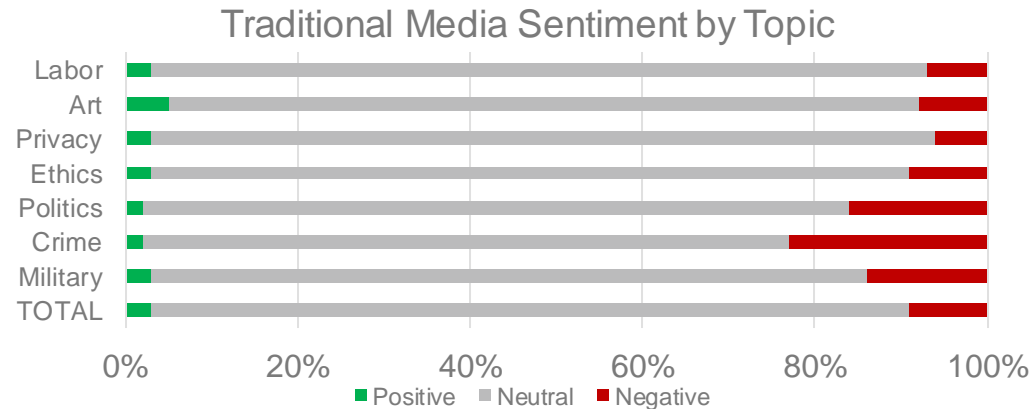


AI in Traditional Media

AI conversations on crime, politics, and military drove negativity

Traditional Media Commentary

AI-related conversations regarding labor, art, and privacy constituted the top three topics within traditional media between July 1, 2022 and July 31, 2023. Traditional conversations were primarily neutral in tone, with 9% of the conversation being negative. Crime, politics, and military related conversations earned the largest share of negativity as media drove narratives on geopolitical AI [development races](#), the use of AI in [military robots](#), and AI [facial recognition software](#).



Yahoo! April 13th, 2023

[Inside Xi Jinping's race to build a Communist AI](#)

"China has become an AI superpower. In 2017, the country laid out plans to become the world's main AI hub by 2030. The push was reportedly ordered after a bot developed by DeepMind, a UK-based subsidiary of Google, defeated the world champion at the fiendishly complicated Chinese board game Go."



FOX News April 30th, 2023

[Police using AI could lead to 'predictive' crime prevention 'slippery slope,' experts argue](#)

"Brian Cavanaugh [...] raised concerns that surveillance-heavy countries such as the United Kingdom could invest more heavily in using AI in combination with their massive systems, which could give rise to more authoritarian state control as an unintended consequence."



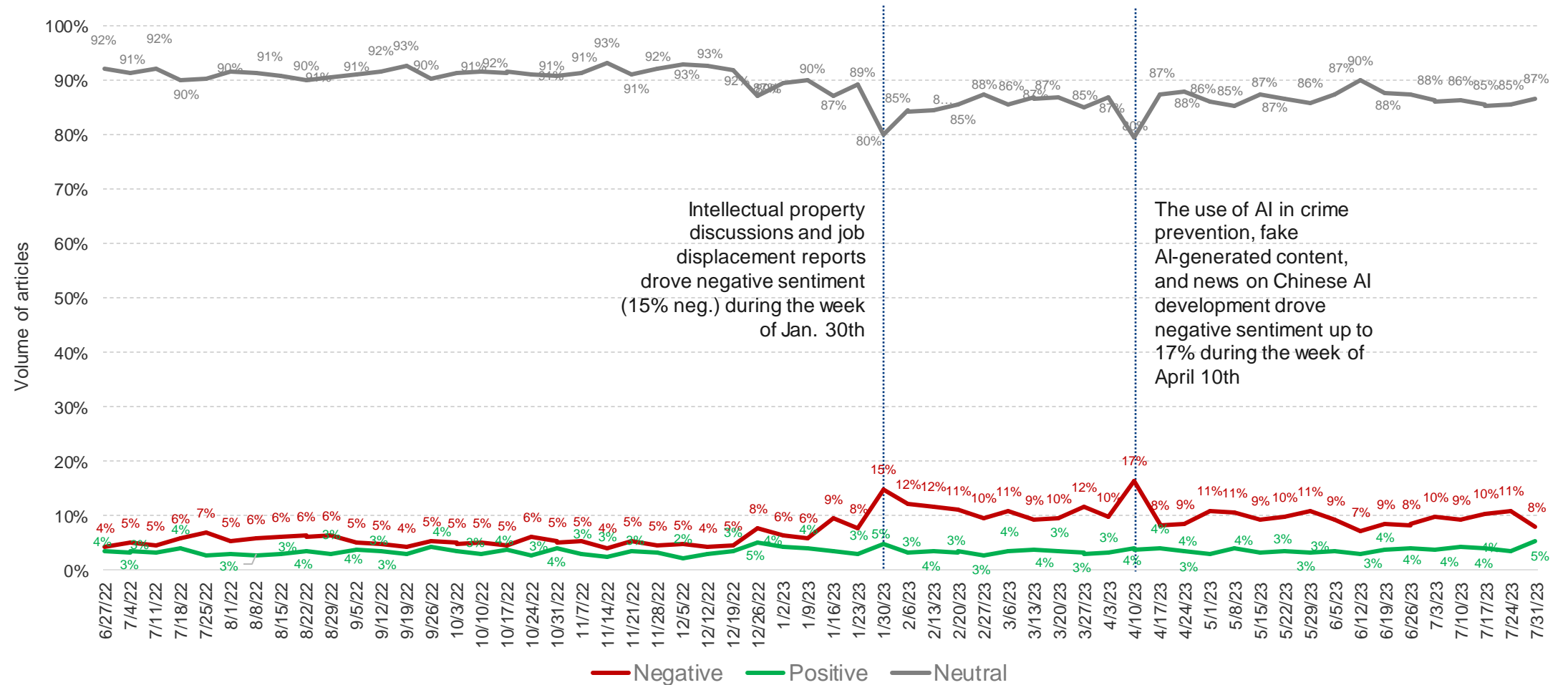
The Wall Street Journal February 8th, 2023

[What Is ChatGPT? What to Know About the AI Chatbot](#)

"The release of OpenAI's ChatGPT late November triggered a new global race in artificial intelligence. In March, the company's AI model, GPT-4, which it used to update ChatGPT's capabilities, upped the stakes even more."

AI Traditional Media Sentiment Analysis

Traditional media sentiment shifted more negative in 2023



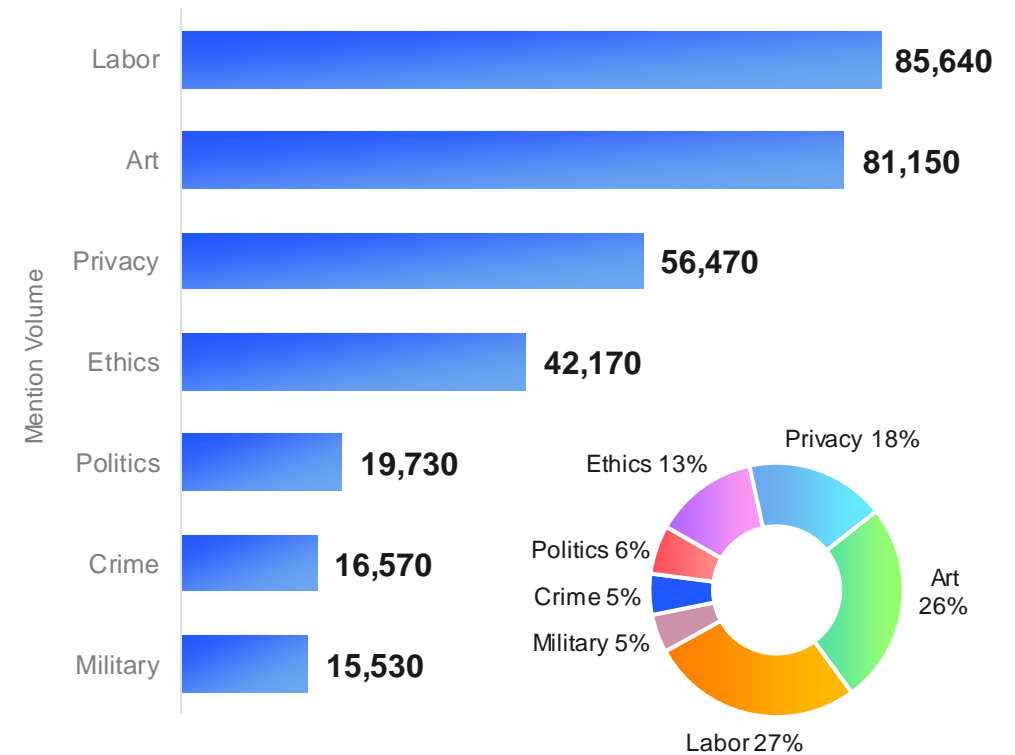
AI Topics Within Traditional Media

Labor concerns, AI art, and data privacy led in news media

AI Topic Trends

- **Labor:** Conversations surrounding AI's impact on labor and the workforce were dominated by analysis on the impact AI would have on [various industries](#) and Hollywood [union strikes](#). Labor conversations included notable overlap with the art topic.
- **Art:** Discussion around AI art included critiques of AI art quality, reports on new developments in AI art processes, and predictions that the technology would displace [artists](#), musicians, and writers.
- **Privacy:** Privacy conversations included [product launch delays](#) in the EU, analysis on [weak privacy frameworks](#) for AI implementation, and data scraping.
- **Ethics:** Prominent ethics coverage included lack of regulatory or legal frameworks, fake content and misinformation, and profit-driven motives among top companies.
- **Politics:** Political calls for [regulation](#), the use of AI in campaign ads, Sam Altman's [Senate testimony](#), and the [G7 AI summit](#) led political mentions.
- **Crime:** Conversations on crime included the use of [AI in law enforcement](#), AI-driven fraud scams, AI-generated [illegal content](#), and regulatory efforts to curb AI-driven crime.
- **Military:** Military conversations were led by analysis on Chinese military AI capabilities, refuted news that an AI-controlled [U.S. drone killed its operator](#), and a new U.S. army [AI incubation hub](#).

AI Topic Volume and SoV



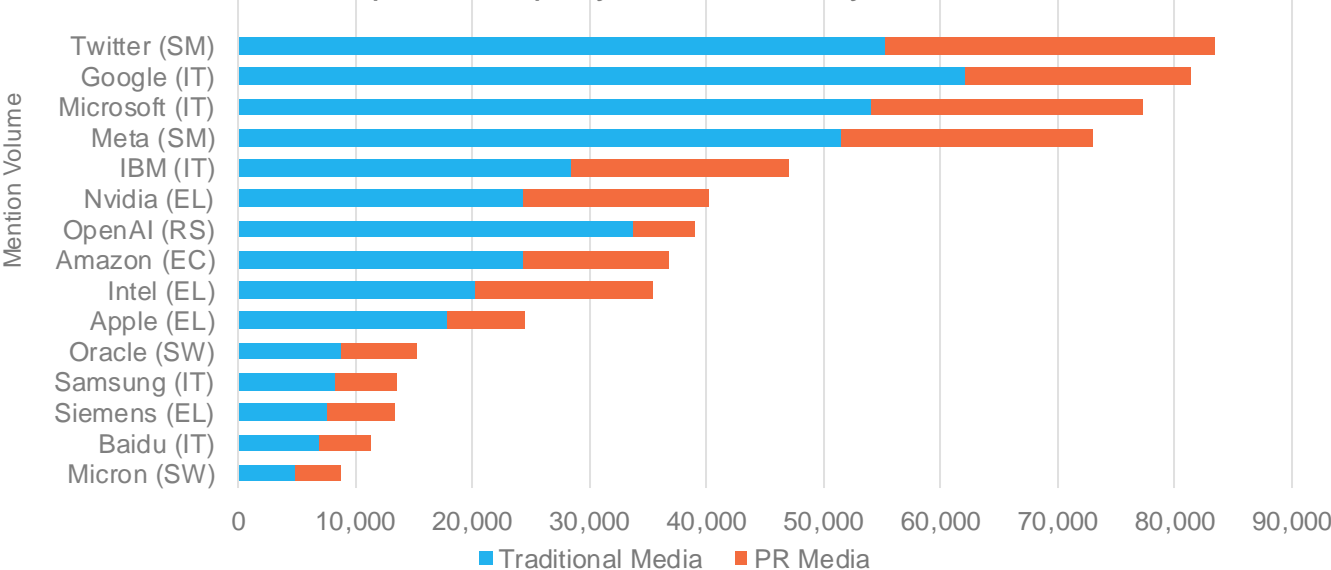
Company Mentions in Traditional Media

Google, Twitter, Microsoft, and Meta drove the most mentions

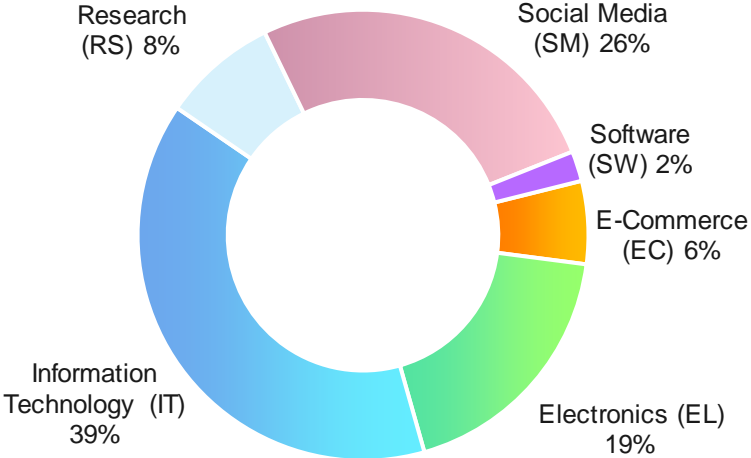
The Details

The information technology sector dominated company mentions within traditional media, earning 39% share of the conversation. Social media platforms (26% SoV) and electronics manufacturers (19% SoV) took the second and third positions, respectively. Twitter earned the largest volume when combining PR and news media, while Google earned the largest amount of news volume. OpenAI, the 7th most mentioned company, notably earned the largest percentage of news media within total mentions, with 86% of volume being organic news mentions.

Top 15 Company AI Mentions by Volume



Top 15 Company Mentions by Industry



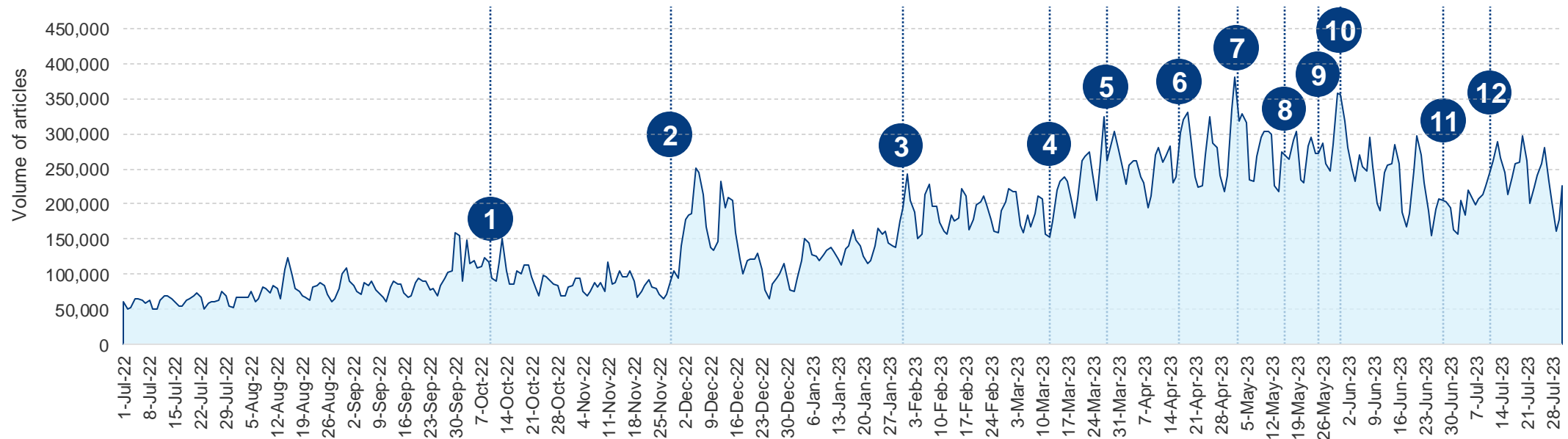
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SOCIAL MEDIA

AI Social Media Trend Over Time

Topics reflected those within traditional media; however, posts on Elon Musk and the launch of ChatGPT drove elevated views

1. **Oct. 8:** White House proposes “AI Bill of Rights”
2. **Nov. 30:** OpenAI releases ChatGPT to the public
3. **Feb. 1st:** Q4 business analysis elevates AI conversation
4. **Mar. 14:** GPT-4 released
5. **Mar. 28:** Open letter “Pause Giant AI Experiments” released
6. **Apr. 17:** Elon Musk posts about ‘TruthGPT’ concept
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10. **May 30:** Open letter “Statement on AI Risk” released
11. **Jun. 28:** OpenAI sued for alleged scraping
12. **Jul. 12:** Elon Musk’s xAI receives elevated attention

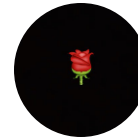
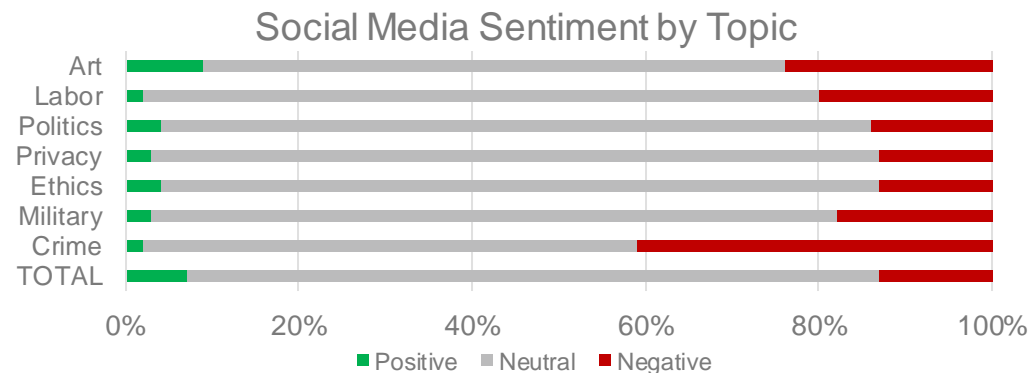


AI on Social Media

Impact on artistic community led social mentions, earning 'art' the second largest share of negative visibility among topics

Social Commentary

Artificial intelligence-driven [impact on creative works](#) and the online art community eclipsed all other topics by visibility and volume, overlapping into conversations on [labor](#) and ethics. While conversations overall were generally favorable (87% fav.), negative posts earned significantly more visibility than positive posts, especially on Twitter. Conversations around AI impact on topics pertaining to [crime](#) (41% neg.), art (24% neg.), and labor (20% neg.) earned the most amount of negativity. Crime conversations included [facial recognition](#), [racial bias](#), [crime prediction](#), and [robotics](#).



@theseantcollins April 13th, 2023

To me the thing about AI is less that I'm scared of it replacing artists and writers and more that it reveals how eager our tech overlords are *to* replace artists and writers, whom they despise.



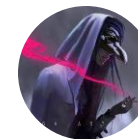
@JimmySecUK Jan 18th, 2023

Two Marines defeated the AI detection system of a military robot by... hiding in a cardboard box and walking right up to it.



@RajivMessage July 10th, 2023

Disappointed by this over-confident remark. No credible expert doubts any longer that AI is going to take away jobs. It will both kill jobs and create new jobs. The debate is over which will be more.

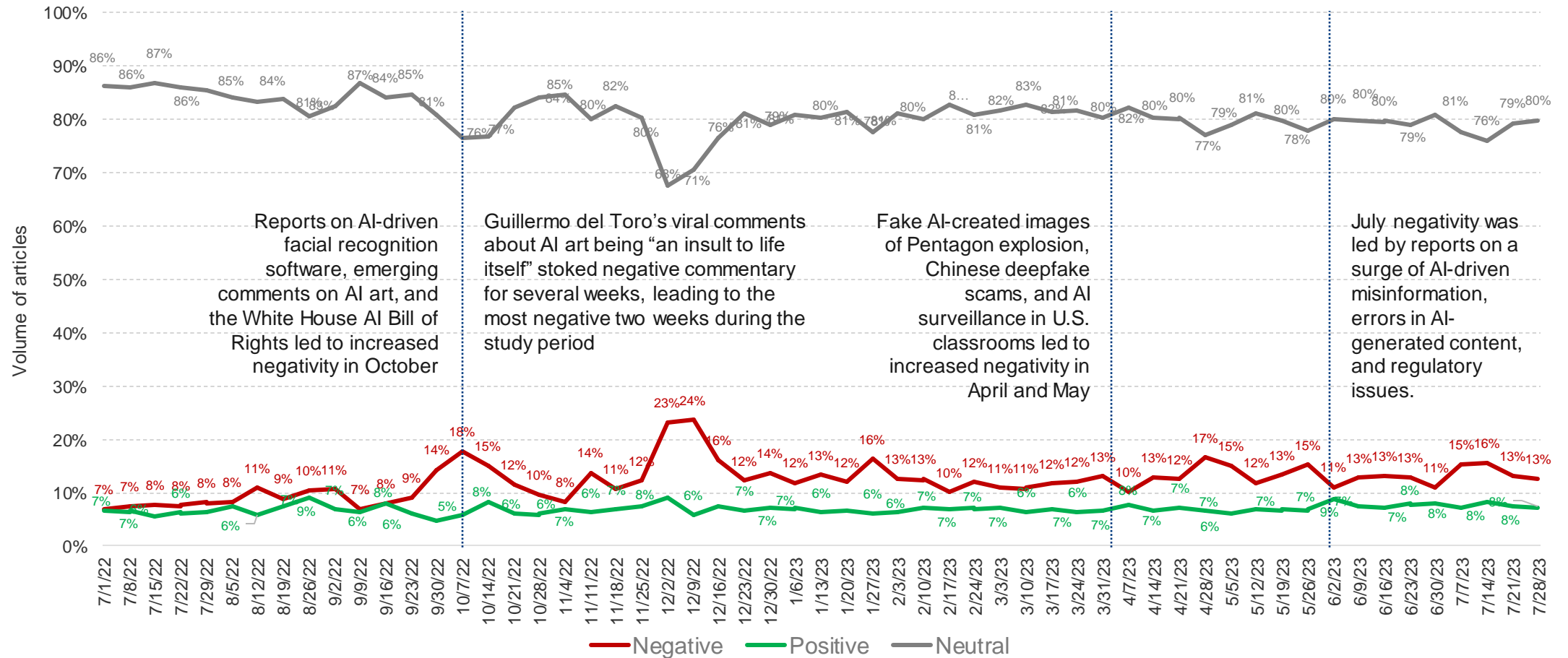


@ZakugaMignon May 3th, 2023

When I show people AI like this there are always comments with "It can already draw better than me". Its not drawing, its stolen training data on the best artists in the world, of course stealing from the best is going to give you good generations. What Laion is doing is illegal

AI Social Media Sentiment Analysis

Social media sentiment was primarily neutral, but more negative compared to traditional media sentiment analysis



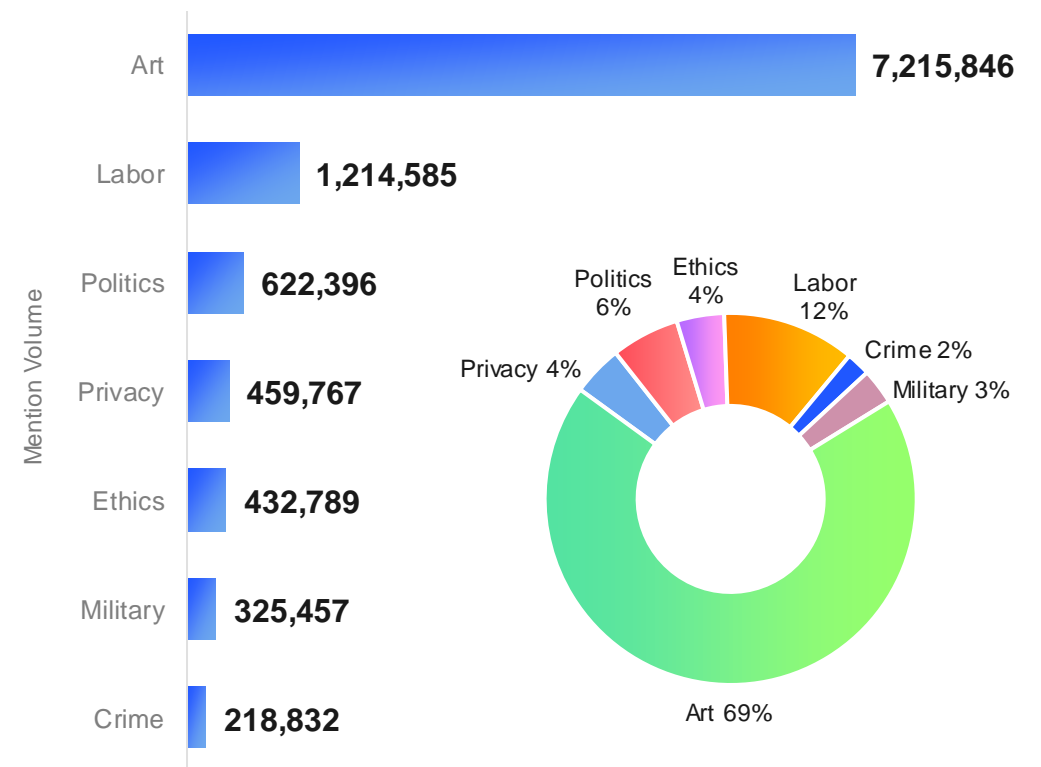
AI Topics Within Social Media

Art led social mentions, followed by labor, politics, and privacy

AI Topic Trends

- **Art:** Conversations surrounding AI art included widespread [criticisms of AI art](#), negative speculation that AI would replace artists, and artists promoting their AI artwork. [Guillermo del Toro](#) and [Hayao Miyazaki](#) drove a notable amount of negative conversation.
- **Labor:** Discourse surrounding AI and the workforce was dominated by conversations on AI replacing human jobs. The phrase “[in real time](#)” trended on Twitter, reflecting anxieties on the speed of human job loss. Labor discourse peaked in late March when “[300 million lost jobs](#)” trended.
- **Politics:** AI-focused conversations relating to politics were driven by [Elon Musk's](#) comments on regulation, [Ted Lieu's](#) mixed views on AI, and [Sam Altman's](#) hearing.
- **Privacy:** Privacy mentions were led by tweets that argued that [data privacy](#) is a larger issue than AI's impact on art, AI-driven [data scrapping](#), and political calls for AI-focused [privacy laws](#).
- **Ethics:** Conversations pertaining to ethics and AI were led by calls to prioritize transparency, [profit motives](#), comments by [Pope Francis](#), dead celebrities being used in creative works, and concerns that AI could be used to drive [racism](#) on social media.
- **Military:** Military conversations were dominated by commentary on AI programs in other countries, most notably [Israel](#), and reports that U.S. military robots using AI could be fooled using [cardboard boxes](#).
- **Crime:** Discourse on crime was dominated by the [G20 Conference on Crime and Security in the Age of NFTs, AI, and Metaverse](#) conference.

AI Topic Volume and SoV



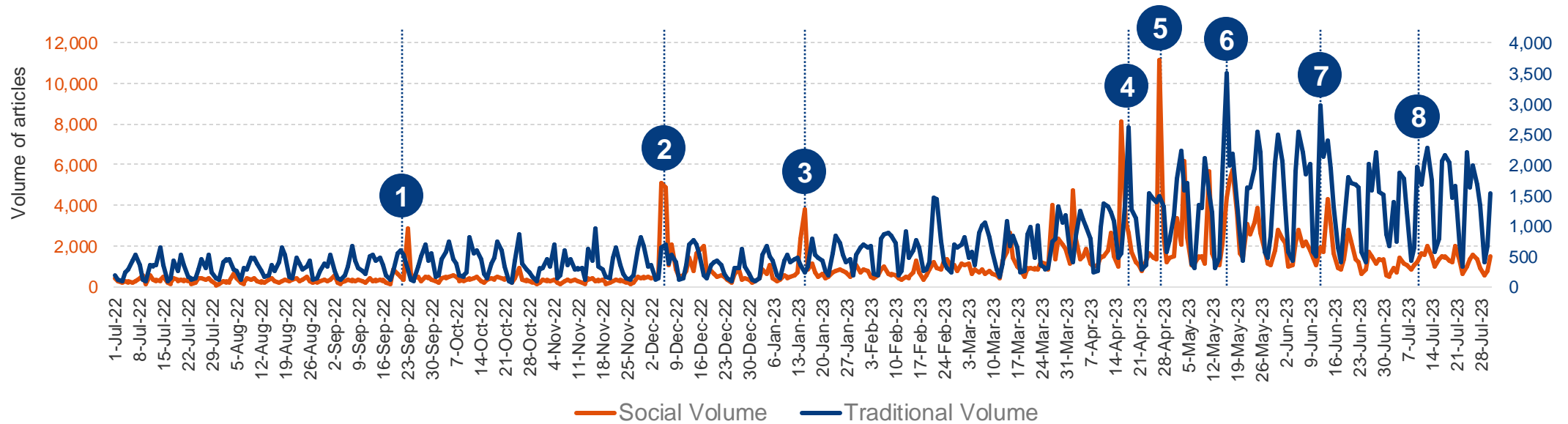


AI REGULATORY CONVERSATIONS

AI Regulatory Conversations

AI media landscape from July 1, 2022 to July 31, 2023

- Sep. 19:** Twitter users elevate conversations on New York City's AI anti-bias regulation
- Dec. 5:** Organic conversations on potential international and U.S. legal regulatory framework emerges strongly one month after ChatGPT was released to the public
- Jan. 14:** Conversations on AI copyright regulation and legislation increases after a class-action lawsuit was filed against DeviantArt
- Apr. 18:** FTC announces AI policy rules on civil rights, fraud
- Apr. 27:** Elon Musk meets with members of congress to discuss regulation
- May 15:** U.S. conversations included reactions to EU AI regulation, comments by Adam Schiff and Jay Obernolte on copyright law, and Sam Altman's senate testimony.
- Jun. 13:** Texas explores AI regulation as the EU moved towards passing AI regulatory law
- Jul. 10:** Traditional outlets focused on regulatory battles in non-U.S. states such as China and Canada





LESSONS & TAKEAWAYS FOR PR & COMMS TEAMS

Conclusion: Turning Insight Into Action

So what now? What can you take away from this report – and how can you apply these insights to your own communications strategy moving forward? We've identified some key takeaways and next steps that you can act on right now – whether you're thinking about AI-specific messaging or something broader:



Leverage Industry-Specific Insights:

This analysis highlights that the information technology sector played a significant role in AI conversations within traditional media. Understanding industry-specific trends and mentions can help PR professionals target their efforts effectively.



Tailor Your Messaging:

This report illustrates how conversations about AI can differ between traditional and social media. It also shows how different audiences engage with AI-related topics differently. For example, industry professionals may have distinct concerns compared to the general public. These insights underscore the need to consider how different messages will be received depending on channel and audience, and customize your communications accordingly.



Understand Prominent Topics and Sentiment Drivers:

Understanding which topics are prominent in AI-related conversations (in this case, "art" and "labor" were among the biggest), and what drives sentiment can help PR and communications professionals better understand audience interests and further tailor their communication strategies.

Conclusion: Turning Insight Into Action



Continue Tracking Shifts in Sentiment:

The analysis indicates that sentiment in traditional media became slightly more negative in 2023. These findings underscore the importance of monitoring shifts in sentiment and favorability over time. The ability to “read the room” is key to crafting messages that resonate within the context of the discussion.



Identify Key Influencers:

This analysis shows how certain key individuals can have a major impact on AI-related discussions. Knowing the thought leaders and influencers in the AI space can help you understand not only who to think about connecting with to amplify your story, but also the perspectives and topics that are leading the conversation and resonating with audiences.



Address Ethical Concerns:

This analysis points to concerns about ethics and regulatory frameworks in AI discussions, indicating that PR teams may want to consider addressing these ethical concerns in their communication efforts, emphasizing transparency and responsible AI development.

If you want to continue tracking AI media trends – or are curious to dive deeper into other topics that will help inform your communication strategy – speak with one of our insights experts today to start building your own custom report.

**SPEAK TO AN
EXPERT**

Glossary

Notable Terminology and Metrics

Traditional Media: Online news articles

Social Media: Twitter/X posts and public Facebook posts

Volume: Number of articles for print and online news; number of original posts and comments/reposts for social media

Gross Reach: Number of possible audience exposures to a media item based on an audited system for traditional media and on total posts multiplied by number of followers on social media

Share of Voice: Proportion of overall conversation that is represented by a particular topic, product, company, or individual

Sentiment: Percentage reach of Positive, Negative, or Neutral articles by volume

- *Positive:* content is supportive of topic or promotes topic
- *Negative:* content is opposed to topic or would likely influence an average reader to view topic negatively
- *Neutral:* content is fact-based or news-oriented and does not take a position



About Cision

Cision is the leading provider of consumer and media intelligence and communications solutions, enabling public relations, marketing, social media, and communications professionals around the world to understand their consumers, influence outcomes and amplify their stories.

As the market leader, Cision's award-winning brands and technology enable Marketing and Communications leaders to manage and shape their brands in today's rapidly evolving world. Cision has offices in 24 countries through the Americas, EMEA and APAC, and offers a suite of best-in-class solutions, including PR Newswire, Brandwatch Consumer Research, and CisionOne.

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