JOURNAL OF CULTURAL ANALYSIS AND SOCIAL CHANGE

Journal of Cultural Analysis and Social Change,
2025, 10(2), 3051-3059
ISSN: 2589-1316

Personalized Experiences: The Role of Artificial Intelligence in Modern Media

Emran (Mohamad Ali) Al Qudah [1*], Bassam A. Elmekkawi [2]

[1] *Mass Communication Department, College of Communication, Al Qasimia University,* UNITED ARAB EMIRATES; *ORCID: 0000-0002-4598-8898*
[2] *Mass Communication Department, College of Communication, Al Qasimia University,* UNITED ARAB EMIRATES; *ORCID: 0000-0001-7733-6555*

*Corresponding Author: equdah@alqasimia.ac.ae

Citation: Al Qudah, E. M. A. and Elmekkawi, B. A. (2025). Personalized Experiences: The Role of Artificial Intelligence in Modern Media, *Journal of Cultural Analysis and Social Change*, 10(2), 3051-3059. https://doi.org/10.64753/jcasc.v10i2.2049

Published: November 18, 2025

ABSTRACT

Social networking has evolved into an essential aspect of daily life. Facebook represents a portion of the contemporary media that is available on all platforms and devices, and it is extensively and regularly utilized by people of all ages. Facebook platforms usually use personalization algorithms to customize their services for each user. AI's applications to social media expands at an unparalleled rate and is continuously changing the platform. Therefore, the problem this study aims to address is the link between AI-driven customization and customer experience assuming Facebook integrates AI. More specifically, how AI-driven customization impacts Facebook's user experience. Consequently, this study's goal aims to investigate how AI-personalized media content affects Facebook users' experiences a prominent social media network. Therefore, this study uses quantitative survey technique with 354 consumers of Facebook within Jordan chosen by convenience selection to close the gap among existing literature. The data was analyzed using PLS-SEM. The study's findings, which emphasize the crucial role AI plays in influencing user interaction and experience upon social media platform particularly Facebook show a strong positive correlation between AI-personalized media material and client experience. To increase the study's validity and application, future research should broaden its scope to encompass a variety of businesses and cross-cultural contexts. And some might want to look at the way AI-driven targeted marketing, which has grown more and more significant in digital ere, is impacted by customer views of data protection and security.

Keywords: Artificial Intelligence, Personalization, Social Media, Facebook, Customer Experience

INTRODUCTION

The cognitive science of AI studies autonomous machines that can carry out activities that were previously exclusive to humans. Its primary focus is on using computers to do activities that call for cognitive, perceptual, logic, and knowledge skills (Sadiku et al., 2021) or even used artificial intelligence technologies in order to digital content creation (Al Qudah, 2025). AI systems may be taught to use people's interests, preferences, actions, and beliefs to tailor experiences. They are able to educate robots to behave like people. They can give them vision, hearing, speech, movement, and writing. Compared to humans, AI can pick up these behaviors far more quickly. AI solutions are being utilized in a variety of sectors to increase the efficiency and automate a wide range of tasks. Social networking is become an essential aspect of daily life. Customers engage with social media on a regular basis. They use social media sites including LinkedIn, Instagram, and Facebook Pinterest, and Youtube on a regular basis (Krönke, 2020). One of the main areas where marketers may use AI to increase performance and efficiency is social media. The well-known social networks you use on a daily basis heavily rely on artificial intelligence. Some social media production and administration tasks may be completed by it in a matter of minutes. Today's astute businesses use social media for marketing, public relations, e-commerce, and customer support, among other

purposes. All facets of real life are combined with digital systems within the Fourth Industrial Revolution, which gave rise to artificial intelligence applications. As a consequence, limitless capabilities are created that assist in gathering and carrying out activities based on a great deal of data in a fluid way. (Al Adwan, et al., 2023). Numerous applications of artificial intelligence outperform the human intellect in terms of accuracy and speed. Utilizing these apps in the fields of economic management, education, and health has proven successful and assisted in resolving several issues associated with those jobs, leading to more accurate and efficient outcomes (Rahman & Reza, 2022). Given the innovative nature of position and significant impact that media (communication) sectors have on advancing society's expertise, trends, and habits, media-related uses of AI have become more important (Fabio & Iaconis, 2024). Rapid advancements in media have coincided with the limiting and early deployment of such programs within media environment.

Despite the lengthy history, the growth of networking sites achieved visible impetus only at conclusion of the previous millennium, due to the popularizing of Internet, with arrival of cellphones, and rather lately, with the deployment of more complex data processing (Eg, et a., 2023). Facebook constitutes one of several contemporary media that is available on all platforms or devices, and it is extensively and regularly utilized by people of all ages. Facebook platforms usually use personalization algorithms to customize their services for each user. The customizing of Facebook hence attempts to render the systems' contents and affordances more pertinent and consequently alluring to consumers (Fabio, & Iaconis, 2024). While consumers are engaged with mediums, they create data which feeds

Social media companies' AI is constantly creating patterns in datasets based on consumers' divergent interests. Facebook designates material that users actively engage with to be of great interest. Conversely, a person who rarely interacts with the information is said to have frigid interest. The AI maintains awareness of and remembers users' temporal interests and presents them with information that keeps them interested and satisfied. The customer is presented with Algorithmic Curating in response to this ongoing learning process. According to academics, algorithmic curating signifies the systematic gathering of digital information using customized searches and recommendation systems, with data being updated by ongoing real-time observation of user preferences (Oxford, 2022). Raza and Aslam (2024) described the operation of the Matrix algorithm. The algorithms uses a procedure that involves four stages each time a person enters Facebook to identify the material that is probably to be important to them, including: The consumer's friends' postings and pages they followed via News feed, Watching, briefs and other platforms are included within their inventory. Signals: numerous thousands of indications are taken into consideration at this step, including: Who posted this narrative, and when? The focal points of the witnessing environment include the It's time about day? How fast is connection to the internet?

What is the likelihood that a user will engage with this posting? After that, the computer makes use of numerous signals to predict how likely you are to interact with the message. We forecast that: What is the likelihood that you will comment about a story? What is the likelihood that you will read the story? Could you stay to the conclusion of the video? To what extent do you think this narrative is instructive?

Score: Score shows the level of interest around this post. Significance score, which indicates how engaged the consumer might be about the material, is then produced by combining each of the indicators that have been gathered.

Meta predicts the likelihood of interacting with the post. Likelihood of enjoying, commenting, and sharing. This will probably be useful to you (Zote, 2022). We discovered the manner in which a feed originates in Meta goods, particularly Facebook, employing the aforementioned method. The function of AI in networking distribution has been covered in detail. The moral conundrum of division amongst Facebook users and society as large is brought up by this artificial curating. Regarding Pakistan, latest demographic data regarding social media subscribers in Pakistan indicates that over 46.44 millions Pakistanis visit Facebook (Raza & Aslam, 2024). AI artificial curation caters every user, resulting in probably making society more divided.

Additionally, Facebook's integration of AI changed how users purchase. Businesses may increase productivity and effectiveness by using AI for automating procedures, provide customized ads, optimize campaigns, and monitor success (Teepapal, 2025). Businesses are already using AI within the latest media to cater to the diverse demands of clients by customizing emails, social networking posts, and websites (Abbas & Qazi, 2024). AI has a significant impact on how people behave and make judgments about what to buy in today's media technologies (Patil et al., 2024). Connecting your users requires personalization. That is also essential for strengthening interpersonal ties and cultivating good attitudes. Diverse tactics that entail gathering and evaluating preferences and behavior information are available in contemporary media. This comprises data gathered via searches performed on Google, Facebook (enjoys, shares), or mobile app activity (Patil et al., 2024). Accordingly, algorithms rank and filter images, videos, articles, news, and other information according to each user's demographics, online interests and behaviors, friend and link activities, plus a variety of other unidentified criteria (AlZu'bi, et al., 2019). According to some, it's an evolutionary process in which interactions with different content are recorded and examined in order to give priority to the most prevalent material over fewer popular content. On thus, social media

consumers' digital lives are shaped by both their own behavior and other people's preferences, rather than just by deliberate decisions. Furthermore, because algorithms function independently while at an individual stage, little is known about what influences them in addition to results they produce (Alsmadi, et al., 2023; Pangrazio & Selwyn, 2018). This implies that nobody, not even people who put algorithms into place, is fully aware of the ways that algorithms remove and prioritize content.

AI-powered customization has evolved and grown more delicate (Almaiah, et al., 2022). AI's function in customization, particularly in CX using the Facebook website, is a potential study topic for effectiveness and engagement (Huang & Rust 2021a, 2021b; Cheng & Jiang 2022). AI is used to assess, develop, and deploy communication strategies to increase engagement, comprehension, and performance between channels and audiences. Notwithstanding substantial study, the implications of AI-driven customisation on current media content remain unknown. Customer experiences are shaped by AI-personalized organizations, which use the Facebook platform to fulfill their goal (Coombs, 2015). Nevertheless, more research needs be conducted on personalisation via social media situations. Previous research has concentrated on direct impact of customization signals (Pfiffelmann et al. 2020), rather than how personalisation affects consumer experiences. AI-driven customization enhances CX (Buhalis & Moldavska 2022; Bag et al. 2022), but less is recognized concerning how it influences media-related perception. The consequences of CX on adoption and efficacy of tailored media content requires more research to properly comprehend AI's ability to improve customer experiences. These and other factors drive motivation toward this investigation.

LITERATURE REVIEW

Nowadays, the subject of is rapidly expanding, and specialists are increasingly interested in investigating how it impacts marketing. The research aims to establish ways AI and Intelligence-powered customization might increase consumer pleasure, hence increasing profitability along with client loyalty. Previous research concerning AI technology, customization, customer experience, along with their linkages will be thoroughly discussed in this section. The items can be practiced in the sequence in which they've been published.

The acronym for "artificial intelligence" (AI) emerged during a Dartmouth Community College symposium in 1956. Artificial intelligence originated to be an academic area around 1956. The primary objective of AI aims to allow robots to execute complicated activities that would normally need human intellect (Chen et al., 2021). Artificial intelligence is currently tackling the most pressing global challenges of the twenty-first century. AI is a discipline of computer science concerned with developing artificially intelligent machines that replicate human intellect, such as recognizing words, making decisions, and translating language (Sadiku et al., 2021). Machine' capacity to understand human speech, learn, and plan enables machines with intelligence to do new tasks.

Furthermore, one of the key applications of AI comprises the additional modification of social networking sites' feeds for subscribers to render them appropriate depending upon the users' behavior, hence promoting more substantial usage through investing greater amounts of time upon the network. Facebook, Twitter, and Instagram are examples of social media networks that utilize machine AI to classify users' interests based on behaviors consisting of likes, shares, leaving feedback, and the duration spent on individual postings. The algorithms involved then select what material individuals see within their feeds via posts that they're most probable interacting with. However, does that make applications generally more useful and pleasurable for both the user along with the material that is being consumed However, it also keeps the user engaged with medium as whole, ensuring the consumer will eventually be welcomed with greater amounts of customized and tailored networking experiences (Cherukuri, 2024). The general viability of AI within social media customization stems from sophisticated systems such as deeper development and neural networks for language processing, whose can grasp an application's purpose and context. For example, Facebook likewise organizes publications upon user reactions, but it also selects the most interesting articles for a certain user based on the articles' content and user behavior patterns. The amount of customizations obtained at this stage dramatically effects the general behavior of the users, which boosts activity rates, such as multiple likes comments and shares. Businesses utilize Facebook, Snapchat, & Instagram over social media advertisement. Their choice is determined by their target audience along with marketing approach. Facebook serves up interactive entertainment, while Instagram is for instructive entertainment postings. Collaborative posts containing mixed appeals had the maximum response via Instagram and Facebook, however instructive messaging obtained the smallest response (Kusumasondjaja 2018).

Some research combined implementation of content promotion within current media AI interaction and shows that emotionally message effects customer behavior. Hutchins & Rodriguez (2018) looked at the content promotion of eleven B2B organizations and discovered that using emotions may increase competitive & confidence in the brand. Customers see streaming online as more genuine, which increases their searches along with subscription intents (Ang et al., 2018). This finding was reached using social effects theory in scenario-based investigation with 462 individuals. Social media messaging attributes are essential for advertisers. Applying

motivation theory toward the tourist industry, Hwang et al. (2018) discovered that comprehensiveness, usefulness, versatility, reliability, and source trustworthiness all boost user happiness, which subsequently in response affects users' intentions to visit websites again and purchase travel-related goods. Businesses face several challenges while creating social media advertising strategies. A framework was provided by Parsons and Lepkowska-White (2018) to help managers with social media promotion. Seo et al. (2020) found that consumer behavior, which includes thoughts about the firm, organization trust, and purchase intents, is significantly impacted by the message's structure, including its interaction, formality, and timeliness.

Notwithstanding the effectiveness of those algorithms in grabbing users' focus, it is well known that "filtered bubbles" or just "echo chambers" can occur when users are exposed to data that only confirms their preexisting opinions and perceptions of universe (Ameen et al., 2022). Artificial intelligence-based customization makes social networking sites attractive, but it also raises problems with clients and content. Because Endpoint pulls private data, its algorithms keep an eye on user behaviors and trends that might violate their privacy. Additionally, consumers and consumption habits may be impacted by the dissemination of false information or advertisements using similar algorithms. In order to solve these issues, social media companies need to develop clear data policies that guide them via the world of AI while developing new moral procedures on above current ones currently function in a way that accommodates consumer demands for personalisation while staying safeguarded (Alibraheem, et al., 2023).

Customized media content improves the efficacy of consumer experience by meeting the needs and preferences of the target audience. For example, Schivinski et al. (2016) developed and validated a scale to measure the degree to which brand-related multimedia content engages customers and found that more individualized and relevant material increases engagement. Participation increases the efficacy of customer service because customers who feel valued and understood are more likely to have their issues resolved quickly. Gorla et al. (2010) assert that better, tailored information systems improve organizational service excellence and customer service. AI improves customer happiness by assisting in the creation and distribution of personalized media content. Chatterjee and Bhattacharjee (2020) used modeling with structural equations to investigate higher-level adoption of AI, emphasizing AI's capacity to customized content and improve outcomes for learning. In another study, Ameen et al. (2022) demonstrated how AI-driven customization tactics increase customer engagement and quality of service, advancing innovation regarding advertising and AI concept.

The power of AI to customize contacts according to client information and preferences, boosting relevance along with engagement, links strategic advertising with AI, tailored media material, and consumer effectiveness of services (Pfiffelmann et al. 2020). By adapting material to customer wants and behaviors, AI-driven customization enhances customer service (De Keyzer et al. 2015; Bang and Wojdynski 2016). Furthermore, Maslowska et al. (2011) discovered that tailored AI communications increase productivity by anticipating and answering customer inquiries more quickly and precisely. Organizational objectives to enhance customer service are strategically supported by these competencies. Personalised media content enhances customer service, according to research using AI-based advertisement. According to Babatunde et al. (2024), AI-powered tailored content increases customer loyalty and happinessNguyen and Malik (2021) discovered that AI-facilitated dissemination of information enhances the level of service, particularly when content is tailored to customer requires. Bag et al. (2022) demonstrated how AI technologies personalize a consumer journey thus improving engagement, conversion, alongside effectiveness of services. The hospitality and servicing sectors also show why unique media content increases service effectiveness Buhalis and Moldavska (2022) discovered that AI-driven voice-based assistants develop client service via offering timely and pertinent responses.

In the scenario of Facebook, a detailed examination of the connections between AI-driven personalisation along with client satisfaction is necessary. Kolasani (2023) noted how machine translation and large models of language enhance customer support and hyper-personalisation of while Kshetri et al. (2024) discovered that the AI-generated customized material increases customer satisfaction and operational effectiveness in marketing. Therefore, intended use of AI-personalized media contain enhances consumer experiences along with service efficiency.

Theoretical Framework/Hypothesis Development

Media Richness Theory

The investigation of AI towards media customization is pertinent to Media Richness Theory (MRT), which explains how AI might enhance media interaction (Dennis and Kinney 1998). Richer media, according to MRT inventors Daft along with Lengel (Hutchins and Rodriguez 2018), offer instant response, various signals, customisation, and a range of languages—all of which are critical for communicating effectively. By customizing material to each user's tastes, AI can enhance communication and media richness (Daft and Lengel 1986). AI-enabled tailored content aligns with MRT principles, according to studies. According to Dennis & Kinney (1998), media that offers a lot of flexibility and feedback enhances user comprehension and engagement. Customer

happiness and communication are enhanced by this tailored approach, which makes material more interesting and relevant (Dennis and Kinney 1998).

MRT, particularly describes how AI may improve media interaction, are relevant to the study of AI's application to media customisation (Dennis & Kinney 1998). MRT creators Daft including Lengel (Hutchins & Rodriguez 2018) claim that richer media provide quick reaction, multiple signals, customization, and a variety of languages—all which are essential for efficient communication. AI can improve interaction and media richness simply tailoring content to suit each user's preferences (Daft & Lengel 1986). Studies show that AI-enabled customized content complies with MRT guidelines. Dennis and Kinney (1998) assert that media that provides a great deal of versatility and feedback improves viewer participation and understanding. This customized approach improves customer satisfaction and communication by making the content more engaging and pertinent (Dennis & Kinney), communication, increasing effectiveness. Consequently, MRT offers a strong theoretical basis for comprehending how AI might enhance media customization and the effectiveness of service to consumers (Kock 2004). The following theory is developed in light of the aforementioned discussions:

H1: AI- personalized media content has a positive impact on customer experience in the context of Facebook.

Figure 1 displays the theoretical structure of hypothesis testing in light of explanation above. According to model, Customer experiences will be influenced by AI-driven personalization media content.

The model forecasts the effects of AI-driven personalization on Facebook users' experiences.

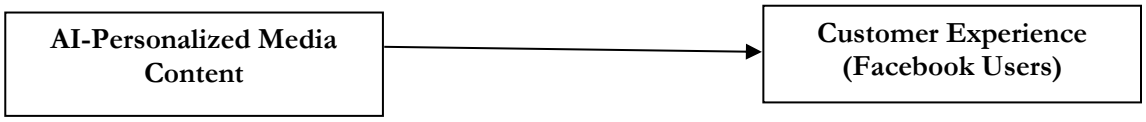

Figure 1. *Research Conceptual Model*

RESEARCH METHODOLOGY

This study uses quantitative research, which gathers quantifiable and numerical data in order to investigate correlations between variables. The goal of this study is to investigate how customer experience is affected by AI-driven personalized media content, as was previously noted. Consequently, a quantitative method is used to examine the connection between customer experience and AI-driven personalized media content. Accordingly, AI-driven personalized media content is the independent variable and customer experience is the dependent variable. The cross-sectional research design, sometimes referred to as survey research, was chosen for this investigation. Once the data was gathered, the questionnaire was distributed online. A self-completion survey that was first made with Google Forms is used to collect data. All Facebook members make up the population. Convenience sampling was used to choose 543 study participants, of whom 365 could be used for analysis. Three questions from Tyrväinen et al. (2020) were modified to assess customer experiences (CX), and five (5) items were modified from Binlibdah's (2024) study to test AI-driven personalized media content (AI-PER).

Statistical Tool

The methodology of study became subjected to PLS assessment employing Smart-PLS programs. Smart-PLS was utilized to be able to manage complicated model alongside multiple elements, in contrast to ordinary regression along with covariance-based SEM (CB-SEM). PLS remains an excellent fit during the current investigation since it operates effectively with small-to-medium size samples and non-normally distributed data. To decrease estimations bias along with enhance the robustness.

Data Analysis

Measurement Model

Even before establishing if the parameters are excellent, the assessment algorithm's primary purpose is to cleanse data, which entails assessing and confirming concepts' validity and reliability. The information was analyzed using reliability metrics, and a score of 0.4 is regarded acceptable. In contrast, 0.7 is regarded as an acceptable level for internal consistency when employing composite reliability. Average variance extracted (AVE) convergent validity requires a value of 0.5 or higher (Chin, 1998). Any item loading on the other construct that is greater than their loadings should be eliminated when employing factor loading for discriminant validity (Chin, 1998; Hair, 2010). Since none of the items had a score of less than 0.4, it is concluded that the instrument used in this study is reliable.

Since all values fall beyond cut-off point of 0.4, it is considered acceptable that all elements loaded upon their respective constructs range between 0.536 & 0.831 (see Hair, Ringle, & Sarstedt, 2011; Chin, 1998). On the other hand, composite reliability value falls between 0.781 and 0.941, both of which are higher than suggested value of 0.7 (Hair et al, 2011). AVE was utilized to assess convergence validity. The AVE is above the minimal cut-off threshold of 0.5, with a range of 0.518 to 0.606 (Hair et al, 2011). Finally, AVE is compared to correlation squared of connected variables of relevant constructs to assess discriminant validity, indicating sufficient discriminant validity. Factor loading is shown in Table 1, while discriminant validity is shown in Table 2.

Table 1. Factor Loading

Items	Factor Loadings	Composite Reliability	AVE
AI-PER1	**0.790**		
AI-PER2	**0.698**	**0.781**	**0.544**
AI-PER3	**0.722**		
AI-PER4	**0.667**		
AI-PER5	**0.826**		
CX1	**0.789**		
CX2	**0.794**	**0.826**	**0.548**
CX3	**0.557**		

Table 2. Discriminant Validity

Constructs	AI-PER	CX
AI-PER	0.761	
CX	**0.594**	0.871

Structural Model

Following achievement of measurement model's construct validity and reliability requirements, PLS Algorithm & Bootstrapping in Smart PLS 3.0 were used to test study's hypothesis. The findings of hypothesis test are shown in Table 3 and Figure 3. When independent variable (AI-driven personalization) significantly improves dependent variable (customer experience) and this effect is statistically highly significant, Table 3's projected statistical analysis demonstrated that H1 is supported. (t=7.736; β=.361).

Table 3. Hypothesis Test Results

Hypotheses	Relationship	Beta	SE	T Statistics
H1	PER -> CX	0.361	0.047	7.736

DISCUSSION AND CONCLUSION

Targeting those on Facebook worldwide have submitted proof of their perceptions of high efficiency through AI-personalized media content, the research investigation is being carried out in Jordan. Table 3. modeling using structural equations (SEM). According to the research participants, AI-personalized content administration increases the effectiveness of customer support. This bolsters the body of research highlighting AI's revolutionary potential to improve execution of services and personalize customer interactions. The psychological effectiveness of customized communications throughout health-related circumstances was reported by Hawkins et al. (2008) & Dijkstra (2008). This finding is compatible with AI's impact upon optimising personalised media content within this study. Our findings also corroborate those of Pfiffelmann et al. (2020) along with De Keyzer et al. (2015), who demonstrated that Facebook users' engagement and reaction are enhanced by AI-enabled tailored advertising. The findings' alignment with other studies highlights how AI might streamline and customize customer services. The strategic use of AI in business operations as an instruments for optimizing operations and competitive edge for client engagement along with service excellence was confirmed by the research participants. These revelations facilitate the ongoing adoption and insertion of AI into contemporary business operations by elucidating its tactical and operational impacts across customer touch points.

THEORETICAL IMPLICATIONS

This work contributes to the theoretical knowledge regarding AI's influence upon the CX, specifically for those who use Facebook along with customized media content. The study looked at how customer experiences

are impacted by AI-personalized media content. This study adds to the expanding body of research on customizing digital marketing by demonstrating how personalized content increases customer engagement and enhances service quality. According to the report, using cutting-edge scientific instruments including AI to strategically distribute AI-personalised content could enhance consumer experiences. According to theories regarding marketing and customer behavior, it emphasizes the conditional success of customization, which is reliant on technical frameworks. The study demonstrates ways AI-personalised information may enhance customer experiences, therefore addressing a major gap in literature. By demonstrating how AI may close gap across strategic purpose and customer happiness, this research gives company procedure theories a more nuanced understanding of AI. Future investigation has a strong base thanks to AI in consumer interactions and individualized media content. It broadens the theoretical foundation for how companies might enhance content customization with AI. By integrating theoretical ideas with actual data, the study advances scholarly discussion and offers useful frameworks for companies looking to maximize customer engagement tactics within an electronic marketplace (Facebook platform).

LIMITATIONS AND FUTURE DIRECTIONS

The investigation's applicability across businesses and cultures might be limited due to its reliance on a particular dataset and setting. Therefore, with additional confirmation, the results might only apply to other industries, social media contexts other than Facebook, or international markets. Technology preparedness, consumer security concerns, as well as organizational culture may all have an impact on how well AI and customized social network marketing work. To increase the study's validity and application, future research should broaden its scope to encompass a variety of businesses and cross-cultural contexts. Future research might also look into the way AI-driven tailored marketing, particularly is becoming more and more significant in the digital age, is impacted by customer views of privacy and data security. These investigations will close the gaps within this research and further the conversation about using customization and tactical AI to enhance customer connections and corporate performance.

CONCLUSION

The hypothesis reveals the relationship between CX and AI-personalised media material on Facebook. The acceptance of H1 indicates that AI-personalised media material and CX have a substantial immediate effect ($t=7.736$; $\beta=.361$). These results demonstrate the importance of AI in improving communication tactics for the success of organizations.

REFERENCES

Abbas, E., & Qazi, A. A. (2024). CUSTOMIZED AI-POWERED SECURITY AND PRIVACY CONFIGURATIONS FOR SOCIAL MEDIA WEBSITES. BULLET: Jurnal Multidisiplin Ilmu, 3(1), 108-117.

Al Adwan, M. N., Mahmoud, M. A. A., Abdallah, R., Abokhoza, R., & Taha, S. (2023). The Impact of Artificial Intelligence Applications on Media Industries: A Prospective Study. Journal of Namibian Studies: History Politics Culture, 33, 721-734.

Alibraheem, M. H. M., Al-Zoubi, K., Alrfai, M. M., Siam, I. M., & Bataineh, M. S. E. (2023). Electronic Bill Presentment And Payment (E-FAWATEER Com) Adoption In Jordan. Journal of Namibian Studies: History Politics Culture, 33, 5286-5299.

AlZu'bi, S., Alsmirat, M., Al-Ayyoub, M., & Jararweh, Y. (2019, November). Artificial intelligence enabling water desalination sustainability optimization. In 2019 7th international renewable and sustainable energy conference (IRSEC) (pp. 1-4). IEEE.

Alsmadi, A. A., Shuhaiber, A., Al-Okaily, M., Al-Gasaymeh, A., & Alrawashdeh, N. (2023). Big data analytics and innovation in e-commerce: current insights and future directions. Journal of Financial Services Marketing, 1-18.

Almaiah, M. A., Alfaisal, R., Salloum, S. A., Hajjej, F., Thabit, S., El-Qirem, F. A., ... & Al-Maroof, R. S. (2022). Examining the impact of artificial intelligence and social and computer anxiety in e-learning settings: Students' perceptions at the university level. Electronics, 11(22), 3662.

Ameen, Nisreen, Gagan Deep Sharma, Shlomo Tarba, Amar Rao, and Ritika Chopra. 2022. Toward Advancing Theory on Creativity in Marketing and Artificial Intelligence. Psychology & Marketing 39: 1802–25.

Al Qudah, E. (2025). The Effect of Artificial Intelligence on the Digital Content Creation Sector on Emirati Media Organizations. Salud, Ciencia y TecnologÃa, 5, 1686-1686.

Ang, Tyson, Shuqin Wei, and Nwamaka A. Anaza. 2018. Livestreaming vs Pre-Recorded: How Social Viewing Strategies Impact Consumers' Viewing Experiences and Behavioral Intentions. European Journal of Marketing 52: 2075–104.

Babatunde, Sodiq Odetunde, Opeyemi Abayomi Odejide, Tolulope Esther Edunjobi, and Damilola Oluwaseun Ogundipe. 2024. The Role of AI in Marketing Personalization: A Theoretical Exploration of Consumer Engagement Strategies. International Journal of Management & Entrepreneurship Research 6: 936–49.

Bag, Surajit, Gautam Srivastava, Mamoon Al Bashir, Sushma Kumari, Mihalis Giannakis, and Abdul Hannan Chowdhury. 2022. Journey of Customers in This Digital Era: Understanding the Role of Artificial Intelligence Technologies in User Engagement and Conversion. Benchmarking: An International Journal 29: 2074–98

Bang, Hyejin, and Bartosz W. Wojdynski. 2016. Tracking Users' Visual Attention and Responses to Personalized Advertising Based on Task Cognitive Demand. Computers in Human Behavior 55: 867–76.

Binlibdah, S. (2024). Investigating the Role of Artificial Intelligence to Measure Consumer Efficiency: The Use of Strategic Communication and Personalized Media Content. Journalism and Media, 5(3), 1142-1161.

Buhalis, Dimitrios, and Iuliia Moldavska. 2022. Voice Assistants in Hospitality: Using Artificial Intelligence for Customer Service. Journal of Hospitality and Tourism Technology 13: 386–403.

Carlson, John R., and Robert W. Zmud. 1999. Channel Expansion Theory and the Experiential Nature of Media Richness Perceptions. Academy of Management Journal 42: 153–70.

Chatterjee, Sheshadri, and Kalyan Kumar Bhattacharjee. 2020. Adoption of Artificial Intelligence in Higher Education: A Quantitative Analysis Using Structural Equation Modelling. Education and Information Technologies 25: 3443–63

Chen, H., Li, L., & Chen, Y. (2021). Explore success factors that impact artificial intelligence adoption on telecom industry in China. Journal of Management Analytics, 8(1), 36-68.

Cherukuri, B. R. (2024). AI-powered personalization: How machine learning is shaping the future of user experience. International Journal of Science and Research Archive12(01), 3111–3126.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. Modern Methods for Business Research, 295(2), 295–336.

Daft, Richard L., and Robert H. Lengel. 1986. Organizational Information Requirements, Media Richness and Structural Design. Management Science 32: 554–71

De Keyzer, Freya, Nathalie Dens, and Patrick De Pelsmacker. 2015. Is This for Me? How Consumers Respond to Personalized Advertising on Social Network Sites. Journal of Interactive Advertising 15: 124–34.

Dennis, Alan R., and Susan T. Kinney. 1998. Testing Media Richness Theory in the New Media: The Effects of Cues, Feedback, and Task Equivocality. Information Systems Research 9: 256–74.

Dijkstra, Arie. 2008. The Psychology of Tailoring-Ingredients in Computer-Tailored Persuasion. Social and Personality Psychology Compass 2: 765–84.

Eg, R., Tønnesen, Ö. D., & Tennfjord, M. K. (2023). A scoping review of personalized user experiences on social media: The interplay between algorithms and human factors. Computers in Human Behavior Reports, 9, 100253.

Fabio, R. A., & Iaconis, S. M. (2024). The Role of Critical Thinking in Mitigating Social Network Addiction: A Study of TikTok and Instagram Users. International Journal of Environmental Research and Public Health, 21(10), 1305.

Gorla, Narasimhaiah, Toni M. Somers, and Betty Wong. 2010. Organizational Impact of System Quality, Information Quality, and Service Quality. The Journal of Strategic Information Systems 19: 207–28

Hawkins, Robert P., Matthew Kreuter, Kenneth Resnicow, Martin Fishbein, and Arie Dijkstra. 2008. Understanding Tailoring in Communicating about Health. Health Education Research 23: 454–66.

Hutchins, Jennifer, and Darlene Xiomara Rodriguez. 2018. The Soft Side of Branding: Leveraging Emotional Intelligence. Journal of Business & Industrial Marketing 33: 117–25.

Krönke, C. (2020). Artificial intelligence and social media. Regulating artificial intelligence, 145-173.

Kshetri, Nir, Yogesh K. Dwivedi, Thomas H. Davenport, and Niki Panteli. 2024. Generative Artificial Intelligence in Marketing: Applications, Opportunities, Challenges, and Research Agenda. International Journal of Information Management 75: 102716.

Kock, Ned. 2004. The Psychobiological Model: Towards a New Theory of Computer-Mediated Communication Based on Darwinian Evolution. Organization Science 15: 327–48.

Kolasani, Saydulu. 2023. Optimizing Natural Language Processing, Large Language Models (LLMs) for Efficient Customer Service, and Hyper-Personalization to Enable Sustainable Growth and Revenue. Transactions on Latest Trends in Artificial Intelligence 4: 936.

Kusumasondjaja, Sony. 2018. The Roles of Message Appeals and Orientation on Social Media Brand Communication Effectiveness. Asia Pacific Journal of Marketing and Logistics 30: 1135–58.

Maslowska, Ewa, Bas van Den Putte, and Edith G. Smit. 2011. The Effectiveness of Personalized E-Mail Newsletters and the Role of Personal Characteristics. Cyberpsychology, Behavior, and Social Networking 14: 765–70.

Nguyen, Tuyet-Mai, and Ashish Malik. 2021. Impact of Knowledge Sharing on Employees' Service Quality: The Moderating Role of Artificial Intelligence. International Marketing Review 39: 482–508.

oxford, U. o. (2022, december 8). New exhibit highlights differences between algorithmic and human curation. university of oxford:

Parsons, Amy L., and Elzbieta Lepkowska-White. 2018. Social Media Marketing Management: A Conceptual Framework. Journal of Internet Commerce 17: 81–95.

Patil, R., Shivashankar, K., Porapur, S. M., & Kagawade, S. (2024). The role of ai-driven social media marketing in shaping consumer purchasing behaviour: An empirical analysis of personalization, predictive analytics, and engagement. In ITM Web of Conferences (Vol. 68, p. 01032). EDP Sciences.

Pfiffelmann, Jean, Nathalie Dens, and Sébastien Soulez. 2020. Personalized Advertisements with Integration of Names and Photographs: An Eye-Tracking Experiment. Journal of Business Research 111: 196–207

Rahman, M. S., & Reza, H. (2022). A systematic review towards big data analytics in social media. Big Data Mining and Analytics, 5(3), 228-244.

Raza, A., & Aslam, M. W. (2024). Algorithmic curation in Facebook: An investigation into the role of AI in forming political polarization and misinformation in Pakistan. Annals of Human and Social Sciences, 5(2), 219-232.

Sadiku, M. N., Ashaolu, T. J., Ajayi-Majebi, A., & Musa, S. M. (2021). Artificial intelligence in social media. International Journal of Scientific Advances, 2(1), 15-20.

Schivinski, Bruno, George Christodoulides, and Dariusz Dabrowski. 2016. Measuring Consumers' Engagement with Brand-Related Social-Media Content: Development and Validation of a Scale that Identifies Levels of Social-Media Engagement with Brands. Journal of Advertising Research 56: 64–80.

Seo, Eun Ju, Jin-Woo Park, and Yu Jin Choi. 2020. The Effect of Social Media Usage Characteristics on E-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media. Sustainability 12: 1691.

Teepapal, T. (2025). AI-driven personalization: Unraveling consumer perceptions in social media engagement. Computers in Human Behavior, 165, 108549.

Zote, J. (2022, november 9). How the Facebook algorithm works and ways your brand can outsmart it. sprout social

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. Modern Methods for Business Research, 295(2), 295–336.

