

Advancing our Understanding of Public Relations: Improving Crisis Communication through AI

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- Gaugarin Oliver, Founder, Fullintel
- Katie Delahaye Paine, CEO, Paine Publishing, LLC

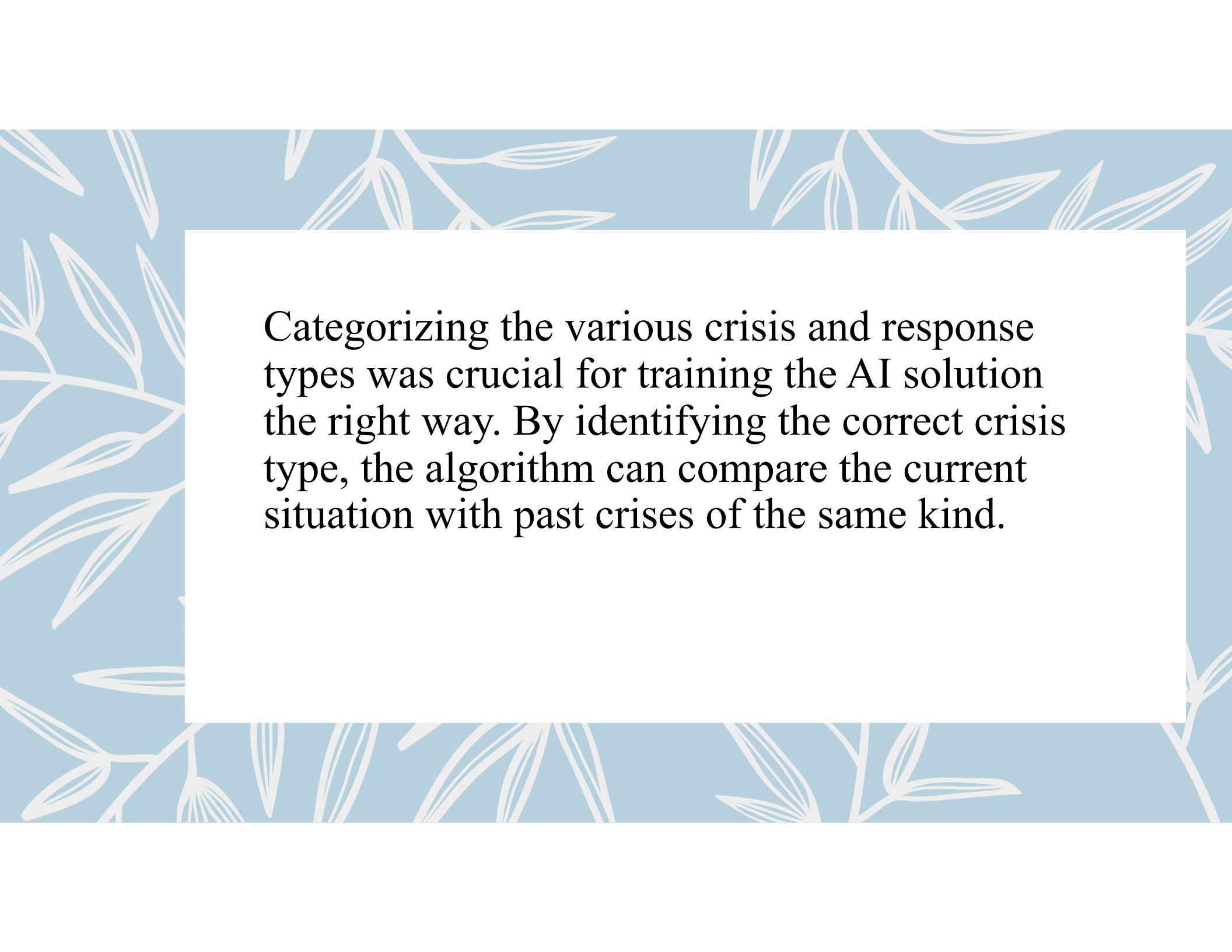
It starts

- At the Summit on the Future of Measurement, Katie Paine suggested AI would be valuable if it could identify the types of crises and recommend the most effective responses.

Guagarin Oliver, CEO of Fullintel, said “We can do that.”

Train the AI

- The crisis types (three clusters from SCCT)
- The crisis responses (four categories from SCCT)



Categorizing the various crisis and response types was crucial for training the AI solution the right way. By identifying the correct crisis type, the algorithm can compare the current situation with past crises of the same kind.

AI can

- To discover crises (early detection)
 - Are we in a crisis?
- To diagnose (assess crisis type)
 - What type of crisis is it?
- To make recommendations for a crisis response (that are data driven)
 - What effects with different response have?

Real-time prediction models

- Crisis or not classifier for traditional media content (print, online news, and broadcast coverage)
- Crisis type classifier for traditional media content
- Article content classifier to map specific media articles to a particular crisis
- Article content classifier to identify and classify events from non-crisis articles
- Crisis or not classifier for social media content
- Social media post content classifier to map posts to a particular crisis

Occasional prediction models

- Crisis similarity finder
 - Finds crises similar to the identified ongoing crisis
- Severity predictor
 - Predicts the severity of the crisis based on analysis of past crises
- Days to Neutral predictor
 - Predicts the number of days for coverage and conversations around the crisis to move from negative to neutral
- Sentiment engine
 - Predicts media and public sentiment based on various crisis responses



REAL-TIME DASHBOARD

03/10/2019 - 06/02/2019

View Articles

Create +



PROJECTS AND CRISIS

MARKED IMPORTANT 3183

SAVED FOR LATER

COMPANY NEWS 313 >

JOHNSON & JOHNSO... 6505 >

SOCIAL MEDIA 1732

INDUSTRY NEWS 175 >

REPORTS

FOLDERS

DAILY DIGEST

MEDIA ANALYSIS

Current Events and Crisis

\$300 Million in Punitive Damages in NY Loses \$25 Million NY Talc. Verdict

Johnson & Johnson Analyst Day First quarter earnings release and Investor's Conference Call

Johnson & Johnson Announces Completion of Acquisition of Auris Health, Inc.

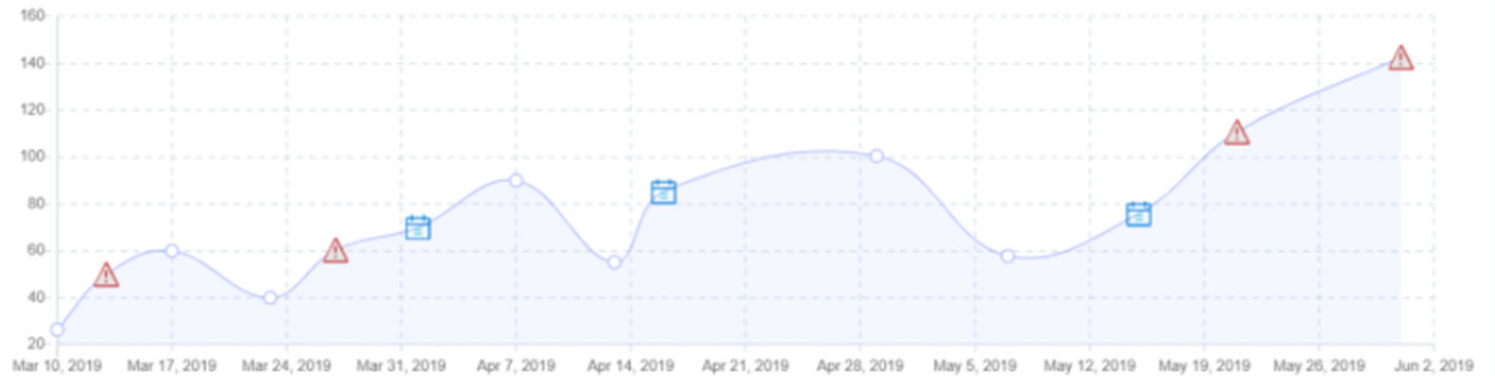


77 ▼ 3%
BRAND REPUTATION SCORE

140.7 K
COVERAGE

54.3 M
REACH

Overall Trend



Theory (Start for Algorithms)



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graph TD; A[Theory (Start for Algorithms)] --> B[Machine Learning (AI)]; B --> C[Dashboard (Data)]; C --> D[Humans Decide (HI)];
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Machine Learning (AI)

Dashboard (Data)

Humans Decide (HI)