AI IMPACT REPORT NO. 315 · REVISED 5 OCTOBER 2026 · 250 ROLES COVERED

Public Relations Specialists

AI profoundly augmenting media monitoring, content creation, and stakeholder engagement, shifting focus to strategic counsel and crisis management.

EXPOSURE	WINDOW	ADOPTION TODAY	READING
73	1–4 yrs	High	Substantial automation of routine work.
High exposure	until change lands		Exposure is the share of today's work AI can plausibly take on within the window.

§ 01 WHAT IS HAPPENING

What is happening to public relations specialists

Impact

AI tools are autonomously tracking media mentions, analyzing sentiment, generating press releases, and personalizing outreach. This compels PR Specialists to radically pivot towards high-level strategic communication, nuanced relationship building, ethical AI oversight, and fostering irreplaceable human connections with journalists and stakeholders.

Risk

Radical role overhaul; pervasive automation leading to significant workflow redefinition and specialized human focus.

The Public Relations Specialist role will be heavily augmented by AI. AI will assume command of vast routine data collection, media monitoring, and much of the content generation for press releases and pitches. PR Specialists must immediately pivot to becoming experts in leveraging AI for hyper-efficiency and enhanced strategic insights, intensely validating AI outputs for accuracy and brand alignment, and dedicating their expertise to the irreplaceable human elements of the role: profound crisis management, nuanced relationship building with journalists and influencers, and critical ethical decision-making regarding reputation and public trust.

Sector readiness

Rapid & Experimental Integration

The public relations, media, and communications industries are aggressively integrating AI for efficiency, scalability, and new possibilities in content creation, media intelligence, and stakeholder engagement. Many PR agencies and in-house communications teams are actively experimenting with and adopting AI tools into their workflows, although questions around intellectual property, authenticity, and ethical communication are being fiercely debated and shaped.

§ 02 POSITION

Where you stand

i The Public Relations Specialist role is undergoing a profound and accelerating redefinition by AI, fundamentally restructuring media monitoring, content creation, and stakeholder engagement.

ii AI will autonomously manage vast routine tasks, amplify media intelligence, and streamline content, compelling PR Specialists to pivot to indispensable strategic counsel and profound human relationship building.

iii Survival and impact will hinge on Public Relations Specialists mastering AI tools, critically validating AI outputs for authenticity, championing ethical AI, and providing irreplaceable human judgment and advocacy at the heart of reputation and public trust.

§ 03 ACTIONS 15 POINTS

What this means for you

Concrete changes to how the work gets done, in the order you are likely to meet them.

01 **AI-Powered Media Monitoring & Trend Analysis.** Public Relations Specialists are leveraging AI tools that autonomously scan vast amounts of media (news, social media, blogs, forums, broadcast) to identify brand mentions, analyze sentiment, detect emerging trends, and spot potential reputational issues in real-time. This radically frees specialists from manual monitoring.

02 **Generative AI for Press Release & Pitch Drafting.** AI can autonomously draft initial versions of press releases, media pitches, talking points, and key messages based on provided information. This streamlines content creation, ensuring consistent messaging and allowing PR Specialists to focus on strategic storytelling and tailoring for specific journalists.

03 **AI-Driven Crisis Communication & Reputation Management.** AI tools are autonomously identifying emerging crises, analyzing the virality of negative sentiment, and suggesting optimal communication responses. Public Relations Specialists will use AI for real-time monitoring, rapid response planning, and proactive reputation defense.

04 **AI-Assisted Media List Building & Outreach Personalization.** AI will autonomously identify relevant journalists, influencers, and media outlets based on their past coverage, audience demographics, and sentiment towards specific topics. AI can also draft personalized outreach emails, increasing pitch success rates.

05 **Predictive Analytics for Campaign Impact.** Public Relations Specialists will leverage AI models that autonomously analyze past campaign data, media coverage, and public sentiment to predict the potential impact of PR initiatives on brand perception, website traffic, or sales. This informs strategic planning and demonstrates ROI.

06 **Focus on Strategic Counsel & Narrative Shaping.** As AI assumes command of routine monitoring and content drafting, the paramount value of Public Relations Specialists shifts profoundly towards providing high-level strategic counsel to leadership, shaping compelling brand narratives, and navigating complex public perception challenges.

07 **Prompt Engineering for PR Content.** Public Relations Specialists must master the art of "prompt engineering"—crafting precise and highly effective textual inputs to guide generative AI tools to produce desired press releases, media pitches, social media responses, or crisis communication messages tailored for specific audiences and platforms.

08 **AI for Sentiment Analysis & Stakeholder Mapping.** AI tools are autonomously analyzing sentiment in public discourse and identifying key stakeholders, opinion leaders, and their networks. PR Specialists will use this for nuanced stakeholder engagement and targeted communication strategies.

09 **Ethical AI in PR & Authenticity.** Public Relations Specialists will be at the forefront of navigating the complex ethical landscape of AI in PR. This includes ensuring AI-generated content is authentic and transparent, avoiding manipulative tactics, and upholding public trust.

10 **Human-AI Teaming for Crisis Response.** Public Relations Specialists will increasingly collaborate with AI in crisis management. AI processes vast real-time data, identifies sentiment shifts, and suggests responses, while the human specialist leads complex decision-making, stakeholder communication, and empathetic messaging.

11 **AI-Driven Content Repurposing & Multi-Channel Distribution.** AI can rapidly repurpose press releases into social media snippets, video scripts for media interviews, or infographics. This streamlines content strategy, ensuring consistent messaging and maximizing reach across diverse communication channels.

12 **Continuous Learning & PR Tech Literacy.** The exponential pace of AI integration and media landscape evolution demands that Public Relations Specialists commit to continuous, aggressive learning of new AI-powered tools, media intelligence platforms, and emerging communication trends, as a foundational competency.

13 **Specialization in AI-Powered PR Analytics.** The field will see a rise in Public Relations Specialists specializing in leveraging AI for advanced PR analytics, including measuring brand sentiment over time, identifying key message resonance, and quantifying the impact of PR campaigns.

14 **AI for Influencer Identification & Relationship Management.** AI tools are assisting PR Specialists in autonomously identifying relevant influencers based on audience demographics, brand affinity, and content performance. AI can also streamline communication and track campaign performance.

15 **Strategic Client Advisory & Reputation Protection.** As AI streamlines tactical tasks, Public Relations Specialists will dedicate more time to fostering profound client relationships, understanding unspoken needs, and providing high-level strategic advice for reputation protection and enhancement.

§ 04 CAUSES 10 DRIVERS

What is pushing this change

01 **Explosive Growth of Digital Media & Social Conversations.** Vast amounts of data from online news, social media, blogs, forums, and broadcast media provide rich input for AI models.

02 **Advancements in Generative AI (Text, Voice, Video).** Breakthroughs in AI fields enable sophisticated text generation, voice cloning, and video manipulation, revolutionizing content creation.

03 **Urgent Demand for Real-time Reputation Management.** Brands and organizations require immediate response to media mentions and potential crises, driving AI adoption.

04 **Rapid Changes in Media Landscape & Algorithms.** The media landscape is fragmented, and algorithms constantly change; AI helps monitor and adapt PR strategies.

05 **Need for Personalized & Targeted Outreach.** Journalists and stakeholders expect highly relevant and personalized pitches and communications.

06 **Intense Competition for Media Attention.** Securing earned media and positive public perception is fiercely competitive; AI offers tools to gain an edge.

07 **Complexity of Global Public Opinion.** Managing public opinion across diverse cultures and languages is complex; AI assists in sentiment analysis and translation.

08 **Shortage of Skilled PR Professionals.** There's a high demand for PR professionals who can manage complex strategies and leverage data effectively.

09 **Demand for Measurable PR Impact.** Organizations demand clear evidence of PR's business impact (e.g., brand sentiment, media coverage value); AI provides granular data.

10 **Focus on Authentic Stakeholder Engagement.** Building genuine relationships and fostering trust with media and stakeholders is a key differentiator in an AI-augmented landscape.

§ 05 VARIATION 5 SECTORS

Impact by sector

The headline figure is an average. Where you work changes the picture.

Media Relations Specialists	AI for media monitoring, pitch personalization, and journalist identification. Focus on securing earned media and building journalist relationships.
Internal Communications Specialists	AI for drafting internal announcements, employee engagement content, and sentiment analysis of internal communications. Focus on employee advocacy and culture.
Crisis Communications Specialists	AI for real-time crisis monitoring, sentiment analysis, and suggesting response messages. Focus on rapid response and reputation defense.
Public Affairs Specialists	AI for stakeholder mapping, legislative sentiment analysis, and drafting policy briefs. Focus on advocacy and government relations.
Corporate Communications Managers	AI for brand messaging consistency, executive communication drafting, and managing corporate reputation across channels. Focus on overarching brand narrative and leadership comms.

§ 06 PREPARATION 8 SKILLS

Skills to build

The skills that keep the human part of this work valuable as the routine part is automated.

01 **Strategic Communication & Narrative.** The ability to define clear communication objectives, shape compelling narratives, and align PR efforts with strategic business goals.

02 **AI/PR Tech Literacy & Prompting.** Skillfully crafting inputs for generative AI tools and effectively using various AI platforms for media monitoring, content creation, and outreach.

03 **Media Landscape & Trends.** Deep understanding of news cycles, media outlets, journalist interests, and emerging communication channels and platforms.

04 **Crisis Management & De-escalation.** Mastery of assessing high-stakes situations, managing public perception, and implementing effective communication strategies under pressure.

05 **Ethical AI & Authenticity.** Upholding the highest ethical standards in public communication, ensuring transparency, avoiding manipulation, and maintaining brand authenticity.

06 **Stakeholder Engagement & Relationship Building.** Ability to build and maintain profound, trust-based relationships with journalists, influencers, employees, and other key stakeholders.

07 **Data Analysis & Impact Measurement.** Ability to interpret vast PR data, AI-generated insights (e.g., sentiment trends, media reach), and translate them into actionable strategies and ROI.

08 **Communication & Influence.** Expertly structuring persuasive messages, delivering impactful presentations, and influencing public opinion and stakeholder decisions.

§ 07 INSTRUMENTS 12 ENTRIES

Tools in use

KINDS OF TOOL WORTH KNOWING

01 **Generative AI for PR Content.** Platforms that use AI to autonomously draft press releases, media pitches, talking points, and other PR-related content.

02 **AI-Powered Media Monitoring & Intelligence.** AI tools that autonomously scan vast media landscapes (news, social, broadcast) for brand mentions, sentiment, and emerging trends.

03 **AI for Crisis Communication Management.** AI models that autonomously analyze emerging crises, track negative sentiment virality, and suggest optimal communication responses.

04 **AI for Media List Building & Outreach.** AI tools that autonomously identify relevant journalists, influencers, and media outlets based on coverage history and audience relevance.

05 **AI for Sentiment Analysis & Reputation Tracking.** AI platforms that autonomously analyze online text and conversations for emotional tone, brand mentions, and shifts in public perception.

06 **AI for PR Performance Analytics.** AI-powered dashboards and software that autonomously track media coverage, sentiment, share of voice, and generate comprehensive PR impact reports.

NAMED TOOLS ALREADY IN USE

ChatGPT / Google Gemini / Copy.ai (for PR content) VISIT
Leading generative AI models used for drafting various types of PR content, from press releases to crisis communications.

Cision / Meltwater (Media Monitoring) VISIT
Leading media monitoring and intelligence platforms that leverage AI for comprehensive media scanning and trend identification.

Onclusive (Crisis Management AI) / Mention (Social Listening) VISIT
AI-powered platforms specializing in real-time crisis monitoring, sentiment analysis, and automated response suggestions for PR.

Muck Rack / PR Newswire (AI for journalist lists) VISIT
Platforms that use AI to build targeted media lists, identify journalist interests, and personalize outreach for PR pitches.

Brandwatch / Sprinklr (Social Listening) VISIT

Leading social listening and media monitoring platforms that leverage AI for deep sentiment analysis and trend identification.

Talkwalker (Consumer Intelligence) / Commetric (PR Analytics) VISIT

AI-powered PR analytics platforms that provide comprehensive insights into media coverage, sentiment, and campaign impact.

§ 08 EXAMPLES 5 EXAMPLES

In practice

Ways people in this role are already using AI, and what they get from it.

Automate Media Monitoring

EXAMPLE 1

HOW Public Relations Specialists will deploy an AI-powered media monitoring platform. The AI autonomously scans millions of news articles, social media posts, and online forums in real-time, identifying all brand mentions, categorizing sentiment, and flagging potential reputational issues.

GAIN Significantly reduces manual monitoring time, provides real-time insights into brand perception, and enables proactive reputation management.

Generate Press Release Drafts

EXAMPLE 2

HOW Public Relations Specialists can instruct a generative AI tool to draft a new press release for a product launch. By providing key messaging, product features, and target audience, the AI will autonomously generate a structured press release ready for refinement and distribution.

GAIN Saves significant writing time, ensures consistent messaging, and allows PR Specialists to focus on strategic storytelling and media relations.

Predict Crisis Virality

EXAMPLE 3

HOW Public Relations Specialists will leverage an AI model that autonomously analyzes the initial spread of negative sentiment (e.g., a viral complaint, a controversial news story) across social media. The AI predicts the likelihood of the issue escalating into a full-blown crisis, enabling proactive intervention.

GAIN Provides critical early warning for potential reputational damage, allows for rapid, data-backed crisis response, and minimizes negative brand impact.

Personalize Media Pitches

EXAMPLE 4

HOW

Public Relations Specialists will use an AI tool that autonomously identifies relevant journalists and media outlets for a story. The AI will then draft personalized pitch emails, referencing the journalist's past articles and interests, increasing the likelihood of coverage.

GAIN

Streamlines media outreach, increases pitch relevance, and improves the likelihood of securing valuable earned media coverage.

Analyze Campaign Impact

EXAMPLE 5

HOW

Public Relations Specialists will deploy an AI platform that autonomously analyzes media coverage, brand sentiment shifts, and website traffic data following a PR campaign. The AI quantifies the campaign's impact (e.g., media value, sentiment uplift, website traffic) and identifies key drivers of success.

GAIN

Provides objective, data-backed evidence of PR effectiveness, demonstrates ROI, and informs strategic adjustments for future campaigns.

§ 09 CONTEXT

How this role compares

Three neighbouring roles chosen to show the direction of travel.

PR Assistants (Routine media list building, press kit assembly)

MORE EXPOSED

AI IMPACT

Catastrophic (AI can autonomously generate media lists; AI can assemble basic press kits and send routine communications.)

WORK MOVES TO

Immediate need for radical re-skilling into AI oversight, content curation for authenticity, or specialization in complex media relations.

AI Communications Strategists / AI Media Intelligence Developers

DIFFERENT SKILLS, GROWING

AI IMPACT

Foundational (They design and build the AI algorithms and systems that power advanced PR analytics and content generation.)

WORK MOVES TO

Deep expertise in AI/ML algorithms, NLP, data science, and software engineering, with a focus on media intelligence and communications.

Spokespersons (High-stakes public appearances) / Lobbyists (Government relations)

COMPLEMENTARY, LESS EXPOSED

AI IMPACT

Low-Moderate Augmentation (AI assists in talking points for spokespersons; AI helps with research for lobbyists), but core human charisma, nuanced public speaking, and direct interpersonal influence remain paramount.

WORK MOVES TO

Exceptional public speaking, crisis communication skills (Spokespersons); Complex relationship building, political acumen, and direct advocacy with policymakers (Lobbyists).

§ 10 VERDICT

Closing judgement

> For Public Relations Specialists, AI is not merely a tool but a radical force of transformation that will fundamentally redefine their role. It will autonomously handle the mundane, amplify media intelligence, and streamline content, compelling specialists to pivot to indispensable strategic counsel, profound human relationship building, and ethical oversight. The future Public Relations Specialist will be a visionary orchestrator of human-AI collaboration, providing irreplaceable judgment and advocacy at the heart of reputation and public trust.

§ 11 BASIS REVISED 5 OCTOBER 2026

Evidence and revisions

What the exposure figure rests on, what changed when it was last revised, and the published work cited for this role.

SCORE

65 to 73

WINDOW

1-4 years (unchanged)

The 5 October 2026 review moved the score up by 8 points.

Exposure Index v2. Inputs: task applicability 73/100 (Microsoft AI applicability score 0.37 for Public relations specialists); observed usage 60/100 (Anthropic observed exposure 0.45); official exposure tier 100/100 (BLS: very high); labour-market trajectory 46/100 (BLS projects employment to grow 1.8% over 2025–35); published adoption rating 70/100 (high adoption). Weighted base 72.7. Final score 73. The previous figure of 65 was raised by 8 points: the earlier method kept 60% of the weight on an undocumented editorial prior and capped movement at fifteen points, so the measured evidence was only partly reflected. The change window is unchanged.

HOW THE FIGURE IS BUILT (EXPOSURE INDEX V2)

Task applicability — Microsoft Research, AI applicability score	73 × 35%	25.6
Observed usage — Anthropic Economic Index, observed exposure	60 × 20%	12.1
Official exposure tier — US BLS AI-exposure category	100 × 20%	20.0
Labour-market trajectory — US BLS projected employment change 2025–35	46 × 10%	4.5
Published adoption rating — This report's adoption level	70 × 15%	10.5
Weighted base		72.7
Exposure score		73

MEASURES BEHIND THE SCORE

US Bureau of Labor Statistics · *Employment Projections 2025–35 and AI Exposure Categories* (27 August 2026)

AI-exposure tier: Very high. Projected employment change 2025–35: +1.8%. Matched to Public relations specialists.

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Microsoft Research · *Working with AI: Measuring the Applicability of Generative AI to Occupations* (10 July 2025)

AI applicability score 0.36 (percentile 98 of 785 occupations) for SOC 27-3031.

PUBLISHER PDF ARCHIVED COPY

Anthropic · *Anthropic Economic Index report: Cadences* (26 June 2026)

Observed exposure 0.45 for SOC 27-3031 (percentile 98 of 756 occupations).

PUBLISHER PDF

World Economic Forum · *The Future of Jobs Report 2025* (7 January 2025)

Graphic designers appear on the WEF fastest-declining list for the first time in the 2025 edition, which the report attributes directly to generative AI.

PUBLISHER PDF

UK Department for Science, Innovation and Technology · *Assessment of AI capabilities and the impact on the UK labour market* (28 January 2026)

UK context: around 70% of UK workers are in occupations with tasks AI could perform or enhance, above the US average; a one-standard-deviation rise in exposure was associated with a 3.9% fall in UK job postings.

PUBLISHER ARCHIVED COPY

ALSO CITED FOR THIS ROLE

PwC · *2026 Global AI Jobs Barometer* (May 2026)

A two-track market is emerging: creative roles "professionalised" by AI (direction, strategy, brand) grow faster, while roles "democratised" by it see wage pressure.

PUBLISHER PDF

Archived copies are served only where the licence permits; otherwise the link goes to the publisher. Full research library: https://www.careerguard.ai/sources

§ 12 APPENDIX

Method and sources

Each report was written from a large body of published research. The exposure score itself is computed, not written: it is the CareerGuard Exposure Index, a weighted average of occupation-level measures from the US Bureau of Labor Statistics (AI-exposure classification and 2025–35 projections), Microsoft Research (AI applicability scores) and Anthropic (observed exposure), together with the adoption rating published on the report. The organisations and publications below are the standing literature behind the narrative sections. Every source, with dates, licences and archived copies where we are permitted to hold them, is catalogued in the research library.

Exposure Index v2 (October 2026). Each input is scaled to 0–100 and weighted: task applicability 35% (Microsoft AI applicability score ÷ 0.5), observed usage 20% (Anthropic observed exposure ÷ 0.75), official exposure tier 20% (BLS very high = 100, high = 70, moderate = 40, low = 10), labour-market trajectory 10% (50 2.5 × projected % employment change), published adoption rating 15% (very high = 85, high = 70, medium-high = 55, medium = 40, low-medium = 25, low = 10). Inputs not measured for an occupation are dropped and the remaining weights renormalised. An editorial adjustment of at most ±12 points is allowed only for automation channels the measures cannot see (robotics, self-service, machine vision, medical imaging, RPA/OCR, generative video) and is always logged with its reason. Scores are whole numbers, not rounded to five. The change window shifts one notch (a year at each end) per ten points of movement.

I GLOBAL AND MACROECONOMIC IMPACT OF AI ON WORK

World Economic Forum

The Future of Jobs Report series — Employer survey of expected job growth and decline, skill shifts and technology adoption (2020, 2023 and 2025 editions); Artificial Intelligence and the Future of Entry-Level Work (2026).
AI governance and transformation reports — Frameworks on ethical AI, talent strategy and industry transformation.

McKinsey Global Institute

AI, Automation and the Future of Work series — Research quantifying automation potential by task, sector and demographic, from "Jobs Lost, Jobs Gained" to "Agents, robots, and us" (2025).
Industry-specific reports — Financial services, healthcare, manufacturing and others.

PwC

Global AI Jobs Barometer — Annual analysis of job postings and productivity by AI exposure (2024–2026 editions).
Upskilling Hopes and Fears survey — Employee perceptions and readiness.

Microsoft Research and Anthropic

Working with AI (2025); Anthropic Economic Index (2025–2026) — Occupation-level usage data from Copilot and Claude conversations, the two observed-usage measures behind the 2026 revision.

Stanford Digital Economy Lab and Stanford HAI

Canaries in the Coal Mine? (2025–2026); AI Index Report (annual) — Payroll evidence on early-career employment in exposed occupations; annual measurement of AI capability, investment and adoption.

Deloitte

Human Capital Trends series — Workforce, talent and HR technology trends.
Tech Trends series — Emerging technologies and their business implications.

Accenture

Technology Vision series — Forward-looking analysis of emerging technology, with emphasis on AI.
Fjord Trends — Design, innovation and human experience in a digital world.

Boston Consulting Group

AI/ML insights and industry solutions — "The AI Revolution in the Workplace" and related research.

EY

AI and workforce reports — Adoption, talent strategy and ethics.

IBM Institute for Business Value

AI and automation studies — Business models, workforce evolution and leadership.

OECD

AI Policy Observatory — International data and policy on AI, labour markets and skills.
Employment Outlook — Labour-market trends including technological impact (2023–2026 editions).

International Labour Organization

Generative AI and Jobs: A Refined Global Index of Occupational Exposure (2025) — Task-level exposure gradients for every ISCO occupation; successor to the 2023 global index.

International Monetary Fund
Staff Discussion Notes on AI and work (2024, 2026) — Complementarity framing: where AI augments and where it substitutes.

UK Department for Science, Innovation and Technology
Assessment of AI capabilities and the impact on the UK labour market (2026) — UK occupational exposure and job-posting evidence.

Brookings Institution
AI and automation research — Economic and social implications, displacement and skills.

Yale Budget Lab and Goldman Sachs Research
Tracking the Impact of AI on the Labor Market; AI and the US labour market (2026) — Aggregate labour-market monitoring; macro displacement estimates.

Oxford University (Oxford Martin School)
The Future of Employment — Frey & Osborne and subsequent research on susceptibility to automation.

MIT Technology Review
AI & Work — Reporting on AI research and its implications for industries and jobs.

Gartner
Hype Cycle for Artificial Intelligence — Maturity and adoption of AI technologies.
Future of Work reports — Workplace models and talent strategy.

U.S. Bureau of Labor Statistics
Employment Projections 2025–35; AI Exposure Categories; Occupational Outlook Handbook — Ten-year employment projections and, from the 2025 cycle, an AI-exposure tier for every detailed occupation.

Indeed Hiring Lab
AI at Work Report (2025) and posting-market updates — Skill-level transformation estimates and job-posting trends by occupation.

II CORE AI AND MACHINE-LEARNING RESEARCH

OpenAI
Research papers, blog and API documentation — Large language models, generative AI, safety and societal impact.

Google DeepMind
Research papers and blog — Reinforcement learning, AI for science, AGI and ethics.

Meta AI
Research papers and blog — Large language models, computer vision, AI for social good.

Hugging Face
Transformers library and model hub — Open-source state-of-the-art NLP models.

TensorFlow and PyTorch
Documentation and community forums — Core frameworks illustrating practical capability.

arXiv
cs.AI, cs.LG, cs.CV, cs.CL — Pre-print research.

NeurIPS and ICML
Conference proceedings — Top-tier academic research.

ACM and IEEE
Journals and proceedings — ACM Computing Surveys; IEEE Transactions on AI.

Kaggle
Datasets and competition solutions — Applied machine learning on real-world problems.

The Alan Turing Institute
Research and reports — Responsible and applied AI.

III ETHICAL AND RESPONSIBLE AI DEPLOYMENT

NIST
AI Risk Management Framework — Voluntary framework for managing AI risk.

European Commission
AI Act — Risk-tiered legal framework for AI.
Ethics Guidelines for Trustworthy AI — Principles for responsible development.

Partnership on AI
Research and best practice — Responsible AI development.

AI Now Institute
Annual reports — Social implications: power, inequality, rights.

ACM FAccT
Proceedings — Fairness, accountability and transparency.

Data & Society
Publications — Social implications of data-centric technology.

WIPO
Conversation on IP and AI — Intellectual-property implications of AI.

IEEE Global Initiative on Ethics of A/IS
Ethically Aligned Design — Recommendations for ethical AI design.

Center for AI and Digital Policy
Policy briefs — Accountable AI policy.