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Deanship of Scientific Research

Employing AI Technologies in News Notifications for Electronic Platforms: Field Study on Communicators in Iraqi News Websites from 1/4/2024 to 30/4/2024

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Abstract

Objectives: The research aims to understand the attitudes of communicators in Iraqi news websites towards the employment of artificial intelligence (AI) technologies in sending news notifications and the extent to which media institutions can utilize these technologies in terms of financial, software, and skill capabilities.

Methods: The survey method, a type of descriptive research, was used by collecting data through the distribution of an electronic questionnaire using a snowball sample of 45 workers in Iraqi media websites within the study period.

Results: The study revealed that AI technologies are not employed in Iraqi media institutions, particularly in news websites and the sending of news notifications, despite these websites having the financial and technical capabilities to employ this technology in the notification service. This is due to a lack of awareness among communicators about the importance of employing this technology in media content production, as well as weak infrastructure caused by digital illiteracy and the limited participation in Arab and foreign training courses related to the production and creation of media content using AI technologies according to the legal and ethical constraints that align with social customs and traditions which help in the adoption of media content by the audience.

Conclusion: The study concluded, based on the opinions of workers in news websites, the importance of employing AI technologies in the field of sending notifications on news websites due to its role in enhancing the media message with more accuracy and professionalism and the prior knowledge of the tendencies and desires of the target audience across different categories, increasing speed, contemporaneity, and rapid coverage of important news events.

Keywords: Artificial Intelligence; News Notifications; Websites.

توظيف تقنيات الذكاء الاصطناعي في الإشعارات الإخبارية للمو اقع الإلكترونية دراسة ميدانية على القائمين بالاتصال بالمو اقع الالكترونية الإخبارية العر اقية للمدة من 2024/4/1 ولغاية 2024/4/30

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ملخّص

الأهداف: يسعى البحث لمعرفة اتجاهات القائمين بالاتصال بالمواقع الالكترونية الإخبارية في العراق نحو توظيف تقنيات الذكاء الاصطناعي في إرسال الإشعارات الإخبارية ومدى إمكانية المؤسسات الإعلامية من توظيفها من حيث الإمكانيات المادية والبرمجية والمهارية.

المنهجية: تم استخدام المنهج المسحي والذي يعد أحد البحوث الوصفية وذلك عن طريق جمع البيانات بتوزيع الاستبانة الالكترونية باستخدام عينة كرة الثلج على العاملين في المواقع الإعلامية العراقية والبالغ عددهم (45) مبحوثا من العراق ضمن مدة الدراسة.

النتائج: كشفت الدراسة عدم توظيف تقنيات الذكاء الاصطناعي في المؤسسات الإعلامية العراقية خاصة في المواقع الإلكترونية وإرسال الإشعارات الإخبارية على الرغم من امتلاك المواقع الالكترونية للإمكانيات المادية والتقنية لتوظيف هذه التقنية في مجال خدمة الإشعارات وذلك لعدم وعي القائمين بالاتصال بأهمية توظيف هذه التقنية بإنتاج المحتوى الإعلامي بالإضافة إلى ضعف البنية التحتية لوجود الأمية الالكترونية فضلا عن قلة انخراطهم في دورات تدريبية عربية وأجنبية خاصة بإنتاج وصناعة المحتوى الإعلامي بتوظيف تقنيات الذكاء الاصطناعي على وفق المحددات القانونية والأخلاقية التي تتلاءم مع العادات والتقاليد الاجتماعية والتي تساعد في تبني المحتوى الإعلامي من قبل الجمهور.

الخلاصة: خلصت الدراسة بناء على وجهة نظر العاملين في المواقع الالكترونية إلى أهمية توظيف تقنيات الذكاء الاصطناعي في مجال إرسال الإشعارات في المواقع الالكترونية لدوره في تعزيز الرسالة الإعلامية بصورة أكثر دقة واحترافية والمعرفة المسبقة بميول ورغبات الجمهور المستهدف على اختلاف فئاته بما يزيد السرعة والمواكبة والتغطية السريعة لأهم الأحداث الإخبارية.

الكلمات الدالة: الذكاء الاصطناعي، الإشعارات الإخبارية، المواقع الالكترونية.

Introduction

The employment of artificial intelligence (AI) technologies and programs in electronic platforms has brought about significant changes in various aspects of the communication process, from the sender to the receiver. These changes have influenced the nature of the media message, its content, and the nature of the electronic platform itself. By utilizing AI in key areas such as news notifications, media messages can be delivered to the target audience with a high degree of professionalism, blending digital technology and journalistic expertise produced by AI's creative thinking. AI plays a crucial role in understanding the type and content of news notifications or alerts that recipients or subscribers wish to receive. Consequently, traditional media institutions are disappearing, transforming into centers for producing diverse media content and forecasting future events based on current data.

The diversity in editing notifications makes them effective in capturing users' attention. Additionally, AI offers other advantages such as saving time, keeping up with ongoing events, continuous updates, and comprehensively covering daily local, Arab, and global events in political, military, economic, and social domains. These features facilitate access to news without entering the news site and encourage users to explore event details, aligning with the editorial policy of the electronic news platform by sending notifications around the clock. This approach aims to capture users' attention and fulfil their cognitive and ritualistic needs.

Therefore, this research aims to highlight the importance of employing modern technologies in electronic news platforms, particularly in the field of sending news notifications.

Therefore, the study is conducted on communicators in Iraqi media platforms by highlighting the importance of employing modern technologies in news websites, particularly in the field of sending news notifications.

Theoretical Framework: The Concept of Artificial Intelligence

Artificial Intelligence:

Artificial intelligence (AI) is the study of intellectual capabilities using computational models to simulate human thinking via processes of learning (acquiring information and rules) and reasoning (using previous rules to reach conclusions) (Khaled Larara, 2023, p. 52). This involves simulating human capacity in processing notification content (Harb, 2022, p. 20) to send notifications more effectively by employing AI techniques to extract meaning from sentences and then send notifications containing similar words and phrases (Witby, 2008, p. 28).

Functions of Artificial Intelligence:

AI has several functions in the field of news notifications:

1. **Detection:** AI is used to detect the inclinations and desires of recipients, leveraging deep learning capabilities.
2. **Prediction:** AI scans user data to make predictions about the desired topics.
3. **Response:** AI enables electronic platforms to discover and improve user response times (Khreesan, 2022, p. 5).
4. **Preparation:** AI techniques help gather and prepare notifications for sending upon the target audience's request.
5. **Search:** AI provides rapid search and prepares notifications according to audience preferences without the need for manual search (Al-Harbi, 2023, p. 180).

Key Facilitations of AI in News Notifications: (Khaled Larara, 2023, p. 56)

1. **Supporting Routine Notifications:** AI completes tasks faster than humans.
2. **Providing Immediate and Regular Notifications:** AI sends notifications and alerts about events promptly.
3. **Scheduling Notification Content:** AI schedules the publication of news notifications according to the recipient's preferences.
4. **Automating News Notifications:** Smart devices equipped with AI automatically search for and verify news content.
5. Notifications serve as a news window to deliver exclusive media content, drawing users' attention to specific truths. Typically, these truths are in the content aimed at users, encompassing all intellectual and emotional aspects of life, as well as the humanities such as art, law, politics, history, and geography (Al-Deen, 2021, p. 44). Technically, notifications are signals sent by institutions to users to transmit and broadcast information (Jazia, 2018, p. 100). Therefore, notifications should be easily and quickly transmitted and loaded on electronic devices, easily accessible,

and easy to read. They provide rapid updates on events relevant to users, increasing their awareness of surrounding events (Metwally, 2016, p. 86).

There are two types of persuasive media messages in notifications: (Al-Sha'ar, 2020, p. 171)

1. **Fact-based Notifications:** These include objective, rational, and cognitive information.
2. **Imaginative Notifications:** These rely on imagery and emotional appeals towards human needs.

Notifications can be defined as services or text messages sent to users subscribed to the news site. They are written clearly, simply, and attractively to encourage users to click on the notification and read the details. Notifications can cover all topics or only parts, depending on the subscription type. The mechanism supporting smart alerts or "Glanceability" ensures that relevant information is delivered in an understandable manner at the right time after being filtered, summarized, and visually presented for ease of understanding. This influences the formulation of news notifications sent to the audience, providing content suited to the presentation medium (Al-Fattah, Media Integration and News Production, 2016, pp. 85-86).

Characteristics of News Notifications:

The main characteristics of notifications on electronic platforms are (Youssef, Methodology and Digital Media, 2022, pp. 239-240):

1. **A synchronicity:** Notifications can be sent and received at convenient times for individuals, without requiring simultaneous website usage.
2. **Prevalence and Spread:** Notifications can be sent to different geographic areas and used by all social classes, transcending geographic barriers.
3. **Storage and Preservation:** Users can store and save communicative notifications.
4. **Continuous Updating:** Notifications are regularly updated in their content.
5. **Diversity:** Notifications offer varied content selected by users from different websites across the internet (Ahmed M., 2021, p. 77).

Functions of News Notifications:

The functions of news notifications include (Fikri, 2016, p. 53):

1. Informing readers with limited time about the essence of the news.
2. Attracting and engaging readers with the news content.
3. Stimulating readers' artistic sense with notifications appearing on the screen.
4. Alerting users to new events, topics, or publications, serving as an alert for new content (Turban, 2022).

Methodological Framework: Research Problem

The research problem is articulated through the following primary question: To what extent are AI technologies employed in news notifications for Iraqi news websites? ?

From this primary question, several sub-questions arise:

1. What is the current state of employing artificial intelligence technology in websites?
2. What is the importance of using artificial intelligence in news notifications?
3. What are the obstacles that hinder the application of artificial intelligence technologies in news notifications?
4. What is the future of using artificial intelligence in websites, especially in notification services?

Research Objectives

The objectives of the research are to answer the following questions:

1. Identifying the current application of artificial intelligence technology in websites and its various fields.
2. Uncovering the importance and motivations for using artificial intelligence in news notifications.
3. Determining the obstacles that hinder the application of artificial intelligence technologies in news notifications.
4. Understanding the future of applying artificial intelligence in websites, particularly in notification services.

Research Hypotheses

1. There is no statistically significant correlation between AI and the degree of user attention to notifications.
2. There is a statistically significant correlation between the lack of trust in the source and credibility of notifications

and AI technologies.

Research Significance

A. Theoretical Dimension:

The significance lies in addressing AI technologies and their application in the media field to develop it in line with various advancements and to provide recommendations for their utilization, especially given the novelty of using this technology in electronic platforms.

B. Scientific Dimension:

1. The scientific importance of this study is in identifying the challenges and obstacles faced in using AI technologies in news notifications for electronic platforms.

2. It is a scientific addition to the Arabic library due to the scarcity of studies that have addressed the employment of artificial intelligence technologies in websites.

C. Practical Dimension:

It serves as an indicator for those managing digital platforms about the importance of employing artificial intelligence technology in news notifications.

Research Methodology

This research is a descriptive study aimed at analysis, interpretation, and investigation of causes to reach results and generalizations about the topic. The survey method, both descriptive and analytical, was employed to achieve results consistent with the study's objectives, aiming to gather data, information, and descriptions about the research topic and its issues.

Research Population and Sample

To obtain accurate and generalizable results, 45 communicators in Iraqi websites were selected, including editors, programmers, and journalists working in Iraq. Their opinions on the employment of artificial intelligence technologies in the media content of news notifications were sought through an electronically distributed questionnaire. The survey was conducted from April 1, 2024, to April 30, 2024, using a snowball sampling method due to the small number of employees in the websites and the limited cooperation in responding to the questions.**Research Boundaries**

The research boundaries are as follows:

- **Temporal Boundaries:** The research covers the period from April 1, 2024, to April 30, 2024.
- **Spatial Boundaries:** The spatial scope is limited to workers on Iraqi electronic platforms.
- **Subject Boundaries:** The focus is on the employment of AI technologies in sending news notifications on electronic platforms and identifying the difficulties and challenges involved.

Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) was employed, utilizing the Technology Acceptance Model (TAM) to understand and accept technological applications in media and comprehend individuals' behaviours towards these applications, as well as the factors influencing the adoption of information technologies (Othman, 2023, p. 623). This model stems from the interaction between communication means, technology, and humans, aiming to study media and its means as environments rather than just mediums. It focuses on development, impact, and forms, as well as the complex relationships reflected by these environments between humans, media, and technology (Al-Mazahrah, 2024, p. 235).

The theory proposes that four factors significantly influence the behavioral intention to accept and actually use technology, or not use it. These factors are: expected performance, expected effort, social influences, and behavioral intention to use (Moayyad, 2017, p. 152). Consequently, what determines the user's attitude and behavior towards the actual use of technology is the behavioral intention (Behavioral Intention), the perceived benefit of using that technology, and the ease of use. When an individual has a positive feeling, they form intentions towards behaviors that enhance their job performance (and others, 2020, p. 118).

Previous Studies

1. **Study by Jawad Ragheb Al-Dalu (2022, p. 53)**: This study aimed to explore the attitudes of academics and media experts towards the employment of AI technologies in Palestinian journalism. It also sought to understand the feasibility of implementing these technologies in media institutions, including the necessary requirements and skills. The study used a questionnaire distributed to 102 media experts and concluded that AI could be effectively utilized for tracking breaking news and providing rapid coverage.
2. **Study by Waleed A (2019, pp. 40-49)**: This research aimed to provide a foresight into the role of AI in transforming journalistic practices and to identify the challenges, negative impacts, ethical, and professional considerations associated with AI employment. The study found that AI technologies add significant value to digital media work by overcoming challenges and enhancing news reporting according to editorial policies, creativity, and transparency.
3. (Al-Razzaq, 2022) The study aimed to identify the attitudes of communicators towards adopting and using AI technologies and tools, and to understand its impact on their media work in an attempt to predict the future use of AI tools by communicators. The study was applied to an available sample of 451 communicators and concluded that AI technologies have the ability to simulate human behavior in performing media tasks, particularly in data journalism, translation, editing, and news presentation.
4. (Al-Zahrani, 2022) The study aimed to understand the adoption of AI technologies by Arab journalists in the media field and to identify the main obstacles and challenges that media institutions face in adopting this technology. One of the key findings was that most respondents had limited knowledge of the concept of using AI technologies.
5. (Farhan, 2022) The study sought to analyze the media content of foreign newspaper websites, including The Washington Post, The Wall Street Journal, The New York Times, and The Guardian, by examining the impact of digital developments and AI in developing the media content of these sites. The results showed variation among news websites in employing AI tools.
6. (Boushequra, 2023) The study's importance lies in identifying the uses of AI in digital media in general and highlighting the key challenges faced by communicators. One of the major findings was the diverse and continuously evolving uses of AI in various fields within digital media.

1. **Study by Othman (2023)**: This study aimed to understand how AI technologies can be employed to enhance media messages and predict the use of AI in digital media, identifying both the positives and negatives. The study concluded that AI technologies enable the creation of more accurate and professional digital media content, as well as improve media institutions' ability to understand audience preferences and enhance media messaging.
2. 8. (Khan, 2023) The study explained how AI is transforming the media industry by enhancing content creation and organization. The study concluded that there is a need for guidelines and ethical principles to guide the employment of AI technologies.
3. 9. (Khlouf, 2024) The study aimed to highlight the pros and cons of AI from the perspective of employees in Palestinian media institutions and their main reservations about its use. The media survey method was applied, involving 40 Palestinian journalists. One of the key findings was that most respondents believed that AI technologies support and assist human workers rather than replace them.

10. (Alam, 2024) The study's importance lies in revealing the integration between AI and the media industry and its role in content creation, distribution, and consumption. The study highlighted its key applications and concluded that AI-generated media content is faster and more efficient, with a need for digital literacy and ethical guidelines.

Research Terminology

- **Artificial Intelligence (AI):** Refers to the use of electronic technologies and software in the media field to reduce time and effort and achieve professional results.
- **News Notifications:** Alerts or notifications sent from electronic platforms to recipients via subscription, summarizing significant events and news.

- **Electronic Platforms:** Digital publications using modern design, production, and content techniques, sent via the internet, and including multimedia elements such as images, colours, videos, and texts.

Practical Framework: Field Study

The field study was conducted from April 1, 2024, to April 30, 2024, using a snowball sampling method. The study sample included 45 respondents working on electronic platforms to obtain results and generalizations that could be considered.

Table 1 Distribution of Respondents by Gender

Variable	Category	Frequency	Percentage
Gender	Males	35	77.8%
	Females	10	22.2%
Age Group	20-30	10	22.2%
	31-40	16	35.6%
	41-50	15	33.3%
	51 and above	4	8.9%
Educational Level	High School	2	4.4%
	Bachelor's Degree	39	86.7%
	Postgraduate	4	8.9%
Occupation	Editors	30	66.66%
	Programmers	10	22.22%
	Journalists	5	11.11%
Total		45	100%

This table illustrates the distribution of the respondents according to their gender, providing a demographic overview of the study sample.

The figures in Table 1 illustrate the distribution of respondents by gender. It is evident that the male category is more predominant than the female category:

Gender Variable: It is evident that the male category is larger than the female category, with males representing 77.7% (35 out of 45) and females representing 22.2% (10 out of 45).

Age: The results showed that the age groups of the respondents were distributed across different age ranges representing the research sample. The age group 31-40 years ranked first with 16 occurrences, accounting for 35.6%. The age group 41-50 years ranked second with 15 occurrences, accounting for 33.3%. The age group 20-30 years ranked third with 10 occurrences, accounting for 22%. The age group 51 years and above ranked last with 4 occurrences, accounting for 8.9%.

Educational Level: The highest occurrences were among the study sample with a Bachelor's degree, ranking first with 39 occurrences and a percentage of 86.7%. This was followed by the postgraduate level, ranking second with 4 occurrences and a percentage of 8.9%. The secondary education level ranked third with 2 occurrences and a percentage of 4.4%.

Job: The results showed that editors ranked first with 30 occurrences, accounting for 66.67%. Programmers ranked second with 10 occurrences, accounting for 22.22%, while journalists ranked last with 5 occurrences, accounting for 11.11%.

Table (2) shows the employment of AI technologies in the service of news notifications on websites

Subscription	Frequency	Percentage
Yes	0	0%
No	45	45%
Total	45	100%

The figures in Table (2) illustrate the distribution of respondents according to the employment of AI technologies in

news notifications on the websites they work for. It is clear that the participants in this service amounted to 0%, with 0 occurrences. In contrast, websites that do not employ AI technology in creating notifications obtained a percentage of 45%, with 45 occurrences out of a total of 45 occurrences. This indicates that Iraqi websites do not use AI in their operations and in creating notifications. This is due to the lack of awareness among communication professionals about the importance of AI in media content creation, considering it a complementary element to media work. Reasons include technological illiteracy among communication professionals, the absence of qualified and specialized media and technical staff who possess the knowledge to use AI technologies professionally and accurately, and other concerns related to the fear of job loss and thus a reduced reliance on human resources in the future.

Table (3) shows the capability of websites to employ AI in news notifications.

#	Capability of Websites to Employ AI in News Notifications	Frequency	Percentage	Rank
1	Yes	30	66.7%	First
2	No	15	33.3%	Second
	Total	45	100%	-

The data from the previous table, which details the distribution of respondents based on the capability of Iraqi websites to employ AI technologies in news notifications, shows that 30 respondents support the capability of Iraqi websites to employ AI, representing 66.7%. In contrast, 15 respondents, or 33.3%, indicate the inability of Iraqi websites to do so. This suggests that Iraqi websites possess the technical and financial infrastructure, as well as the expertise, to achieve this.

Table 4: The Importance of Employing Artificial Intelligence in News Notifications

#	Importance of Employing AI in News Notifications	Frequency	Percentage	Rank
1	We have the financial resources to employ it	13	43.4%	First
2	Saves time and effort for employees in notification services on websites	10	33.3%	Second
3	We have sufficient knowledge in using AI technologies	7	23.33%	Third
	Total	30 (*)	100%	-

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The analysis of Table (4) shows that the category "We have the financial resources to employ it" came first, with 13 occurrences and a percentage of 43.4%. The category "Saves time and effort for employees in notification services on websites" came second, with 10 occurrences and a percentage of 33.3%. The category "We have sufficient knowledge in using AI technologies" ranked third, with 7 occurrences and a percentage of 23.33%. This indicates that journalists tend to use artificial intelligence to keep up with technological advancements in the field of media due to its numerous advantages. The concept of artificial intelligence has been promoted as a complementary element in the media industry, given the availability of financial and technological infrastructure.

Table (5) shows the reasons for not employing AI technologies in sending notifications.

#	Reasons	Frequency	Percentage	Rank
1	Using AI technologies contributes to the redundancy of many journalists	8	53.3%	First
2	We need trained programmers to keep up with this technology in notification creation	4	26.7%	Second
3	It requires audience acceptance of the notification content	3	20%	Third
	Total	15 (*)	100%	-

The analysis of Table (5) shows that the category "Using AI technologies contributes to the redundancy of many journalists" ranked first among the reasons for distrust in employing AI technologies in sending notifications, with 8 occurrences and a percentage of 53.3%. It was followed by the category "We need trained programmers to keep up with this technology in notification creation," which ranked second with 4 occurrences and a percentage of 26.7%. The category

"It requires audience acceptance of the notification content" ranked last with 3 occurrences and a percentage of 20%. This indicates that there are concerns about employing AI in the editing and crafting of media content. This is due to the limited knowledge of most communication professionals about the concept of AI, as well as a lack of awareness of the importance of keeping up with developments in the media field, the fear of replacing human staff, and other concerns related to audience acceptance of media messages.

Table (6) Illustrates the Fields of Application for AI Technologies in Sending Notifications

No.	Fields of Application for AI Technologies in Sending Notifications	Frequency	Percentage	Rank
1	Rapid News Coverage	35	36.46%	First
2	Sharing General Public Interests	25	26.04%	Second
3	Predicting Events and Developments	22	22.92%	Third
4	Providing Various Notifications According to Audience Interests	14	14.58%	Fourth
	Total	96	100%	-

The table shows that rapid news coverage ranked first with 35 occurrences and 36.46%, while sharing general public interests ranked second with 25 occurrences and 26.04%. Predicting events and developments ranked third with 22.92%, and providing various notifications according to audience interests, which are sent by AI, ranked last with 14.58%. This indicates the capability of AI to cover various events that meet the news interests of the audience, reflecting the selection process by the receiver. Additionally, it demonstrates AI's potential in predicting and foreseeing the various events that can be sent through notifications, thereby reducing the effort and time for the communicators.

Table (7) shows the axes of the Unified Theory of Acceptance and Use of Technology.

#	Axes of the Unified Theory of Acceptance and Use of Technology	Frequency	Percentage	Rank
1	Achieving the expected benefit from using AI technology in adopting media content for news notifications	45	46.88%	First
2	Saving effort and delivering expected performance	35	36.46%	Second
3	Ease of use	16	16.66%	Third
	Total	96 *	100%	-

The analysis of Table (7) shows that "Achieving the expected benefit from using AI technology in adopting media content for news notifications" ranked first, with 45 occurrences and a percentage of 46.88%. The category "Saving effort and delivering expected performance" ranked second, with 35 occurrences and a percentage of 36.46%. "Ease of use" ranked last, with 16 occurrences and a percentage of 16.66%. The use of AI technologies achieves the benefit of media content acceptance over time, improves performance, and reduces effort in producing and creating media content with high professionalism and skill. It is easy for the target audience to use on smartphones. The perceived benefit and ease of use generate the intention among individuals to accept artificial intelligence.

Table (8) Proposals and Recommendations for Employing AI Technologies in News Notifications

No.	Proposals and Recommendations for Employing AI Technologies in News Notifications	Frequency	Percentage	Rank
1	Qualifying and training journalists and programmers working on websites to handle AI technologies in notifications	40	88.8%	First
2	Establishing legal and ethical standards that regulate the operation of this technology according to societal customs and traditions	10	22.2%	Second

The table (8) shows that qualifying and training journalists and programmers working on websites to handle AI technologies in notifications ranked first with 88.8%. Establishing legal and ethical standards that regulate the operation of

this technology according to societal customs and traditions ranked second with 22.2%. This indicates that websites need technically qualified personnel to handle AI tools by enrolling them in specialized training courses, both Arab and foreign, that enable the creation and production of media content for notifications in accordance with social customs and traditions.

Study Hypotheses

Hypothesis 1: There is no statistically significant correlation between AI and the degree of user attention to notifications.

Table 9 Correlation between AI and User Attention to Notifications

Variable	**User Attention Degree**	
Type of Notifications Used	Pearson Correlation Coefficient	Significance Level
	.867	.01

The data in the previous table indicate a positive correlation between AI and the degree of user attention to notifications, with a Pearson correlation coefficient of . at a significance level of .01. Therefore, the first hypothesis is not supported.

Hypothesis 2: There is a statistically significant correlation between the level of trust in the credibility of notifications and the cognitive motivations and gratifications of the audience.

Table 10 Correlation between Trust in the Credibility of Notifications and Audience's Cognitive Motivations and Gratifications

Variable	**Audience Cognitive Motivations and Gratifications**	
Level of Trust in Notification Credibility	Pearson Correlation Coefficient	Significance Level
	.777	.01

The data in the previous table indicate a positive correlation between the level of trust in the credibility of notifications and the cognitive motivations and gratifications of the audience, with a Pearson correlation coefficient of. at a significance level of .01. Therefore, the second hypothesis is supported.

Study Hypothesis Results

After verifying the hypotheses, the following results were obtained:

1. The hypothesis stating that there is no statistically significant correlation between AI and the degree of user attention to notifications was not proven. This is because the audience is attracted to sophisticated and well-crafted media content (Metwally, 2016).

2. The hypothesis stating that there is a statistically significant correlation between the level of trust in the credibility of notifications and the audience's cognitive motivations and gratifications was proven. This highlights that news websites should be characterized by trust, credibility, and impartiality (Hamood, 2019).

General Findings of the Study

1. Lack of AI Utilization: AI technologies are not employed in Iraqi media institutions, particularly in news websites and notification systems.

2. Potential but Unqualified: Iraqi websites possess the financial and technical capabilities to employ AI technologies but lack qualified personnel to use this technology.

3. Efficiency of AI: AI is important for reducing time and effort, but it requires trained programmers to keep up with this technology in sending news notifications.

4. Audience-Centric AI Application: AI technologies can be applied in news notifications for various topics according to audience interests.

5. Concerns Over AI Employment: Websites fear employing AI technologies due to doubts about source credibility, objectivity, accuracy, and other concerns such as job loss and reduced reliance on human resources in the future.

6. Need for Training and Awareness: Employing AI technologies requires increased understanding and awareness of

AI concepts, along with practical training courses for journalists and programmers. These should be conducted according to legal and ethical standards compatible with Iraqi social customs and traditions and aligned with the institution's policy.

Study recommendations

1. Importance of Employing AI Technologies: It is crucial to employ AI technologies in news websites, particularly for sending notifications, due to the significance of this service and to keep up with advancements in the media field.

2. Technical Training for Staff: Workers on news websites should be enrolled in technical courses related to the use of AI.

3. Psychological Readiness: Prepare for the psychological acceptance of news notification content sent via AI technology in accordance with audience preferences.

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