

Reliable Research Results Delivered by AI Tools for Communications Professionals

CHRISTINA KAHLERT

AI is revolutionizing industries worldwide, and the field of communications is no exception. With the growing need for rapid, reliable information, AI-powered research tools are becoming indispensable for journalists, PR professionals, and corporate communicators. Recent developments highlight how competitive the AI space has become.

The Economist Times reported on 29 Jan 2025: “Chinese e-commerce giant Alibaba has released a new version of its AI model, which it claims outdoes its competitors. Deepseek, the Chinese AI that unsettled American tech stocks, released its latest version on Jan. 20. US President Donald Trump deemed its release as a ‘wake-up call’ for US companies. Deepseek sets itself apart as it was built at a fraction of the cost of OpenAI, which topped open-source AI models till now. Qwen 2.5 AI model surpasses DeepSeek-V3, Alibaba has claimed.”

This rapid progress raises an important question: how can communications professionals ensure they get accurate, unbiased information from AI tools?

As Marshall McLuhan famously said:
"The Medium is the Message."

But what is the real message when it comes to AI-powered research? In a world flooded with information, those in communications need trustworthy answers—not misleading AI hallucinations or fake news.

AI has so many different fields of application and it's impossible to create an even rudimentarily complete overview of tools just made for communications professionals. That's why we are focusing here on a very small niche. This article explores three AI-driven research tools out of a growing number designed specifically for journalists, PR- and IR-professionals, authors, scriptwriters or archivists helping to cut through the noise and access reliable information faster than ever before.

AI Research Assistant by [TheNewsMarket.com](#)

One of the biggest challenges for time-pressed journalists is to quickly find verified and trusted information required to produce their stories. The AI Research Assistant has been developed to instantly upgrade online newsroom and content archive search functions, transforming the way that journalists engage with brand content.

Easily integrated into any online newsroom, when asked any question the tool responds immediately, searching every single article, press release and product spec in the newsroom. Within seconds, it produces a succinct story summary and provides sources and related content.

Unlike generative AI, the search is confined to the newsroom, meaning the responses are 100% accurate, verified and up to date.

The new technology tracks queries asked by end-users, providing valuable data-driven insights into the information journalists are seeking which can be used to guide future PR campaigns. Brands can also see which information journalists have searched for which yielded zero results. This helps to identify what information is missing and to build on existing content plans.

In addition, the AI Research Assistant is available 24/7. 365 days a year and in all time-zones, which means journalists on a tight deadline don't need to wait for office hours or an email response to source the information they need.

Since its start in September last year the tool has raised interest not only from corporate communications departments and journalists but also from internal communications and sales teams as well as archivists who are all fighting with the fact, that searching different databases for the same user group can be a nightmare. They are excited to see how one AI research tool can combine the sources and deliver a trustable result referring to many databases at once.

AI Research and Monitoring Tool by [x.news](#).

Staying on top of everything you need to know keeps getting harder. Whether you are a journalist, government official or corporate specialist, you need to keep up with the non-stop flood of news, social media and information from sources around the globe. With so many feeds and screens to check, it's easy to miss something. With so much misinformation swirling around, it's easy to get distracted. It's all highly inefficient.

x.news offers a powerful AI based live story research tool that transforms the way journalists and other communications professionals work by monitoring the different sources (news sites, news agencies, social media feeds, web and internal archives) all on one screen. By collecting and aggregating 2,5 to 3 Mio media assets a day, it enables the search within all relevant global media providers, social media channels, internal PDFs, IPTC/EXIF image libraries, emails and WhatsApp group chats.

The user creates the topic he wants to monitor, sets search and source parameters, and customizes display preferences. Thus, he can find, follow, collect and share all the latest information to deliver better and faster journalism or monitoring and reporting.

The key features of the tool come with some really helpful advantages. It analyzes content from all designated sources and highlights important topics that should be known or followed. This helps stay ahead when it comes to discovering crucial trends. The tool examines queries and searches for matching items across over 300k global public news websites, ensuring that no relevant content is missed, even from sources that weren't pre-selected. Sometimes the latest isn't the best fit for research. Using internally developed artificial intelligence, x.news can provide the most relevant results for each query. The tool sorts results according to customized filters, such as trustworthiness, usage behavior, geolocation, or any combination of them. The extensive database excludes known providers of fake news and misinformation.

If there is a link to an article in a post or tweet, it usually remains unseen. However, a link collector ingests the article into the system, making it searchable.

Finally, it is possible to make an asset the focus of a search. Select an article of interest, and x.news will propose only results with similar content, narrowing down the pool of articles to those most relevant to the topic.

Trend Analytics by [HeadlineHunter](#)

At the moment trend analysis is mainly done manually because neither media monitoring systems nor internet search engines or LLM chatbots are offering an integrated automated trend analysis.

There is a huge need for a B2B solution that can automate trend analysis with trustworthy generative AI and reliable, up-to-date data. HeadlineHunter from neptun.ai, an Austrian university spin-off, is the world's first Software as a Service (SaaS) trend analysis system based on trustworthy generative AI, enabling B2B-clients to easily and automatically catch, analyze & report latest trends from more than 60.000 sources worldwide.

A self-developed and very advanced web crawler catches the latest information directly at the sources. The system is not dependent on any third-party data providers and can ensure that no important information is manipulated or filtered out by others. And of course, the original source can always be reached by clicking on a result. The source coverage all over the world is very high and constantly expanding. Additionally, for individual needs, sources that may not have been included yet, can be easily added.

The real USP: HeadlineHunter is finding and analyzing trends in millions of news real-time in more than 120 languages and translating them into English (thus being language Independent).

Generative AI is used to supercharge search, alternatively custom keyword searches can be created in a remarkably intuitive interface. The user is deciding whether to filter by language, topic, country, sentiment and more. Source credibility is guaranteed thanks to the integrated AI Credibility Rating.

Via an intuitive SaaS Web dashboard and API all analysis results are visualized and summarized in a comprehensive PDF report including topic and country trends related to the customer's interests and needs, sentiment trends be it positive, negative or neutral, as well as the latest headlines.

With an RSS live export live news feeds can be integrated into the user's website. A bookmark list makes sure not to forget any important news. And the real data experts can even download RAW data for further individual data processing.

Prof. Günther Fliedl (CEO of neptun.ai) summarizes the benefits of HeadlineHunter:

“We are combining ten different generative AI tools to get the best results in gathering and analyzing data to report on latest trends. Each tool has different capabilities and together they are “working together like personalized agents” and enable our HeadlineHunter to deliver a combination of quantity and quality which never ever would have been possible without AI. We screen several hundred thousand of sources every day and deliver research results in minutes not to say seconds.”

Finally:

All three tools have one thing in common: They are “operating” in a “fenced area” and are defining where they want to get information from. That's exactly what makes them so trustworthy – and safe!

In addition, they are all three based on technologies developed by major players like OpenAI, Google DeepMind, Microsoft Azure, IBM Watson AWS and many more (like the latest ones coming from China). But they are focusing on one special field of interest and not trying to cover 100% the world's available information and knowledge.

This can be a chance for the AI markets outside the US and China where all the big players in AI come from. Specializing AI might have a better chance to grow and further develop in an area of heterogeneity like in Europe.

Stay tuned. We'll give you more insight into specialized AI next time.

If you find this information helpful and want to know more, watch out for the next WorldMediaFestival Newsletter.

Christina Kahlert

Communications Professional | INDOC-Film GmbH | Förderverein des Presseclub München