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THE IMPACT OF ARTIFICIAL INTELLIGENCE ON DIPLOMACY

Abstract: As in many other disciplines and sectors nowadays, artificial intelligence (AI) has reached a high level of application in diplomacy. Its impact in this area is increasingly widespread, changing how governments negotiate in an era of growing use of digital tools. This implies that the methodology for work in the sphere of relations, communication, and decision-making between states is carried out in a completely different way. Regarding diplomacy and AI, it is evident that AI is used for data analysis and predictive modeling, when diplomats have the opportunity to analyze trends and predict potential conflicts by adjusting their strategies in a very short period. The authors of the paper explore the AI integration and impact on the development of diplomatic processes and, particularly, on the international decision-making process, crisis management, and global cooperation. In addition, the authors express an opinion, based on a comparative analysis of the existing literature, on how digital technology is changing diplomacy, encouraging its evolution from traditional practices to a modern form.

Keywords*: artificial intelligence, diplomacy, international relations, data analysis in diplomatic processes, diplomatic integration.*

INTRODUCTION

Traditionally understood as the management of international relations through negotiations and formal intergovernmental interactions, diplomacy has undergone significant transformations in the digital era. The redefinition of diplomatic engagement has been closely associated with the rise of social media, which has fundamentally reshaped communication strategies and altered traditional structures of power.

The implications of artificial intelligence for diplomacy represent a new model of change in international relations, where the synergy between traditional diplomatic practices and cutting-edge technology is evident (Grgic, 2025).

From all that is known so far, it can be concluded that the synergy of diplomacy with artificial intelligence refers to the use of artificial intelligence tools and methodologies to improve, supplement, and transform the practice of diplomacy in international negotiation. This synergy does not just represent the simple adoption of new tools and applications but rather institutionalizes a fundamental change in the form of communication and cooperation of states in the globalized world. It also does not represent a replacement of diplomatic staff with machines, but rather the authorizations that diplomats have in order to use advanced tools that will enable them to function more easily in the complex global social mosaic. Artificial intelligence is increasingly becoming a fundamental tool in the daily work of diplomats, from situations where their efforts and commitments in resolving conflict situations in various parts of the world are evident, to diplomatic activities that lead to the transformation of economic negotiations to avoid winner-and-loser outcomes in existing global economic relations.

The impact of artificial intelligence on global diplomacy is increasingly intense and reflects the transformation of the way states resolve bilateral relations in the digital age (Boubashait, 2025). AI-driven tools, through real-time data analysis, enable diplomats to assess emerging geopolitical trends more easily and comprehensively, while responding proactively to the challenges they bring.

1. THE DEVELOPMENT OF DIGITAL DIPLOMACY

Diplomacy is widely recognized as a profession whose fundamental purpose is the preservation of peaceful relations among nations. Its effectiveness is grounded in several guiding principles that are essential for successful negotiation, compromise, and constructive dialogue. These principles constitute the foundation of diplomatic practice by enabling states to address conflicts, advance shared interests, and foster strategic partnerships.

Negotiation lies at the core of diplomatic engagement, encompassing discussions, the exchange of proposals, and bargaining processes aimed at reaching mutually acceptable agreements. Equally important are communication skills, which facilitate the exchange of ideas, perspectives, and information among states with the objective of fostering mutual understanding, reducing misunderstandings, and building trust. To this end, diplomats employ a variety of communication channels, including diplomatic cables, official correspondence, and direct dialogue, to ensure that messages are conveyed accurately, effectively, and in accordance with diplomatic protocol.

Relationship-building represents another fundamental principle of diplomacy, with the primary objective of cultivating durable bilateral relations and strengthening trust among nations. Diplomats seek to establish such trust through the development of personal relationships, the promotion of cultural exchanges, and the encouragement of interpersonal interactions. These efforts contribute to enhanced international cooperation and the promotion of long-term peace and stability. (Saida, 2023)

The growing political interest and economic investment in artificial intelligence has brought about fundamental changes in the practice of diplomacy. Earlier assumptions suggesting that artificial intelligence constituted a neutral domain, largely insulated from intensified interstate competition, have proven in practice to inadequately reflect contemporary realities. The significant potential of AI-driven technologies is increasingly reshaping the balance of power among actors in global markets, generating far-reaching implications for the distribution and exercise of power in international politics. Consequently, diplomats and diplomatic institutions have become central to the processes of redefining and managing shifts in the global balance of power while safeguarding international peace and global security. These developments, together with the intrinsic characteristics of artificial intelligence itself, are undeniably transforming

the traditional assumptions regarding the future functioning of diplomacy (Klavins 2015).

The advancement of artificial intelligence technologies in the era of globalization has assumed a central role across numerous sectors, including diplomacy. As a fundamental instrument for the implementation of states' foreign policies based on their national interests and international relationships, diplomacy occupies a pivotal position within international relations. This technological progress has driven significant developments in the fields of information and communication, ushering in a new era for the global community to which diplomacy has had to adapt in order to respond effectively and in a timely manner to the demands arising from these transformations (Dabbagh, Younes Talaat. 2019). Given the pace and scale of technological innovation, artificial intelligence has played an increasingly important role in advancing digital diplomacy by enabling the use of digital platforms to facilitate the digitalization of diplomatic processes.

Digital diplomacy, by leveraging the technological advancement of artificial intelligence tools, has created opportunities for communication and information exchange, enabling politicians, through digital platforms and social media, to share views on international issues that can contribute to the consolidation of international relations. This is because diplomats have increasingly been using a “semi-formal approach” to disseminate their own positions, which are treated as a reference political stance on those platforms. It is one of the most important modern tools, relying on digital technologies and artificial intelligence to support and strengthen the correlation between countries and peoples. (Ahmed, Rania Mohamed Taher, 2020). Digital diplomacy is a form of public diplomacy that, in diplomatic practice, relies on innovative means, including the use of innovative communication technologies for interaction with audiences, identifying new actors and placing itself at the center of the agendas of international policy actors, while enabling diplomats to use electronic tools to increase their effectiveness.

The digitalization of diplomacy has seen rapid growth over the past two decades, primarily because ministries of foreign affairs and diplomats have increasingly relied on digital technology in carrying out their daily diplomatic activities, with the sole intention of achieving more notable results in the pursuit of foreign policy objectives. (Manor, I., & Yarchi, M. 2026). Over the period from the beginning of the digitalization of diplomacy to the present, diplomats have adopted a wide range of digital technologies, from mass messaging applications and platforms for virtual meetings to social media and blogs (Huang, Z. A. (2022). On their part, some ministries

of foreign affairs have developed their own digital technologies, including certain internal algorithms primarily used for analyzing and generating social media content, as well as smartphone applications (Manor, I. (2019*).* Comparative analyses of the existing research on digital diplomacy suggest that it has certain weaknesses, one of them being that a large number of studies focus only on the technologies adopted by diplomats and ministries of foreign affairs, while very little research has been conducted on digital technologies that were not accepted by diplomats, without specifying the reasons for such decisions.

1.1. The use of digital tools in diplomatic practice and their role in the development of digital diplomacy

One of the more important changes in diplomatic practice and diplomatic work is the use of several already familiar technological tools, such as email, social media, and videoconferencing, for diplomatic communication. Although these tools are not considered revolutionary, they remain the foundation of international diplomatic interactions. Such changes in diplomatic work have also created new challenges regarding security and privacy, which are essential to the safety of diplomatic communication (Carola Frey, 2024). With the emergence of the internet, electronic messages became one of the tools that turned into an inseparable part of diplomatic communication. Had they not been protected for security reasons, today every diplomat would receive emails and messages on their personal mobile device at any time. These digital tools have enabled rapid growth and greater efficiency in diplomatic exchange of information and agreements between states in real time.

The changes in the work of diplomatic personnel carried out through electronic and social media are evident, especially when one considers everyday diplomatic activities, including negotiation and representation processes. In addition to the positive implications of this mode of work, which includes numerous advantages such as rapid responses, genuine connectivity, and the ability to convey subtle messages, it also positively affects diplomats' professional activities by enabling easier and faster communication with their governments, while promoting and advancing the interests of the countries they represent. Of no less importance in the use of digital media and applications is the simplification of communication processes and the digitalization of bureaucratic structures (Frey, 2024).

Social media represent another dimension in the development of digital diplomacy, shifting the focus of diplomatic activity from behind-the-scenes

engagement toward public interaction. With the emergence of social platforms such as Facebook and Twitter, the public began receiving transparent and direct information from embassies and ministries, replacing the earlier practice of issuing official statements primarily through press conferences. This shift in the focus of diplomatic activity has also changed the previously secretive nature of diplomatic agreements, making them subject to public scrutiny in a way that had not previously been known.

Beyond social media as a component of digital diplomacy, it is impossible to omit other information technology tools such as big data and artificial intelligence, which are essential for diplomats because they enable the acquisition of new insights that can facilitate the implementation of potential strategies in their future diplomatic engagement. In that regard, it should be noted that, through the analysis of big data from social media, government reports, analyses of international organizations, and information from news agencies, diplomats gain a clearer picture of international developments. This helps them anticipate economic and political changes as well as social movements, which in turn supports the development of strategies as a diplomatic response to such developments in international relations (Carola Frey, 2024).

1.2. Implications of Artificial Intelligence on the Datafication of Digital Diplomacy

The analysis of existing studies indicates the evident predominance of metaphors used to describe artificial intelligence, particularly those that attribute human-like capabilities and activities to machines. In this context, artificial intelligence systems are frequently portrayed as "agents that possess knowledge and objectives, which enable them to interpret data." In certain statements, particularly within media discourse, journalists describe some AI-based bots and applications, such as ChatGPT, OpenAI Chat, and Copilot, as reliable and sophisticated tools capable of producing articles at a college level. (Kelly, 2023). Such perceptions and the mystification of artificial intelligence, which often leads to its glorification due to its sophisticated capabilities, contribute to its broader acceptance not only among media organizations and the non-governmental sector but also among ministries of foreign affairs, which increasingly view AI as a tool capable of transforming diplomatic practice.

However, it must be emphasized that, alongside the advantages that certain ministries of foreign affairs highlight regarding artificial intelligence integrated into diplomatic practice, it also has negative aspects, particularly

because it leads to the datafication of diplomacy. The process of datafication carries the risk of transforming the intellectual component of diplomatic work into a form that reduces diplomats to ordinary statisticians whose role would be limited to collecting data and inputting it into artificial intelligence systems that generate policy recommendations. In this context, part of the scientific and expert community logically raises the question of the limits and consequences of AI-driven diplomacy. In this regard, a segment of the scientific and expert community reasonably raises the question of how diplomats, alongside their obligations in addressing global crises, can find the time to collect and integrate data into artificial intelligence systems. One proposed solution is automation: if routine diplomatic functions are automated and delegated to AI systems, diplomats would be better able to devote attention to the collection and analysis of big data. The anticipated automation of diplomacy is supported, among other reasons, by the widespread global use of artificial intelligence. Many individuals now interact with chatbots that provide human-like communication, information, socialization, and updates on the events and actors shaping their environment (Samuel-Azran et al., 2024; Bhat, 2025).

In this context, it should be noted that artificial intelligence-driven diplomacy through chatbots will not be used only for travel advisories or visa information. Instead, specially designed chatbots will provide answers to questions concerning everyday life, pop culture, and sports, as well as global economic and political developments. It is assumed that chatbots will lead to the automation of a core diplomatic task: explaining global crises and political situations in a way that reflects diplomats' views to the public and shapes their understanding of the world and the role of states, international organizations, and other political actors within it.

2. BENEFITS AND RISKS OF DIGITAL DIPLOMACY

A wide range of international actors—states, multinational corporations, intergovernmental and non-governmental organizations, and various transnational movements and networks—continues to be a segment of international politics, bringing together people from all countries. The rapid growth of organizational networks that enable cooperation and communication among people reflects increased international interdependence, maintaining the coherence of the world order to some extent despite changes in political leaders and circumstances resulting from shifts in power relations (Goldstein, 2003). There is no doubt that digital diplomacy is not a replacement for traditional diplomacy; however, its speed

and efficiency strengthen the position of the state in international relations and constitute an essential factor in the implementation of foreign policy.

The irrelevance of the distance between diplomatic missions and ministries of internal affairs is cited as a benefit of digital diplomacy, as websites, blogs and social media enable the transmission of all important data and information in real time, thereby attracting the attention of politicians, diplomats and citizens at a supranational level. It is evident that digital diplomacy enables the interaction of states, especially in situations where the focus is on improving economic and political relations. (Snow &Taylor, 2009).

The transfer of information through digital media has enabled better interaction, fostering networking among actors in international relations on issues related to health, security, political and economic crises, as well as comparing policies and practices for good governance. However, these digital media have also had negative repercussions, especially when used by terrorist and xenophobic groups, who have misused these media and artificial intelligence to recruit supporters and spread extremism, terrorism, and foreign ideologies. (Kinsman & Bassuener, 2010).

Some critics of digital diplomacy view such conditions as a threat, particularly to the freedom to use the internet and social and digital media. They argue that these conditions facilitate the rapid growth of voices and interests that shape international policymaking and may negatively affect decision-making on strategic issues, thereby weakening the exclusive control of states over the decision-making process. This concern is illustrated by the fact that Twitter/X closed 1.2 million accounts between 2015 and 2017 in response to internal security threats and content promoting an ideology encouraging acts of terrorism (Rashica, 2018).

Due to the operational logic and communication mechanisms underpinning social media platforms, they exert a profound influence on the dissemination and discovery of information. However, a significant proportion of the content circulated through these platforms is inaccurate, while some communications contain misinformation, hate speech, and defamatory content, thereby posing substantial challenges to the credibility and integrity of the digital information environment. In such a constellation of relations, it is fundamental for diplomats and ministries of foreign affairs, together with civil society organizations and the individuals, to use digital diplomacy to promote digital ethics as a response to digital frustration that is evident in digital and social media.

CONCLUSION

The analyses of digital practices of diplomatic communication and their implications for global politics have reflected fundamental changes in the nature and methodology of diplomatic activity in the era of technological and digital development. The process of digitalization has implemented a new methodology of work that has encouraged a transformation of the traditional form of diplomatic communication, which has been reflected in the acceleration of the process of diplomatic work, as well as a more dynamic and flexible diplomacy that can respond to global challenges. The use of social media as a component of digital diplomacy—particularly platforms such as Twitter/X, Facebook, and WhatsApp—has reinforced the argument that these technologies are essential to the contemporary digital diplomatic system. The effectiveness of Twitter/X has been, and continues to be, particularly evident due to its speed and immediacy in disseminating information about international events and shaping the global agenda. As a result, it has established itself as a fundamental platform through which diplomats communicate official statements, policy positions, and commentary on international affairs. Nevertheless, the broader participation in diplomatic processes facilitated by social media as a component of digital diplomacy cannot be viewed as producing exclusively positive outcomes for international politics. Although these platforms have promoted greater transparency and expanded access to diplomatic discourse, they have simultaneously heightened the risk that foreign policy decision-making may become increasingly influenced by populist pressures. This development underscores the challenges associated with balancing openness and public engagement against the need for strategic, evidence-based diplomatic decision-making.

Despite the growing integration of artificial intelligence into diplomatic practice, substantial ethical questions remain unresolved. Although AI systems can process and analyze large volumes of data with remarkable speed and efficiency, they cannot exercise moral judgment, contextual reasoning, or cultural sensitivity. This limitation underscores the indispensable role of human oversight in diplomatic decision-making.

Consequently, AI-driven diplomacy cannot be understood solely through the capabilities of artificial intelligence systems or the objectives they are designed to support. Rather, the adoption and use of digital technologies in diplomacy are shaped by a complex interaction of social, institutional, political, and economic factors. These factors ultimately determine how such technologies are integrated into diplomatic practice.

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