An experimental case for using artificial intelligence and augmented reality to build a personal branding campaign

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Abstract

This study investigates an artistic project that integrates AI, AR, and personal branding. The researcher conducted an experiment using AI programs, including ChatGPT, to design multiple personal statues. The experiment included more than 15 individual experiments with various materials using prompts via the ChatGPT application, with the goal of creating a personal branding campaign on Facebook. Due to legal restrictions on using others' images in AI applications, the researcher conducted the experiment on himself for a personal brand campaign. The research paper presented and discussed 10 experiments. The research methodology consists of an applied and experimental approach, followed by verification through statistical procedures and tests. The researcher designed posters based on these AI-generated ChatGPT images to link them to AR technology using the Artivive app. The printed poster was linked to the animation through the AI app. Kling AI. Thus, the researcher's experiment used AI to create the image and animation, then linked them to the printed poster and published them on Facebook. He studied the impact of the poster and animation on the personal brand, which was well-received through their interaction on Facebook. To statistically demonstrate this concept, the researcher designed a questionnaire that would investigate and measure the attractiveness of the creative idea, link these interactive technologies together, and measure the impressions of the recipient. The research sample was students from the Faculty of Applied Arts and the Faculty of Media at October 6th University, where the researcher found positive interaction with this experiment. The results of the research indicate that there is a direct link between the effective use of artificial intelligence and augmented reality tools and publishing the creative output on social media platforms will be very useful to the development of personal branding.

Keywords:

Personal Branding, AI, AR, Multi-Material Statues, Prompts.

الملخص:

يتناول هذا البحث تجربة فنية تجمع بين الذكاء الأصطناعى، والواقع المعزز، والبراند الشخصى. حيث قام الباحث بالتطبيق من خلال تجربته باستخدام برامج الذكاء الأصطناعى مثل ChatGPT فى تصميم تماثيل شخصية متعددة حيث شملت التجربة أكثر من 15 تجربة فردية لمواد متعددة باستخدام أوامر فورية عبر تطبيق ChatGPT، بهدف إنشاء حملة تسويقية شخصية على شبكات التواصل الإجتماعى فاسبوك، ونظرًا لعدم مشروعية استخدام صور الغير على تطبيقات الذكاء الأصطناعى فقد طبق الباحث تجربته على نفسه كحمله براند شخصى. ثم تم مناقشة 10 تجارب مختلفة في هذه الورقة البحثية للعرض والمناقشة. منهجية البحث هو منهج التطبيقي والتجريبي ثم التأكد من خلال الاجراءات والاختبارات الإحصائية حيث قام

الباحث بتصميم ملصقات بناء على هذه الصور المخلقة بالذكاء الاصطناعي باستخدام تطبيق ChatGPT لربطها بتكنولوجيا الواقع المعزز باستخدام تطبيق Artivive وذلك للربط بين الملصق المطبوع بالتحريك من خلال برنامج الذكاء الاصطناعي Kling AI، وبذلك فأن تجربة الباحث التطبيقية قامت باستخدام الذكاء الاصطناعي لأنشاء الصورة والتحريك ثم الربط بينهما وبين الملصق المطبوع والنشر على موقع الفاسبوك كأحد منصات التواصل الاجتماع ودراسة تأثير ذلك على البراند الشخصي والتي لاقت استحسانًا عبر تفاعلهم على موقع التواصل الاجتماعي Facebook، وللتدليل علي برهنه هذا المفهوم احصائيا قام الباحث بتصميم استبيان لاستقصاء وقياس مدى جاذبية الفكرة الإبداعية والربط بين هذه التكنولوجيات التفاعلية معا وقياس الانطباعات لدى المتلقي وكانت عينة البحث لطلاب كليتي الفنون التطبيقية، وكلية الأعلام بجامعة 6 أكتوبر، حيث وجد الباحث تفاعلا ايجابيا لهذه التجربة. وتشير نتائج البحث إلى أن هناك ارتباطًا مباشرًا بين الاستخدام الفعال لأدوات الذكاء الاصطناعي والواقع المعزز ونشر الإنتاج الإبداعي على منصات التواصل الاجتماعي سيكون مفيدًا جدًا لتطوير البراندنج الشخصى.

الكلمات المفتاحية :
البراندنج الشخصى، الذكاء الأصطناعى، الواقع المعزز، التماثيل متعددة الخامات، الأوامر الموجهة.

Introduction

There's a current trend of creating images using artificial intelligence applications on social media by converting personal photos into images characterized by Western artistic styles and trends, either by Western artists or by the style of drawings from international cartoon studios, etc. Social media platforms are constantly spreading this phenomenon. It has become quite common given the arrival of this phenomenon and its statistical interpretation—not the goal of this study, which is to write "Prompt". The study involved building personal sculpture images of the researcher using ChatGPT, similar to this phenomenon, and assessing the integration of other technologies, including augmented reality and animation using artificial intelligence applications and linking them to prints is an experience that blends several dimensions to create an integrated artistic experience in which artificial intelligence and augmented reality collaborate to enhance personal branding on the popular social networking site Facebook. These statues are a cool way to blend tech with personal branding, especially with AI now turning text into stunning visual art. Now, businesses and artists can totally use text-to-image tech to whip up one-of-a-kind, multi-material sculptures that tell stories and get people involved in cool new ways. Monuments totally showcase a cool blend of tech and personal branding, especially with how AI has evolved to turn words into amazing images. Text-to-image tech lets artists and businesses whip up cool, one-of-a-kind sculptures that really grab attention and show off their vibe.

Literature Review

AI & Visual Creativity

Artificial intelligence, introduced in 1955, has revolutionized art and design by enhancing visual symbol development, creativity, and facilitating the exploration of various visual styles. On August 31, 1955, McCarthy, Marvin Minsky, Nathaniel Rochester, and Claude Shannon coined the term "artificial intelligence" in their proposal to the Rockefeller Foundation. (Rajaraman, V., 2014). All individuals can enhance their artistic skills through the assistance of artificial

intelligence. It is straightforward to comprehend any visual style in art history. All individuals are creators and communicators of visual symbols. (Feng, Wenbo, 2021). Industrialization and standardization have not antagonized creativity; rather, they have emerged as a novel source of creative inspiration. (Li, Shuo., 2020a). Innovative design methodologies for creative objects that utilize AI tools can augment the creativity and efficiency of artists. (Lin, Yonghui, 2020b).

- **AI & Art**

Artists used AI to create artwork. the AI artwork "Next Rembrandt" in 2016, analyzed data from Rembrandt's 346 paintings. (ING., 2016). In 2018, the studio OUCHHH presented an exhibition titled “Poetic AI”. (Yu et al., 2020). In 2019, the Ultravioletto studio developed an AI art installation named “Neural Mirror”, while Gene Kogan employed machine learning algorithms to produce artworks. (Yu et al., 2020). Watson made the 'Morgan' trailer in 2016. In 2016, the first AI film, "Sunspring," was released. (Yu et al., 2020). Esteemed artist Harold Cohen developed AARON; a software application designed to produce artwork. Cohen refutes the notion of machine creativity, despite AARON being regarded as one of the most innovative AI algorithms. (Sundararajan, L., 2014). Artificial intelligence technology, as shown by the smartphone application Prisma, can produce stylized images that emulate the styles of famous artists. (Li, Yueen, Gu, Jin, and Wang, Liyang, 2020). Artificial Intelligence, Neural Networks, Artistic Styles, and Movements: Utilizing various artificial intelligence systems, neural networks may proficiently and swiftly develop and produce works in impressionist fauvism, ukiyo-e, pop deconstructionism, among others. (Wu, Xin, and Yang, Fengqi, 2021). The algorithmic analysis of creativity and emotion constitutes a facet of aesthetic inquiry within artificial intelligence. (Li, Yueen, Gu, Jin, and Wang, Liyang, 2020).

- **AI & "pseudo-art inspiration"**

Artificial intelligence produces art through two methodologies. The preliminary method entails the collaboration of artists who employ computer algorithms to jointly produce artwork. The second allows the computer to identify the artist's style and subsequently use the algorithm to produce artwork in a similar fashion— the "pseudo-art inspiration" created by the machine. (Lin, Yonghui. 2020a).

- **AI and Color Schemes**

The George Hastings system employs artificial intelligence to generate color schemes for artistic creations. The user chooses a color based on their specific requirements, and the system automatically generates a color coordination scheme. (Wu, Xin, and Fengqi Yang, 2021).

- **AI & GAN Algorithm & art**

Reed Scott and his associates carried out the study in 2016, which involved the automated generation of realistic graphics from text using Generative Adversarial Networks (GANs). (Reed Scott et al., 2016). On October 25, 2018, Christie's auction house sold an AI-generated portrait of "Edmond de Belamy", created by the generative adversarial network (GAN) technology, for $432,500. The research was conducted by Epstein, Ziv, et al. in 2020. In 2022, the advancement of text-to-image generative models has broadened the potential for producing

captivating artworks using AI assistance. Qiao Han and colleagues have identified the DALL-E model as a significant application. (Qiao Han et al., 2022).

- **AI & Environmental art**

In 2021, Rui Zhang claimed that using artificial intelligence to create environmental art images was far more efficient than traditional human drawing methods. Moreover, computer-generated design illustrations offer a robust and high-quality three-dimensional experience.
(Zhang, Rui, 2021).

AI & Design

Artificial design intelligence (ADI) is an AI that uses machine learning to predict design trends and generate thousands of designs when combined with personalized technology. Li, Shuo. (2020b). The notion of human-AI co-creation (HACC) involves investigating how AI might collaborate with individuals to enhance design and creativity processes. This concept was explored by Fu, Zhiyong, and Yuyao Zhou in 2020.

- **AI & Advertising**

Rodgers, Waymond, and Tam Nguyen (2022) discussed the impact of AI on advertising, focusing on the concept of "intelligent advertising" and delineating its essential phases. Entertainment applications employing artificial intelligence and big data, such as "Tik Tok", provide the precise assessment of artistic merit and enjoyment. (Li, Yueen, Gu, Jin, and Wang, Liyang, 2020).

- **AI & Poster Design**

On April 27, 2017, during the UCAN conference, Alibaba officially introduced a novel artificial intelligence technique for poster creation. The four components of "Lu Ban" technological endeavor are: Structural design, material selection, execution, and evaluation of network response. (Lin, Yonghui, 2020b). Designers can efficiently manage urgent design tasks using intelligent poster designs, ensuring that posters and banners convey requirements concisely. (Lin, Yonghui, 2020b).

- **AI & Video games**

Miyake (2017) categorizes the major AI used in video games into three types: Character AI (which embodies characters) and navigation AI (which facilitates the processing of environmental information), furthermore, meta-AI oversees the entire game from a meta-analytical standpoint. (Miyake, Y., 2017, as cited in Satoi, Daiki, and Yuta Mizuno, 2020).

AI in Art and Design:

The Ethical Issues

Examine the ethical implications of artificial intelligence in art and design. (Li, Yueen, Gu, Jin, and Wang, Liyang, 2020). Scholars in "Robot Rights" assert the existence of a responsibility gap, wherein no individual or entity can be justly held accountable for the harms inflicted by these systems (Matthias, 2004, cited in Lima, Gabriel, et al., 2021; Asaro, 2016, cited in Lima,

Gabriel, et al., 2021). Nevertheless, several scholars have argued that redefining the distinction between "who" and "what" could foster a more rational, inclusive, and respectful societal framework (Estrada, 2020, cited in Lima, Gabriel, et al., 2021).

Personal Branding

Katryna M. Johnson in 2017, personal branding was described as the process by which an individual deliberately seeks to influence others' perceptions of their talents, abilities, and experiences. From the first studies which discussed self-presentation is the theory of self-presentation (Erving Goffman, 1959). In 2017, Katryna M. Johnson concurred with Gehl, 2011; Hearn, 2008; and Peters, 1997, that a person's personal brand reflects their talents, abilities, and lifestyle. (Katryna M. Johnson, 20217), the Key Elements of a Strong Personal Brand are: Genuineness, Consistency, Clarity, Transparency & Value. A study exists about personal branding as human branding (Shepherd, 2005); Labrecque, L. I., Markos, E., & Milne, G. R. (2011) conducted a study on personal brand management in the Web 2.0 context, arguing that the cultivation of online personal brands is arduous. In 2018, Gorbatov, S., et al., observed that although personal branding originated in marketing (Lair et al., 2005), well over one hundred academic works on the topic have subsequently appeared in other fields. Personal branding analyses frequently incorporate Aaker's (1997) research on brand personality and brand identity. This was highlighted also by Gorbatov, S., et al., in their 2018 study.

The researcher used ChatGPT to create a concept map of the information it analyzed the literature review for the research, Fig. 01, with the aim of providing a visual concept and mind map to facilitate the extraction of the literature review hierarchy and visually display the relationships between information and variables.

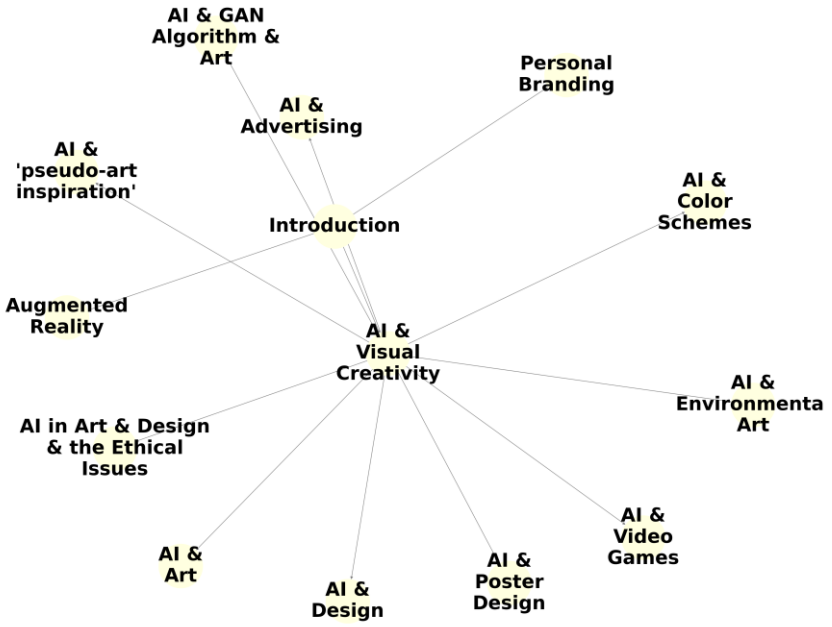

Fig. 01: Visual Concept Map created by analyzing the data from the literature review. created by ChatGPT, 2025.

Research Problems:

- How do we create professional graphics (images of statues of various materials) and animations using artificial intelligence applications to promote personal branding on social media?
- How do we combine AI-created graphics and animation with augmented reality, and will sharing this creative output on social media enhance personal branding?

- How do we produce multi-material statue images that are useful for personal marketing and share them on social media to boost personal branding?
- How can artificial intelligence, animations, and social media be effective instruments for personal branding?

Research Objectives:

- Accessing graphic formats, such as creating images of multi-material statues, can be done using artificial intelligence applications.
- Artificial intelligence applications can animate these graphic formats, represent personality and facilitate personal promotion.
- Applications for augmented reality Link printed posters to these animations.
- I am disseminating augmented reality and artificial intelligence-related experiences on social media. All of this is to improve personal branding on social media.

Research Methodology:

In this research, the researcher employed an applied experimental method and subsequently measured the impressions of the sample regarding the presented artistic products to determine how this experience affected personal branding. This was done using a questionnaire that statistically analyzed the responses to explore the impressions of the sample community, which consists of students from both the Faculty of Applied Arts and the Faculty of Media at October 6th University.

Research hypotheses:

- **H1**: There is a direct relationship between the quality of the results of using artificial intelligence tools and development of personal branding.
- **H2:** Effective use of augmented reality tools significantly enhances personal branding by providing more engaging and immersive experiences.
- **H3:** There is a direct link between publishing on social media platforms and the development of personal branding.

Discussion

I utilized augmented reality and artificial intelligence applications (ChatGPT, Kling AI, and Artivive) for the experiment. The researcher utilized ChatGPT application to create graphics for multi-material monuments. Utilizing the available information, the system generated a highly accurate visual depiction of the researcher's characteristics.

Emphasizing the capabilities of artificial intelligence, this innovative application of technology opened up new avenues for artistic expression and design. The previous model, intricate and detailed, demonstrated how artificial intelligence could transform fundamental ideas into tangible objects. A greater awareness of the potential of the technology was brought about by this creative notion, which also opened up new avenues for artistic expression and ad design, especially for personal branding on FB. The accompanying photographs illustrate the various visual effects the researcher produced by modifying the components of this digital monument. Here's a rainbow of colors and textures that illustrate the dynamic connection that exists between the artist's vision and the capabilities of artificial intelligence.

Facebook, which is a social networking site, was employed by the researcher to disseminate content that was intended to construct a personal brand for the researcher as an academic in the arts. A significant increase in the effectiveness of the personal branding campaign was achieved by the researcher through the monitoring of reactions from the target audience within their communication circles on Facebook.

The researcher's online profile was elevated as a result of this activity, and it became a catalyst for conversation regarding the intersection of digital art and social media. Feedback helps the scholar strengthen their skills, which increases the work's impact on artists and their peers. To extract images of various materials, the researcher asked for a statue of himself that was created from a personal photo. The experiment amounted to more than 15 individual experiments for multiple materials using prompt commands using ChatGPT application with the aim of creating a personal branding campaign on Facebook.

The researcher actually published them on the social networking site Facebook, on many pages and at different times, to learn about the impact of this type of creativity. Only 10 of them made it into this research paper for presentation and discussion.

In this image (Fig. 01), the researcher directed ChatGPT to change the material of the created statue from a normal image to several different materials through "brainstorming prompts", which the researcher experienced during his artistic experiment. The researcher presents and analyses a total of 10 experiments, arranged sequentially from left to right: A substance consisting of electrical circuits and computer motherboards (refer to Fig. 02), accompanied by a porcelain sculpture with a lustrous metallic finish that resembles an antique statue, then a material made of folded paper, similar to the Japanese art of origami, is followed by rusted scrap iron (scrap iron, nuts, and other recycled scrap materials).

A material made of pencil tips, an art that relies on the artist's skill in skillfully carving tiny shapes onto the tip of a pencil. A material made of antique beech wood coated with a transparent, medium-gloss varnish, followed by a material made of prepared stained glass. The frame is made of tinned copper wire, followed by denim fabric stitched with orange thread, then various flowers of varying sizes and colors, then the inlaid copper from Nepal, covered in a layer of 24-karat gold, studded with precious stones, and processed in Photoshop to remove some basic elements to keep up with our Eastern and Arab society. The researcher used the Adobe Photoshop program for editing and placed these images in the form of posters for display, which can be displayed digitally as well as printed.

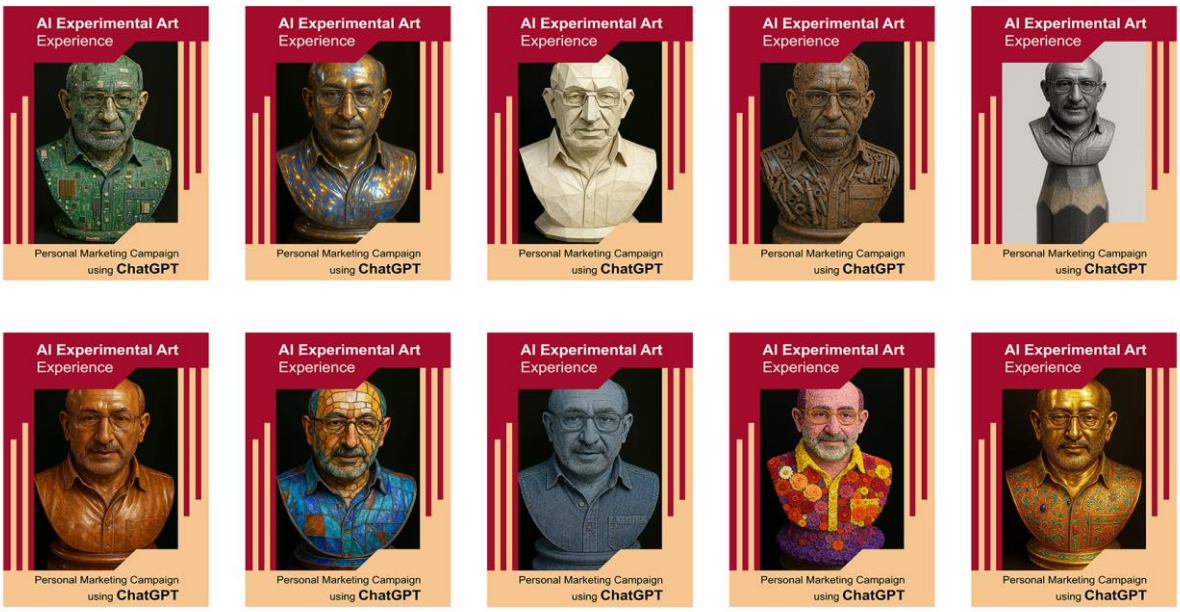

Fig. 01: Posters designed by the researcher using Adobe Photoshop using images created by different ChatGPT prompts for different-material statues of the researcher as part of his personal branding campaign.

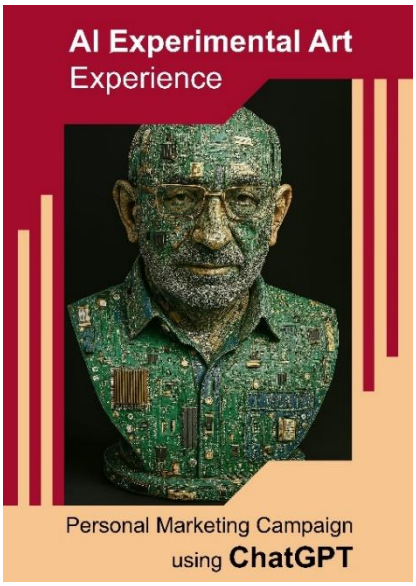

Fig. 02: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from a material composed of electrical circuits and computer motherboards.

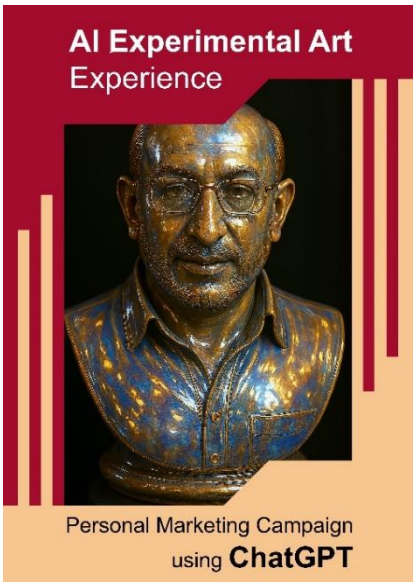

Fig. 03: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from a shiny metallic luster, with the appearance of an antique lusterware porcelain statue.

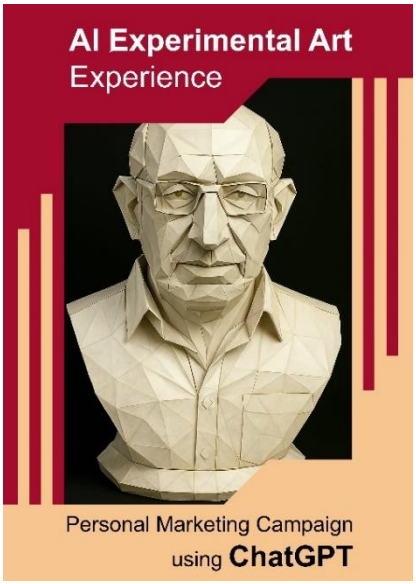

Fig. 04: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from a folded paper material, similar to the Japanese art of origami.

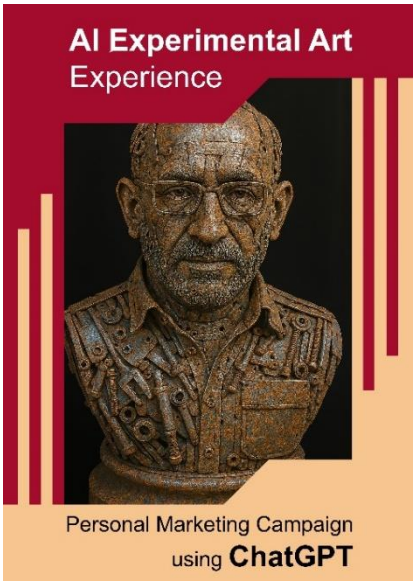

Fig. 05: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from rusted scrap iron (scrap iron, nuts, and other recyclable scrap materials).

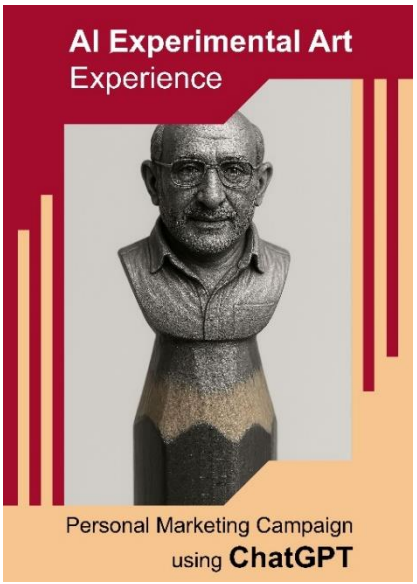

Fig. 06: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from pencil nibs. This art relies on the artist's skill in skillfully carving very small shapes onto pen nibs.

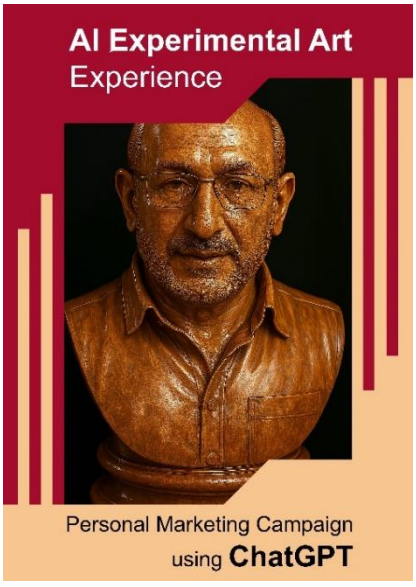

Fig. 07: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made from antique beech wood coated with a medium-gloss transparent varnish.

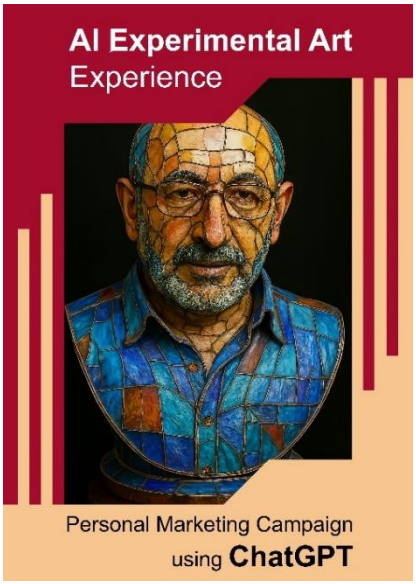

Fig. 08: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made of prepared stained glass framed with tinted copper wire.

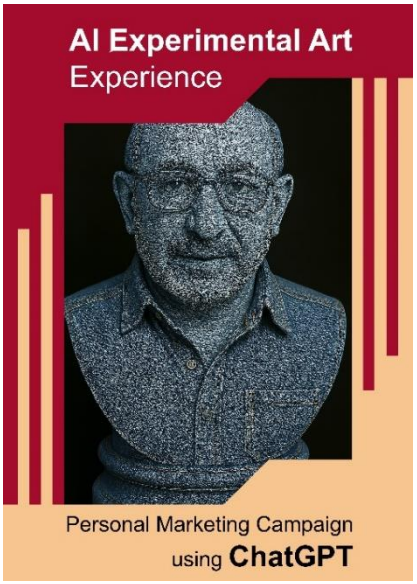

Fig. 09: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made of denim fabric stitched with orange thread.

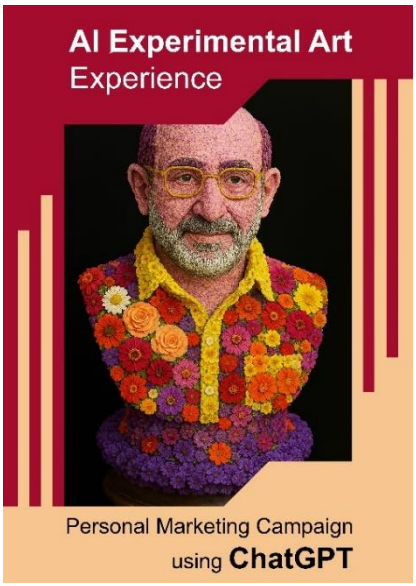

Fig. 10: A poster designed by the researcher using Adobe Photoshop using an image of a statue of the researcher as part of his personal branding campaign. The image, created using ChatGPT, shows a statue made of various flowers of different sizes and colors.

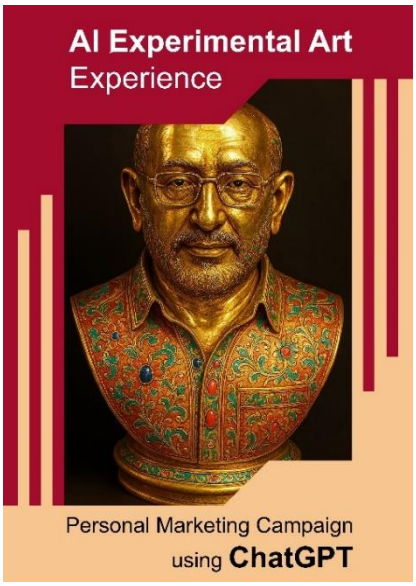

Fig. 11: A poster designed by the researcher using Adobe Photoshop features a statue of him as part of his personal branding campaign. The image, generated using ChatGPT, depicts a statue made of inlaid brass from Nepal, covered in 24-karat gold and studded with precious stones. I used Photoshop to edit the image, removing minor details to make it more in line with our Eastern and Arab society.

The researcher then chose two of these posters Fig. 2 and Fig. 3 to create a digital animation using one of the artificial intelligence applications, called "Kling AI," to transform two statues of different materials with a 360-degree rotation. He displayed the experiment on social networking sites with the aim of completing the personal advertising campaign, which resulted in obtaining many positive responses to the campaign through the interaction of its recipients on the social network FB. The researcher then used the augmented reality application, which is called "Artivive," to achieve a series of digital interactions using artificial intelligence and augmented reality technologies to enhance the mental image and create a personal branding campaign. Through this innovative approach, the researcher was able to engage a wider audience and effectively convey the essence of his personal branding campaign. (Fig. 12 is the code trigger of the Artivive app. And put it in Fig. 13, which is the trigger; when the mobile camera aims at it, it will open the animation that was made with Kling AI in Fig. 14.

Fig. 12: The Code trigger of Artivive Application.

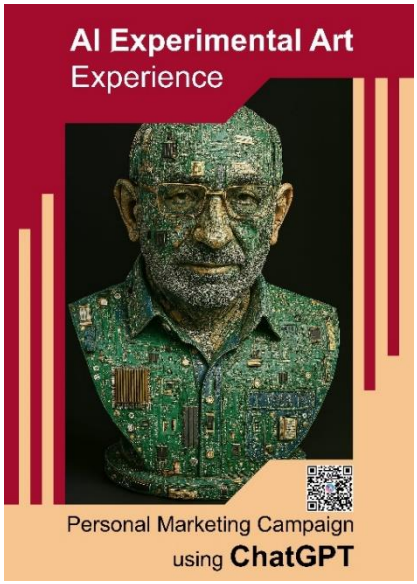

Fig. 13: The Fig. 02 added inside it the Fig. 12 to be the trigger, By Artivive Application.

Fig. 14: Some of Animated Frames which were created by the AI Animation Application "Kling AI" by the researcher.

The researcher designed a questionnaire Table 01 and sent it to a group of students from the Faculties of Applied Arts and Media at October 6th University in Egypt. The group consisted of 66 males and females, 74,2 % female and 25.8 % male. The percentage of students participating in the questionnaire was 98,5 %, and the percentage of faculty members and assistant members participating in it was 1.5 %.

Table 01 - The Questionnaire Items

• **Gender:** - **Male** - **Female**	• **Occupation** - **Student** - **Academic Member & Assistant**

Attached in the following link are several applications for a statue made from several different materials such as copper, paper, etc. as a personal branding campaign on FB. Please visit this link to view the image and then answer the following questions:

Item No	Sentences	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Is the idea of personal branding using artificial intelligence programs a good idea?					
2	By looking at this sample of statues created by artificial intelligence, do you think they are well executed?					
3	By looking at this sample of statues created by artificial intelligence, can they be well exploited in personal marketing?					
4	In your opinion, can placing this sample of statues created by artificial intelligence on social networks increase Personal Branding?					
5	Were the various materials represented with high graphic professionalism through the artificial intelligence program used to generate the images?					
6	Do you think that social networking sites like Facebook are good for personal branding?					

Attached is a video on the use of augmented reality and interactive animation using artificial intelligence application. Please visit this link to watch the animation video and then answer the following questions:

Item No	Sentences	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
7	**Is the idea of making animation using artificial intelligence programs a good idea?**					

8	In your point of view, is the animation well executed?					
9	**From your perspective, do you think using animation can be a powerful tool in Personal Branding?**					
10	Do you think that using augmented reality and integrating it with printed materials is a good idea?					
11	**Do you think that combining augmented reality with animation using artificial intelligence programs is a good idea to achieve Personal Branding?**					
12	Do you think that publishing the animation used in artificial software and integrating augmented reality into it on social media sites can increase Personal Branding?					

Psychometric Analysis of the Questionnaire:

The researcher verified the availability of the psychometric conditions (Validity, Reliability) of questionnaire as follows:

First: The Questionnaire's Validity

The researcher relied on the validity of the sample members to emphasize the validity of the content, Factor analysis, and validity of internal consistency.

A. Content Validity: The researcher presented questionnaire in its initial form to specialists in the field to express their opinions on the appropriateness of the questionnaire, based on the viewpoints agreed upon by the sample members, Cooper's equation has been used to calculate the percentage of agreement among the sample members. The percentage of agreement on questionnaire as a whole reached (91.34%), which is a high percentage indicating the validity of questionnaire, the initial questionnaire consists of (3) dimensions, and (12) items.

B. Factor analysis:

- **Total variance explained:** The exploratory factor analysis (EFA) revealed five main factors that collectively explain (75.91%) of the variance, as shown below:

Table 02 - Factor analysis for Questionnaire, (N = 60)

Factor	Eigenvalues	% Variance	Cumulative %
1	4.27	35.58%	35.58%
2	2.83	23.58%	59.16%
3	2.01	16.75%	75.91%

The three factors collectively explain 75.91% of total variance, indicating strong explanatory power. The AI dimension (factor 1) dominates (35.58%), followed by AR (23.58%) and personal brand (16.75%), confirming your theoretical framework.

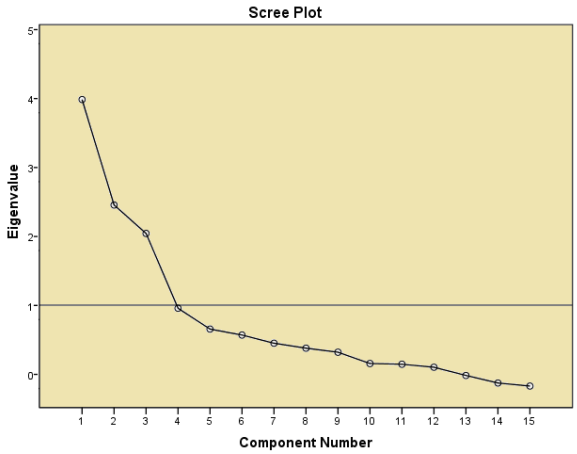

Fig. 15 (Diagram): The graph of the three Initial Eigen value for the three factors

- **Factor correlation matrix:**

Table 02 - Factor correlation matrix for Questionnaire, (N = 60)

	Factor 1	Factor 2	Factor 3
Factor 1	1.000		
Factor 2	0.412	1.000	
Factor 3	0.387	0.351	1.000

Moderate inter-factor correlation (0.35-0.41) confirm that dimensions are related yet distinct, avoiding both redundancy and excessive divergence ideal for multidimensional scales.

- **Pattern matrix (standardized loading):**

Table 03 - Pattern matrix for Questionnaire, (N = 60)

Item	Factor 1 (AI)	Factor 2 (AR)	Factor 3 (Personal Brand)	Communality
1	**0.82**	0.11	-0.03	0.71
2	**0.79**	0.09	0.05	0.68
5	**0.76**	0.12	0.08	0.65
7	**0.71**	0.15	0.04	0.60
8	0.13	**0.83**	0.07	0.74
10	0.08	**0.81**	0.10	0.72
11	0.10	**0.78**	0.12	0.69
12	0.07	**0.75**	0.15	0.67
3	0.05	0.09	**0.84**	0.76
4	0.08	0.11	**0.81**	0.72
6	0.12	0.07	**0.79**	0.70
9	0.04	0.10	**0.77**	0.68

All items show strong loadings (> 0.70) on their designated factors with minimal cross-loadings (< 0.20). This demonstrates excellent construct validity, proving the scale measures exactly what it intends to measure.

- **Goodness-of- fit indices:**

- KMO = 0.851 (Meritorious)
- Barlett's X^2 = 897.34, df = 66, p < 0.001
- RMSR = 0.038 (Excellent)
- TLI = 0.923 (Good)

The findings support the questionnaire's validity, with no problematic cross-loadings, reinforcing its construct validity. Overall, the factorial structure is clear and actionable, thus the final questionnaire consists of (3) dimensions, and (12) items.

C. The Internal Consistency of the Questionnaire:

Table 04 - The correlation coefficients by the Items, (N=60)

(AI Dimension)		(AR Dimension)		(Personal Brand Dimension)	
Item	Correlation coefficient	Item	Correlation coefficient	Item	Correlation coefficient
1	0.507**	1	0.835**	1	0.811**
2	0.806**	2	0.480**	2	0.503**
3	0.777**	3	0.805**	3	0.819**
4	0.815**	4	0.786**	4	0.807**

(**) Significant at the level (0.01)

This indicates the correlation and coherence of the items, and dimensions as a whole, which indicates that the questionnaire has internal consistency.

Table 05 - The correlation coefficients by the dimensions, (N = 60)

Dimensions	Correlation Coefficient
AI Dimension	0.827**
AR Dimension	0.739**
Personal Branding Dimension	0.865**

(**)Significant at the level (0.01)

It is clear from the previous tables 04 & 05 that the coefficients of correlations between items and the total degree for each dimension separately, as well as between the total scores for each dimension and the total scores for the questionnaire are all statistically significant at the level of (0.01); this indicates the correlation and coherence of the items, dimensions and the questionnaire as a whole, which indicates that the questionnaire has internal consistency.

The Reliability of the Questionnaire:

In several ways (N = 60): Cronbach's Alpha α for the Questionnaire as all was (0.884), and the Split Half values: Pearson's Correlation Coefficient was (0.718), Spearman-Brown Coefficient was (0.911), indicate that the Questionnaire has an appropriate degree of Reliability, can be trusted, and is valid for application.

- **Statistical Data Processing**

Using a 5-point Likert scale and the statistical program SPSS Version 27, the researcher studied a sample of 66 students (N = 66). From the viewpoint of the sample research, they examined frequencies, percentages, and relative weights to generate descriptive data, classifying the sample's estimations into five tiers. Very High Level: (4.21 to 5.00), High Level: (3.41 to 4.20), Medium Level: (2.61 to 3.40), Low Level: (1.81 to 2.60), Very Low Level: (1.00 to 1.80).

- **The first Dimension: AI Dimension**

Table 06 - Frequencies, percentages, averages, and standard deviations for the sample opinions about AI dimension, (N = 66)

Item No	Frequency / Percentage	Responses					Mean	Standard Deviation	Ranking	Availability
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
1	Freq.	1	0	5	30	30	4.33	0.751	2	Very High
	%	1.5	0.0	7.6	45.5	45.5				
2	Freq.	1	0	7	27	31	4.32	0.788	3	Very High
	%	1.5	0.0	10.6	40.9	47.0				
5	Freq.	4	0	4	27	31	4.23	1.020	4	Very High
	%	6.1	0.0	6.1	40.9	47.0				
7	Freq.	2	0	3	25	36	4.41	0.841	1	Very High
	%	3.0	0.0	4.5	37.9	54.5				
Dimension as a whole							4.32	0.714	Very High	

The analysis of the preceding table revealed that the dimension of "artificial intelligence" achieved a significantly high mean score (4.32) with a standard deviation of (0.714), while its four constituent items scored between (4.23) and (4.41). These findings Cleary demonstrate the substantial role of artificial intelligence in personal branding.

- **The Second Dimension: AR Dimension**

Table 07 - Frequencies, percentages, averages, and standard deviations for the sample opinions about AR dimension, (N = 66)

Item No	Frequency / Percentage	Responses					Mean	Standard Deviation	Ranking	Availability
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
8	Freq.	3	0	8	27	28	4.17	0.970	4	Very High
	%	4.5	0.0	12.1	40.9	42.4				
10	Freq.	2	0	5	28	31	4.30	0.859	2	Very High
	%	3.0	0.0	7.6	42.4	47.0				
11	Freq.	2	0	2	31	31	4.35	0.813	1	Very High
	%	3.0	0.0	3.0	47.0	47.0				
12	Freq.	3	0	4	30	29	4.24	0.929	3	Very High
	%	4.5	0.0	6.1	45.5	43.9				
Dimension as a whole							4.27	0.747	Very High	

The analysis of the preceding table revealed that the dimension of "Augmented Reality" achieved a significantly high mean score (4.27) with a standard deviation of (0.747), while its four constituent items scored between (4.17) and (4.35). These findings Cleary demonstrate the substantial role of Augmented Reality in personal branding.

- **The third Dimension: Personal Brand Dimension**

Table 08 - Frequencies, percentages, averages, and standard deviations for the sample opinions about Brand dimension, (N = 66)

Item No	Frequency / Percentage	Responses					Mean	Standard Deviation	Ranking	Availability
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree				
3	Freq.	1	0	6	27	32	4.35	0.774	2	Very High
	%	1.5	0.0	9.1	40.9	48.5				
4	Freq.	3	0	8	21	34	4.26	0.997	3	Very High
	%	4.5	0.0	12.1	31.8	51.5				
6	Freq.	2	0	8	27	29	4.23	0.891	4	Very High
	%	3.0	0.0	12.1	40.9	43.9				
9	Freq.	2	0	3	26	35	4.39	0.839	1	Very High
	%	3.0	0.0	4.5	39.4	53.0				
Dimension as a whole							4.31	0.772	Very High	

The analysis of the preceding table revealed that the dimension of " Personal Brand " achieved a significantly high mean score (4.31) with a standard deviation of (0.772), while its four constituent items scored between (4.23) and (4.39). These findings Cleary demonstrate the substantial role of Personal Brand in branding.

- **<u>The Dimensions of the Questionnaire:</u>**

Table 09 - Dimensions, weighted averages, and Std. Deviations, (N = 66)

No.	Dimensions	Weighted Mean	Std. Deviation	Ranking	Availability
1	AI Dimension	4.32	0.714	1	Very High
2	AR Dimension	4.27	0.747	3	Very High
3	Personal Brand Dimension	4.31	0.772	2	Very High
The Weighted average of the overall Questionnaire		4.30	0.714	Very High	

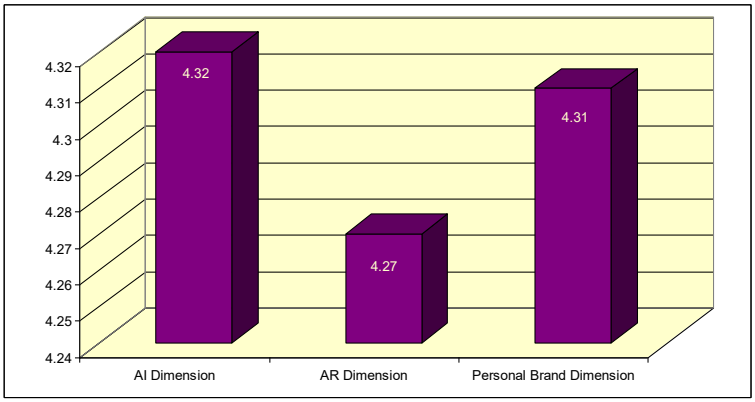

Fig. 16 (Diagram): The Dimensions of the Questionnaire

Examining Differences between Demographic Variables in the Questionnaire of the Students:

The following section presents comparative analyses of participant responses grouped by Gender, Grade, as follows:

The differences between groups based on the Gender variable:

Table 10 - The Mann-Whitney test for Students Questionnaire Regard to Gender

Gender	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Z	P_ value
Male	17	35.76	608.00	378.000	- 0.568	0.570
Female	49	32.71	1603.00			

The table 10 show Mann-Whitney test to study the difference regard to gender for the Questionnaire, it is shown that there is no a significant difference at confidence level (95%), while p _ value in questionnaire equal (0.568) and this value is more than (0.05).

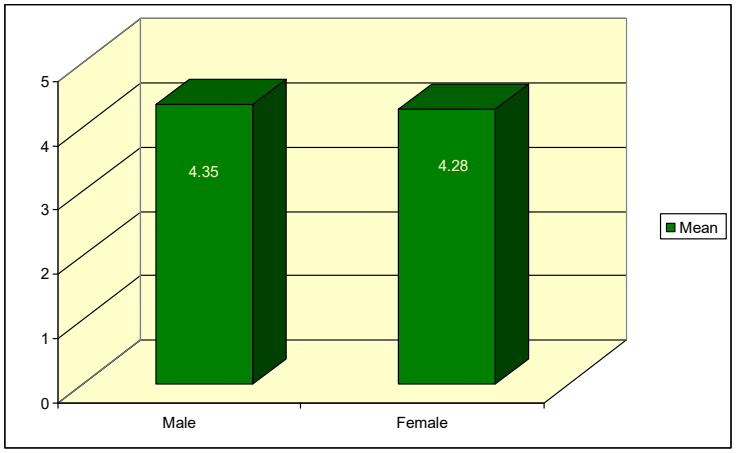

Fig. 17 (Diagram): Students Questionnaire as Regard to Gender

The differences between groups based on the Occupation variable:

Table 11 - The Mann-Whitney test for Students Questionnaire Regard to Occupation

Occupation	N	Mean Rank	Sum of Ranks	Mann-Whitney U	Z	P _ value
Student	65	33.62	2185.00	25.000	- 0.396	0.692
Academic Assistant	1	26.00	26.00			

The table 11 - show Mann-Whitney test to study the difference regard to Occupation for Questionnaire, it is shown that there is no a significant difference at confidence level (95%), while p _value in questionnaire equal (0.692) and this value is more than (0.05).

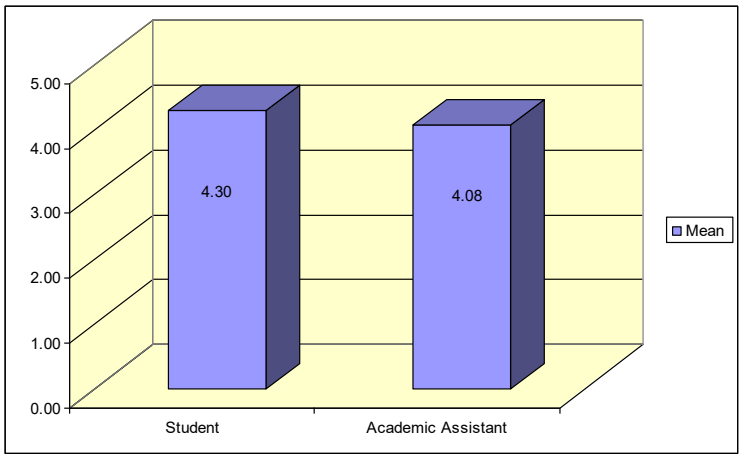

Fig. 18 (Diagram): Students Questionnaire as Regard to Occupation

Interpretation

Through the statistical results from Tables 6, 7, 8 and 9; the survey studies; and the impressions of the study community, the following were revealed:

- The most significant aspect of the use of artificial intelligence, from the perspective of the selected sample, was sentence number 7, which was “The idea of making animation using artificial intelligence programs is a good idea.” This brings home the importance of employing augmented reality applications like "Kling AI" and similar ones for animation. (Extracted from table 06.)
- Regarding the use of augmented reality, sentence number 11 was the highest from the sample's perspective, which was “Combining augmented reality with animation using artificial intelligence applications like "Artivive" is a good idea to achieve personal branding.” This impression demonstrates the importance of integrating augmented reality with animation using artificial intelligence to enhance personal branding. It confirms the importance of the application content that was originally developed in this research and its importance from the perspective of the selected research sample. (Extracted from table 07.)
- In terms of personal branding, sentence number 9 received the highest rating from the sample, which stated, “Using animation can be a powerful tool in personal branding.” This confirms the fact that using animation can significantly impact awareness of personal branding, demonstrating its importance and modernity. (Extracted from table 08.)
- Very high mean scores across the three dimensions of artificial intelligence, augmented reality, and personal branding, indicating that respondents perceive strong levels of implementation. The overall questionnaire mean similarly reflects this positive trend. (Extracted from Table 08 & Diagram 16).

Through the statistical results from Tables 10 and 11, along with Diagrams 17 and 18.

- The results indicate that there is no statistical significance between the opinions of men and women regarding the research questionnaire; similarly, there is no statistical significance among the opinions of students, faculty members, and support staff concerning the same questionnaire.

Results

1- **H1:** Accepted hypothesis: There is a direct relationship between the quality of the results of using artificial intelligence tools and the development of personal branding. The outcome of the results produced by artificial intelligence tools can greatly affect how people in their particular sectors are seen as they use them to improve their online presence, so forming their professional identity and chances for promotion.
2- **H2:** Accepted hypothesis: Effective use of augmented reality tools significantly enhances personal branding by providing more engaging and immersive experiences. Creative ways to showcase talents and character may help people connect with their audience. Augmented reality lets users create memorable experiences that promote their business and increase their value insight.
3- **H3:** Accepted hypothesis: There is a direct link between publishing on social media platforms and the development of personal branding. Personal branding is directly linked to social media publishing. Strategic content development and participation can help people shape public opinion and establish their identities in a congested digital landscape.

Recommendations:

1- Everyone who wants to build their personal brand and connect with their audience must use social media.
2- Everyone in the field of visual creativity should use AI applications to create images and animations and broadcast them on social media to enhance their personal brands.
3- Companies should adopt this approach by using artificial intelligence and augmented reality technologies to enhance their marketing of products and services, which can lead to profits in an era of fierce competition.
4- National productive sectors can be directed to launch marketing campaigns on social media using augmented reality and artificial intelligence technologies, with the goal of increasing economic returns.

Conclusion & Future Work:

This scientific paper points out technological developments which include artificial intelligence and its application in creation of images, animation, and augmented reality integration as well as the need of utilizing creative goods from these modern technologies in personal promotion on social media platforms. Through this research, it’s crucial to carry out additional research on the innovative applications of digital technology, particularly in the context of animating applications using artificial intelligence and incorporating augmented reality into the final product to connect digital and print advertising. This integration can enhance user engagement and provide a more immersive experience, allowing brands & personal branding too to bridge the gap between digital and traditional media.

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