

# The Impact of Artificial Intelligence (AI) on Content Management Systems (CMS): A Deep Dive

Moussa Mahamat Boukar<sup>\*1</sup>, Assia Aboubakar Mahamat<sup>2</sup>, Oumar Hassane Djibrine<sup>3</sup>

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**Abstract:** The dynamic nature of the global environment is always changing, with technology playing a pivotal role in propelling these shifts. The emergence of artificial intelligence (AI) has fundamentally transformed the manner in which we oversee and engage with our digital data. The potential of integrating artificial intelligence (AI) with content management systems (CMS) holds significant promise for future advancements. Artificial intelligence (AI) has the potential to bring about substantial changes in the manner in which information is managed and shared on the internet. It can enhance search functionalities and streamline numerous processes via automation. Individuals engaged in website ownership, content generation, and marketing are required to acquaint themselves with the most recent advancements in content management systems (CMS) and artificial intelligence (AI). The objective of this article is to provide a comprehensive examination of the influence of artificial intelligence (AI) on content management systems (CMS), along with an analysis of emerging AI methodologies and their practical use within a corporate environment.

**Keywords:** Artificial Intelligence (AI), Content Management System (CMS), Natural Language Processing(NLP),Machine Learning(ML),Automation, Digital Content

## 1. Introduction

Content management systems (CMS) are essential tools for organizations to efficiently manage and regulate digital experiences across several platforms, including websites, mobile apps, and interactive interfaces [1]. The increasing abundance of online content from many sources, including social media and the Internet of Things (IoT), has necessitated the adaptation of content management system (CMS) platforms to provide relevant experiences amongst the overwhelming volume of information [2]. The rapid use of artificial intelligence (AI) methodologies has been motivated by the need to automate, evaluate, and enhance content operations in innovative manners. This article provides a comprehensive analysis of the impact of artificial intelligence (AI) on content management across the various stages of the content lifecycle [3]. The objective of this research is to examine the many use situations, benefits, limits, and optimum methodologies associated with the integration of artificial intelligence (AI) into content management systems. The study is based on academic research and practical application in the industry [4]. The study involves an analysis of the use of machine learning, natural language processing, data mining, knowledge graphs, computer vision, and associated approaches in enhancing the cognitive capabilities of content management systems [5]. The present research demonstrates that the

continual growth of artificial intelligence (AI) integration in content management systems (CMS) is apparent [6]. Nevertheless, noteworthy advancements have been achieved in other domains like predictive analytics, natural language generation, customisation, multilingual content, and other associated functionalities, all of which have shown concrete advantages [6]. However, it is important to acknowledge that the increasing use of artificial intelligence (AI) in the content ecosystem requires the adoption of development paradigms that are more transparent, understandable, and collaborative [7]. The potential for fruitful cooperation between artificial intelligence (AI) and human beings in the establishment of synergistic content processes seems promising in the future. However, the fulfillment of these requirements requires meticulous deliberation in terms of design, guaranteeing the transparency of AI systems, and the acquisition of contemporary proficiencies [8].

## 2. The Use of Machine Learning Techniques in the Field of Content Analytics and Discovery

Machine learning (ML) is a subfield of artificial intelligence (AI) that facilitates the ability of computers to gain information and enhance their performance via the examination of data, without the need of explicit programming [4]. Machine learning algorithms are used for the purpose of detecting and examining patterns present in datasets, with the ultimate objective of developing predictive models. The use of machine learning (ML) methods has become viable for providing relevant analytics targeted at improving user experiences due to the growing gathering of visitor and content data by content management

<sup>1\*</sup> Computer Science, Nile University of Nigeria, Universite Virtuel du Tchad, Chad.

ORCID ID : 0000-0002-2494-2698

<sup>2</sup> Material Science Engineering, Abuja, Nigeria

ORCID ID : 0000-0001-8546-9569

<sup>3</sup> Computer Science, Universite Virtuel du Tchad, Chad

\* Corresponding Author Email: [musa.muhammed@nileuniversity.edu.ng](mailto:musa.muhammed@nileuniversity.edu.ng)

systems (CMS) [9]. Supervised learning techniques, such as regression and neural networks, need the use of training datasets including input features and their corresponding labeled outputs. Supervised learning is often used inside Content Management Systems (CMS) for several objectives, including predictive search, automated tagging, sentiment analysis, and visitor segmentation [10]. BuzzSumo utilizes artificial intelligence algorithms to evaluate the effectiveness of content and afterwards offers recommendations for improving its performance [11]. Unsupervised learning methodologies, such as clustering algorithms, are used to analyze datasets that do not provide annotated information. The primary objective is to discover underlying patterns or structures within the data [12]. The approaches described in the study may be used to uncover hidden user personas, classify material, and provide data-driven insights from CMS content and traffic [13]. One example that demonstrates this concept is the use of semantic clustering tools like Sensei. These tools suggest topics for information and generate connections, hence improving the process of discovery [14]. Reinforcement learning is a methodology used inside content management systems (CMS) to augment recommendations and personalisation capabilities. The process entails the use of various activities inside dynamic environments with the objective of optimizing rewards. One possible use of adaptive learning is its employment in delivering individualized suggestions to users, with the goal of improving their proficiency in content management system (CMS) skills [4]. Recently, several CMS providers, such as Concertful, have included machine learning interfaces that are designed to be easily navigable by users. This development allows marketers to create apps that use machine learning algorithms, all without requiring proficiency in coding.

### 3. Literature Review

#### 3.1 Background on artificial intelligence

Artificial intelligence (AI) is a subfield of computer science that aims to develop robots with the ability to do tasks that typically require human intellect [15]. Artificial intelligence (AI) algorithms has the capacity to learn knowledge from data in order to perform a wide array of tasks [16]. The aforementioned activities include the cognitive processes of understanding and generating human language, recognizing and classifying objects and facial features, and forming anticipatory judgments.

The field of artificial intelligence (AI) has a significant and extended history, beginning in the 1930s with the advent of Turing machines developed by Alan Turing. In the 1950s, the discipline of artificial intelligence (AI) saw a notable paradigm shift, culminating in its establishment as a recognized academic topic. The aforementioned transition resulted in an increase in scholarly investigations centered

on several areas within the field of artificial intelligence, such as natural language processing, machine learning, logical reasoning, and knowledge representation [15]. In contemporary times, there has been a conspicuous proliferation of artificial intelligence (AI) research that beyond the boundaries of computer science [17]. The process of expansion has included several disciplines, including psychology, linguistics, and philosophy. As a result, there has been a significant rise in the use of artificial intelligence (AI) in many fields, including as education, e-commerce, robotics, navigation, healthcare, agriculture, the military, marketing, and gaming [18].

Prominent applications of artificial intelligence (AI) include the use of search engines such as Google and recommender systems like Netflix, which are extensively employed in modern digital contexts.

Autonomous vehicles, exemplified by Tesla's self-driving automobiles. Voice recognition systems, such as Siri and Alexa, are extensively used across many applications in the realm of human-computer interaction. The classification of artificial intelligence (AI) applications encompasses a wide range of disciplines [19]. Machine learning pertains to the scholarly exploration and progression of algorithms and models that enable computers to acquire information and autonomously make predictions or conclusions, without the need of explicit programming. The approach comprises a range of methods, including: The field of study known as natural language processing (NLP) focuses on the analysis of the interaction between computing systems and human language within the realm of academia. The subject of research refers to the creation of algorithms and models that help computers in grasping and creating human language [20].

Computer vision is a scholarly field that focuses on the advancement of computational techniques and algorithms to enable the analysis and understanding of visual data obtained from digital photos or videos recorded by computer systems.

The term "big data" encompasses the extensive volume of data that is created and accumulated across several disciplines, including corporate and scientific fields. The concept of "big data" refers to vast and complex datasets characterized by their substantial size, high speed of generation, and wide range of types [21].

#### 3.2 Processing Natural Language for Intelligent text analytics

The field of natural language processing (NLP) involves the examination of the interaction between computers and human language within the domain of computer science. The field of Natural Language Processing (NLP) enables computer systems to understand and generate human language. It is used in several sectors, including content

management systems (CMS) [22].

Content management systems (CMS) sometimes include significant amounts of unstructured textual data. The use of natural language processing (NLP) may be leveraged to ease the organizing, interpretation, and administration of this content. One notable use of Natural Language Processing (NLP) is its incorporation across several sectors [23].

The procedure of categorizing and tagging material entails the allocation of suitable labels or tags to diverse bits of information with the aim of organizing and classifying them according to their attributes or topic matter. The objective at hand is the extraction of relevant information from the given text, including various elements such as the identification of persons, dates, and geographical places. Please provide brief summaries of the supplied content. The use of Natural Language Processing (NLP) is now being employed to provide innovative and sophisticated functions for content management systems (CMS) [23].

These features include the ability to develop content briefs and drafts. The use of this technology has promise in aiding marketers and content producers in the optimization of their time management practices and the improvement of content production efficiency, ultimately leading to the generation of high-quality material. Sentiment analysis encompasses the utilization of Natural Language Processing (NLP) methodologies to classify textual input according to various feelings, encompassing positive and negative sentiments, alongside other emotional states. The technology mentioned earlier exhibits the capacity to provide tailored content that successfully establishes a connection with individuals' emotional encounters [20].

Semantic analysis encompasses the use of natural language processing (NLP) methodologies to extract semantic significances and develop connections within textual information. The process of doing this involves the identification and analysis of different linguistic elements, including parts of speech, named things, concepts, and word embeddings [24]. This methodology has the capacity to augment the discoverability of content management systems (CMS) and cultivate more robust connections among content components. Natural Language Processing (NLP) algorithms have the capacity to extract important information from textual input and provide succinct summaries, extracts, and translations. This methodology may be used to improve the effectiveness of content optimization across different situations, including a range of devices or target demographics [25].

Conversational interfaces use natural language processing (NLP) methodologies to facilitate interactions with users via textual or spoken communication, hence allowing the utilization of cognitive services [26]. The potential benefits of incorporating natural language processing (NLP) into

chatbots, virtual assistants, and voice interfaces inside content management systems (CMS) include the streamlining of various activities for users. The duties include search, content generation, and governance.

### **3.3. Computer Vision for Intelligent Media Processing**

Computer vision is a discipline of study situated within artificial intelligence, which enables computing systems to perceive and analyze visual information. This technology is being implemented by content management systems (CMS) to improve many aspects of the content lifecycle [4]. Computer vision algorithms have the capacity to autonomously perceive, allocate descriptive labels, and categorize pictures and videos via the analysis of their visual attributes. The use of this technology enables the automatic production of media metadata, hence optimizing the efficiency of material retrieval and classification [27]. Computer vision algorithms have the potential to provide contextual cues that may be used to customize experiences and assist consumers. Facial recognition technology may be used in the automatic identification and labeling of persons seen in photographs. The feature above exhibits usefulness in several contexts, such as streamlining approval processes and automating extra workflow tasks [28].

The process of generating textual descriptions for images may be accomplished by combining computer vision and natural language processing (NLP) techniques [20]. This phenomenon contributes to the promotion of inclusion in media content for those with impairments, as well as aids in the categorization and understanding of images by search engines [29]. Computer vision algorithms have the capacity to autonomously generate video summaries by identifying noteworthy frames and parts within the video data. This feature allows content curators to create teasers and improve the marketing of video assets more effectively.

## **4. Methodology**

### **4.1. Personalization Automation using Generative AI**

The term "generative artificial intelligence (AI)" encompasses a group of AI systems that use algorithms and neural networks to generate genuine and realistic content across several media, such as literature, images, and music [30]. This procedure entails the acquisition of knowledge from a vast repository of training data, whereby patterns are acquired. Following this, the system produces original stuff that exhibits similarities to content produced by human beings.

Numerous examples of generative artificial intelligence (AI) models may be seen, including the prominent GPT-3. This particular model has the capacity to create textual material, facilitate language translation, and provide a wide range of creative outputs. The field of generative artificial intelligence (AI) encompasses the ability to produce many

types of media, such as pictures, music, and other kinds of creative expression.

The considerable potential of generative artificial intelligence (AI) to induce a paradigm change in diverse areas, including content generation, marketing, and customer service, is noteworthy. Generative artificial intelligence (AI) has been effectively used across several disciplines, exemplifying its practical applications [20]. The automation of many tasks, such as creating material for blog posts, social media postings, and product descriptions, may greatly simplify the whole process. Improve customer experiences with the integration of personalized suggestions and tailored information. The objective is to create innovative and revolutionary goods and services [4]. Generative artificial intelligence (AI) systems heavily depend on the use of expansive language models, often referred to as large language models (LLMs), such as GPT-3, as the foundational components of its vvbvbbarchitecture. LLMs engage in rigorous training that involves the use of substantial amounts of data to develop a deep understanding of language patterns and generate written content that exhibits both coherence and contextual relevance [5]. The use of fine-tuning approaches allows for the customization of Language Model Models (LLMs) to suit specific activities or domains, resulting in improved quality and relevance of the produced output [22]. LLMOps, short for large language model operations, allows enterprises to harness the potential of generative artificial intelligence (AI) to automate content creation, optimize resource distribution, and develop a distinct market position. LLMOps also assures the appropriate and ethical application of these technologies [20].

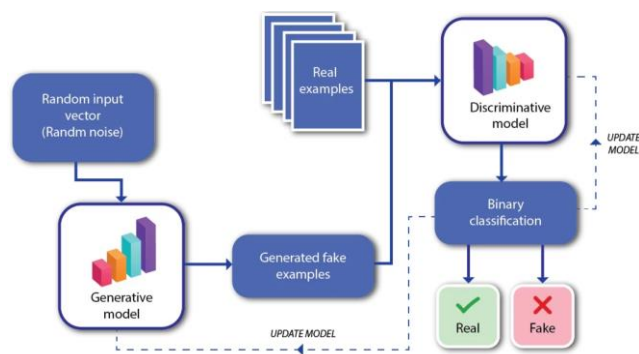


Fig :1 Generative Adversarial Network Architecture [36]

#### 4.2. Using Knowledge to Model Content and Users

Knowledge graphs function as a mechanism for representing the interconnections and relationships of several things, including persons, places, and abstract concepts [4]. The elements inside the system are symbolized as vertices, while the connections between them are visually represented as edges within a framework based on graphs. material management systems (CMS) use knowledge graphs to augment their ability to understand and organize

material [31]. Information knowledge graphs are often used to depict the contextual associations existent across many forms of information, including metadata, semantics, entities, and user input. Content management systems (CMS) have the capability to provide users with relevant suggestions and valuable information. Visitor knowledge graphs are used to provide a complete depiction of visitors' domains of interest, degrees of engagement, and categorization. The data provided above may be used for the goal of delivering customized content and doing predictive analysis [23].

The use of conversational knowledge graphs enhances the understanding and adaptability of chatbots in responding to user queries. This is achieved by establishing links between conversational interactions and relevant entities within the knowledge graph [25]. Master data management (MDM) solutions, such as InfoPlus.ai, use knowledge graphs to form linkages across various content management systems (CMS) installations. This enables the development of a unified viewpoint that encompasses both content and customers [6]. The use of this approach has the capacity to augment customer service, marketing, and sales procedures. The integration of conversational knowledge graphs with Master Data Management (MDM) systems holds promise in augmenting enterprises' capacity to provide tailored and seamless customer experiences [15].

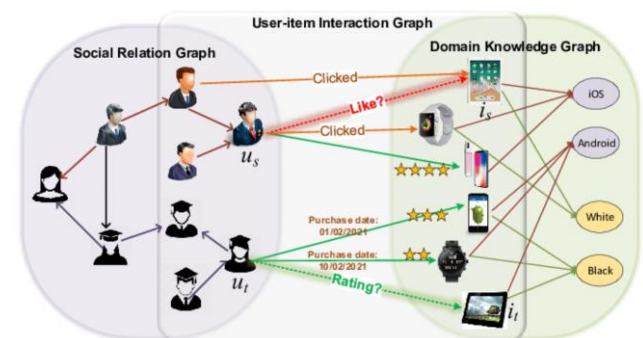


Fig: 2 The demonstration of graph learning based recommender systems [37]

#### 4.3. Key Use Cases and Value of Artificial Intelligence in the Content Lifecycle

The analysis shows that AI approaches are increasingly being integrated across the content lifecycle on CMS systems.

1. **Ideation:** Generative writing and multimedia tools generate preliminary concepts and ideas to stimulate creative thinking.
2. **Creation:** Intelligent assistants such as natural language generation, voice-to-text, and predictive input expedite the creation of repetitive content. Vision and language AI are responsible for the curation of media assets.

3. **Enrichment:** Machine learning and natural language processing (NLP)-powered automated tagging, metadata creation, and translation guarantee that information is intelligent, discoverable, and global-ready.
4. **Collaboration:** Intelligent workflows, chatbots, and co-creation tools optimize content sharing and evaluation by enhancing cross-team coordination.
5. **Optimization:** The use of machine learning in predictive analytics enables the extraction of data-driven insights for the purpose of optimizing content performance across various metrics and visitor engagement.
6. **Syndication:** Automatic localization and content adaptation solutions facilitate the provision of customized multilingual experiences across various markets and platforms.
7. **Recommendation:** AI algorithms provide customized suggestions in order to enhance user engagement by providing them with the most relevant material according to their individual preferences.
8. **Governance:** Artificial intelligence (AI) introduces automated processes to ensure adherence to policies, maintain brand safety, monitor content reuse, protect data privacy, and manage rights across the whole content lifecycle.
9. **Conversational Interfaces:** The use of natural language processing (NLP) in chatbots, speech technology, and interactive content serves to streamline many processes such as search, creation, publication, analytics, and governance via the facilitation of natural dialogue.
10. **Personalization:** The comprehension of users by AI algorithms facilitates the customization of content experiences, journeys, suggestions, and creatives for distinct visitor segments.
11. **Experimentation:** The ongoing optimization of content variants using AI/ML techniques enhances engagement, conversion, and experience metrics by means of conducting multivariate testing.

The increasing capabilities of artificial intelligence (AI) provide the potential to augment efficiency, creativity, reusability, personalization, and performance for teams involved in content creation. Content management systems (CMS) have the ability to augment human skills by incorporating artificial intelligence (AI) throughout the whole content production process, including idea generation to the optimization of the final output.

## 5. The Effective Integration of AI: Challenges and considerations

However, several research studies have shown the existence

of a prevalent attitude of doubt and a slow adoption of artificial intelligence (AI) among the content management system (CMS) user community. The study undertaken places emphasis on the critical issues that need to be addressed in order to improve the effectiveness of artificial intelligence [32].

- **Lack of user confidence:** The lack of transparency in artificial intelligence (AI) systems may lead to the generation of dubious judgments, hence eroding the confidence placed in such systems. The importance of explainable artificial intelligence (AI) and governance cannot be overstated.
- **Inadequate integration:** The presence of fragmented workflows resulting from the use of one-off AI tools contributes to a deficiency in the widespread acceptance and implementation of such solutions. The integration of artificial intelligence (AI) into current content management system (CMS) systems is highly recommended.
- **Uncertain metrics:** Quantifying the return on investment (ROI) for artificial intelligence (AI) and enhancing content performance is a challenging task. The alignment of artificial intelligence (AI) with strategic objectives and desired results is of utmost importance.
- **Overconfident sellers:** The exaggerated claims made in marketing campaigns on the potential of artificial intelligence often fail to align with the actual levels of accuracy and subtleties seen in real-world applications. It is recommended to use a pragmatic approach to piloting.
- **Data limitations:** The process of effectively training resilient artificial intelligence systems requires a substantial amount of well-organized and structured data. The data included in legacy material often lacks practical use. The use of prudent datasets and models is crucial.
- **Skill shortages:** A significant number of users exhibit a deficiency in AI literacy, which hinders their ability to effectively map processes and use the outputs generated by artificial intelligence systems. The implementation of change management and training is of utmost importance.
- **The potential for bias:** Artificial intelligence (AI) models have the potential to perpetuate social prejudices by incorporating and reflecting the biases present in the data they are trained on. The implementation of regular brand safety assessments, complemented by human supervision, has significant importance.

## 6. Prospects for AI in CMS: Cautionary Optimism

The current investigation has shown that the integration of artificial intelligence (AI) into content management systems (CMS) have the potential to bring about substantial changes

in content processes by improving creativity, predictability, automation, and personalisation [5]. CMS companies have made notable advancements in improving their artificial intelligence (AI) capabilities [4]. The aforementioned developments include the integration of generative authorship, intelligent recommendations, automated metadata, and predictive discovery tools. Prominent platforms, like HubSpot, Contentful, and Kentico, are now offering artificial intelligence (AI) tools, interfaces, and apps that do not need coding. These offerings are designed to enhance the accessibility and utilization of AI technology.

However, scientists have projected that the extensive use of artificial intelligence (AI) in content management systems (CMS) is expected to take place within a period of 2 to 5 years [8]. The effective management of time is crucial in order to establish uniformity in technologies, develop the necessary skills, and implement the most effective approaches to guarantee the transparency of artificial intelligence. Current scholarly study highlights the imperative need for heightened maturity within this particular field. According to a survey done by ING, the current adoption rate of artificial intelligence (AI) among marketing teams is at a mere 15% [33]. The primary barriers to the widespread use of artificial intelligence (AI) are concerns over the quality of data, a shortage of qualified employees, and difficulties in achieving a return on investment (ROI) [34]. Based on a survey done by Demandbase, it has been reported that the current level of adoption of artificial intelligence (AI) in business-to-business (B2B) businesses is estimated to be below 25% [35].

In summary, the incorporation of artificial intelligence (AI) into content management systems (CMS) has considerable potential in revolutionizing procedures associated with content. [38] Nevertheless, it is crucial to acknowledge that the extensive integration of artificial intelligence (AI) in content management systems (CMS) is now in its early stages [39]. In order to effectively integrate and use artificial intelligence, organizations must possess the necessary skills and knowledge, as well as keep up with the maturity of technology [40].

## 7. Recommendation

The adherence to the following basic rules is required for the proper integration of artificial intelligence (AI) into content management systems (CMS).

Initiate small-scale, well-defined pilot projects. This method will enhance the process of learning and iteration at a fast pace. The focus should be directed on augmenting existing workflows rather than completely automating all procedures. The objective of this method is to enhance the efficiency of AI technology use while minimizing any disruptions.

The establishment of clear and fair policies on the employment of artificial intelligence (AI) is of utmost importance. The anticipated outcome of adopting this methodology is the cultivation of trust and the establishment of confidence in the system.

The use of artificial intelligence (AI) has the potential to greatly alter content processes by enhancing human creativity, rather than replacing it. With the progression of AI research, it becomes crucial for content management systems (CMS) to redirect their attention towards the creation of intelligent experiences, rather than just emphasizing metric optimization. The potential of artificial intelligence (AI) to enhance intelligence at every stage of the content lifecycle is very promising. In order to effectively use this potential, it is crucial that we adopt innovative approaches, establish streamlined data management strategies, and strengthen the capabilities of our content and technology personnel.

The current trend is shifting towards a symbiotic relationship between humans and artificial intelligence (AI), leading to increased levels of efficiency, personalization, and effectiveness. However, it is crucial for pilots to use prudence and actively engage in continuous improvement. By adopting an ethical and user-centric approach, content management system (CMS) providers and their partners may methodically enhance the following iteration of intelligent processes.

In summary, artificial intelligence (AI) has the potential to significantly alter content management systems (CMS) at their core. Nevertheless, it is crucial to practice prudence and prudent deployment of this technology. By following to established principles, it is possible to maximize the benefits of artificial intelligence while minimizing the potential risks.

## 8. Conclusion

This study investigates the impact of artificial intelligence (AI) on many aspects of content management, including ideation, production, optimization, and analytics. The visible potential for augmenting the cognitive abilities of content management systems (CMS) and strengthening the predictive and customized aspects of content processes is apparent due to the rapid advancements in machine learning, natural language processing, computer vision, and knowledge graphs.

However, it is crucial to prioritize the cultivation of responsible and transparent advancements in artificial intelligence (AI), alongside the establishment of a collaborative ecosystem that facilitates harmonic interaction between people and AI systems. Moreover, the effective implementation of artificial intelligence (AI) requires the usage of efficient change management strategies, the improvement of competencies, and a focused attention on

user experience.

The acceleration of the integration of artificial intelligence (AI) may be facilitated by the execution of targeted pilot initiatives, the construction of unambiguous indicators of achievement, and the use of participatory design approaches. The domain of artificial intelligence (AI) has elicited significant excitement, mostly centered on its capacity to optimize procedures and amplify human ingenuity. Nevertheless, in order to fully harness the capabilities of artificial intelligence (AI), it is imperative for users, suppliers of content management systems (CMS), and AI partners to embrace novel and cooperative approaches. The establishment of this relationship is of utmost importance for the advancement and provision of sophisticated intelligent content experiences in the forthcoming era.

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### Conflicts of interest

The authors declare no conflicts of interest.

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