

## A ROLE OF AI ON SOCIAL MEDIA

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### Abstract:

In today's generation the evolution of technology is rapidly increasing and frequently used day-to-day in human life. The peoples in the world use social media as a part of life to share their information, send messages to make a new connection. The initial task of social media is to provide opportunities to form organisations to group the large amount of end users together based on mutual understanding, feedback etc. Also, these organisations maintain a secure application to protect their data by using Artificial Intelligence. The main objective of this paper is to discuss the uses of AI in social media for rapid growth. In this paper the impact of using AI in social media is examined and discussed through critical analysis. A comparative studies of social media with Ai and without AI is also discussed. The paper explores various AI tools and social media relations to develop and improve the productivity for efficient usage by implementing AI in social media.

**Keywords:** AI Tool, social media, AI in social media.

### INTRODUCTION:

AI technology performs tasks similar to human being. It is commonly deals with computer tasks such as knowledge gaining, reasoning, understanding and perception. AI tools are automated and much faster than human rates. AI is used in social media to improve its efficiency activities. And make the end users constantly interact with social media application such as Facebook, Twitter, LinkedIn, Pinterest, and Instagram. Social media is improving in performance and efficiencies by using AI. Social media with the help of AI, that personal data, activities are continuously compiled and analysed. AI in social media is currently being used to view the social behaviour, tendencies.

AI tools will engage with digital platforms in the social media. The AI inclusion in social media will create end-user engagement paradigms and view the individual's interaction with each other and generate the resultant knowledge. The implications of AI on social networking sites will has individual interactions, ethical concerns and content collection. AI impacts of social interaction view the online platform utilization on both positive and negative. The AI Tool in social media is the most used in the entire world and has the future Enhancement.

### REVIEW LITERATURE

In the year 2023, According to a global survey conducted nearly 63% users where likely to engage with the social media content which was created by the AI Application, In the year 2024, According to the survey of global social media creators the report was highting the impact AI trends used to change the social media platform by 88%. In the year 2024 survey report found that 27% of users recognized that AI can block or unfollow the accounts automatically.

### USE OF AI IN DIFFERENT SOCIAL MEDIA:

1. **Facebook's Use of AI:** Based on the user behaviour the Facebook strategy will be decided. Over 2.38 billion of users are active in each month and 4.75 billion of task will be shared. In this situation, the deep learning technology saves the everyday data from the multimedia.

Example, the photos or videos can be recognized using deep learning. And also examine the text and metadata from multimedia.

2. **Instagram Use of AI:** As a social networking tool in 2010, Instagram swept social media like a typhoon. It claims to have a user population of around 1 billion as of 2023. But because of its rising engagement rate, businesses have also found it a fantastic social marketing tool. According to data from 2023, almost all companies have an Instagram account. Instagram Marketing competition is at a great pace, and the AI-based approach has a great impact. The Instagram photos posted daily have a major impact on the search function. The network receives about 1.3 billion photo uploads daily, and leveraging hashtags and trending news builds up a sizable database. Using AI, users can find photographs linked to their preferred experiences, activities, events, restaurants, etc.
3. **YouTube use of AI:** Now a days the YouTube competition is getting a successful creator by having high competition using AI Tool. The AI tool is used for content ideas, scripting, video editing, posting the videos with some reviews and channel growth along with management. YouTube with AI as another advantages that is dubbing tool that includes translates the comment or description.
4. **Snapchat use of AI:** The peoples now a days are addicted to create effects on a user face by applying the filters for image or videos. And also, user will connect to the other peoples in the world by chatting each other.
5. **LinkedIn use of AI:** It helps in job seeking or job hiring. Through the AI Tool the user can write a job or self-description. AI-powered tools help in generating the Resume. And allow the user to connect with all through the global network.

#### **POSITIVE IMPACT OF AI IN SOCIAL MEDIA:**

1. **Advertising management:** AI tool will help in Managing and optimizing the advertisement by analysing the production and marketing, Ad variation according to the consumer.
2. **Influencer marketing:** AI tool determines the best influencer to advertise the specific ad to have high reach.
3. **Sort and analyse the data:** AI tool will collect and analyse the large amount of data generated by user in the social media.
4. **Automatic posting and scheduling:** AI tools help in auto-generation of post on social media platform according to the specified time or date.
5. **Content generation:** AI tool is commonly used generate or helps in content to post in the social media platform. The content can be text, images, hashtags, video etc.
6. **Content moderation:** AI tool will help to find and remove the unnecessary data from the inappropriate content.
7. **Content recommendation:** AI tool is used to recommend on the previous video, images or text content.
8. **Video filtering:** AI tool helps in the reorganization of the facial for identification and edit the user photo using filters.
9. allow the user to create their own content or can modify the previous content.

#### **NEGATIVE IMPACT OF AI IN SOCIAL MEDIA:**

1. **Privacy Concerns:** AI tool will collect the all-personalised data of the user. Those data are lacking with security.

2. **Algorithmic Bias:** Social media platform is based on AI algorithm. Hence the non-programmer cannot create or modify the social media platform without Algorithm knowledge.
3. **Misinformation Spread:** AI does not check about the information whether it is valid or invalid. Due to this misinformation also can be shared through entire world.
4. **Job Displacement:** AI is the automatic content generating and modifying platform; hence the Human work will be displaced.
5. **Addiction and Mental Health:** AI design in Social media attract the users and make them addicted to use those social media platform without time break.

### SOCIAL MEDIA WITH AI VERUS WITHOUT AI

Aspect	Traditional Management	AI-Powered Management
<b>Content Creation &amp; Scheduling</b>	Manual generation	Auto generation
<b>Audience Engagement &amp; Interaction</b>	Personal or human interaction with limited features	Automated interaction with 24/7 period
<b>Analytics &amp; Performance Tracking</b>	Basic metrics	Advanced metrics
<b>Personalization &amp; Targeting</b>	Limited	Unlimited
<b>Ad Campaign Management</b>	Manual creation of Ads	Automated creation of Ads
<b>Scalability &amp; Efficiency</b>	Limited by human resources	Highly scalable

### CONCLUSION:

AI modify the aspects of human life and every time solve the complexing problems using many applications. With the help of AI Tool the social media growth rate as been increased in various aspects such as creation of content, marketing, video filter, entertainment etc. Social media with AI gets the marketers, advertising organization to increase the effectiveness of marketing. Some AI sub tools machine learning, analytical , deep learning concepts also used to increase the benefits of using social intelligence.

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