

## Chapter 9

# Is AI a Threat for Social Media Entrepreneurs?

**Khaled Arafat**

*BRAC University, Bangladesh*

**Rusana Rubain**

*BRAC University, Bangladesh*

**Sifat Jakia Swapnil**

*BRAC University, Bangladesh*

**Anika Zarin Chowdhury**

*BRAC University, Bangladesh*

### EXECUTIVE SUMMARY

*A burning question in this 21st century comes in the form of the development of AI (artificial intelligence). The uses of AI, their strengths, their misuses, and the most pressing question: Does AI eliminate jobs? As the authors dive deep into the depths of knowledge and salvage what they find, they bring about the pressing matter whether artificial intelligence should be given supervision or not. Artificial intelligence helps in many ways, but ultimately, the credibility lies on whether artificial intelligence creates scopes for jobs or takes away certain employment scopes.*

### INTRODUCTION

*“The real problem is not the existential threat of AI. Instead, it is in the development of ethical AI systems.”*

--Rana EI Kaliouby

Artificial intelligence (AI) is a double-edged sword in the world of social media entrepreneurship. While it can spur innovation and growth, there are also worries about possible risks associated with AI deployment. The main goal of artificial intelligence, a branch of computer science, is to imbue machines with human-like intellect and reasoning so they can support people in many ways.

DOI: 10.4018/979-8-3693-1781-5.ch009

## ***Is AI a Threat for Social Media Entrepreneurs?***

*“Artificial Intelligence is a tool, not a threat.”*

--Rodney Brooks

Artificial intelligence (AI) has gradually become more preventive and powerful in a variety of sectors including technology, health sector, production and manufacturing and so on. These developments have all contributed to the enormous change in this field that we are currently seeing. This theory suggests that machines could become intelligent which turns human lives into blessings. Today's world is full of innovation. For the benefit of mechanized knowledge, mass development we are getting the facilities to be updated in every sector, for instance all general and technical sections. Increasingly unavoidable and remarkable figure organizations are essential to the operation of modern coordination frameworks. Due to the advancement of the machinery's capabilities, large databid being analyzed more quickly, broadly and profoundly than at any other moment. Sensors, devices, algorithms, smart devices as well as personnel within these companies are constantly creating new information. Materials handling frameworks and creation planning are efficiently handled by support learning approaches. All the organizations are looking to combine AI principles with traditional Operational Research methodology to solve any business problems in an effort to turn continuous data into meaningful decisions. The development of Artificial intelligence also pays attention for the social media entrepreneurs to spread vastly.

The introduction of artificial intelligence (AI) has significantly changed the social media business environment by providing a multitude of benefits that boost productivity, innovation and overall performance. The noteworthy ways AI has helped social media entrepreneurs tells us how blessing ways has created it for them to spread. For instance, in terms of Personalized Content Exhortation, Netflix uses AI for making history-based movie and TV program recommendations, which enhances customer pleasure and extends platform engagement. Also, in terms of Customer Interaction for Chatbots,for example, Facebook messenger chatbots helps companies become more efficient by helping with reservation management, customer service and answer queries also. Analytics for social media, like Sprout social tracks social media metrics using AI analytics to assist business owners better understand audience engagement and plan their content strategy. Also, in terms of Content Scheduling and Creation, like Hootsuite uses AI to recommend the ideal times to publish content so that it receives the most exposure and interaction of different social media networks. Moreover, Targeted Advertising, for instance, Facebook Ads use AI to target particular demographics, interests, and behaviors, giving users more relevant ads.

Artificial intelligence (AI) integration is becoming both a source of potential concern and a stimulus for innovation in the quickly changing field of social media entrepreneurship. Businesses are opening up new ways for improving analytics; however, the very developments that drive social media companies' growth also bring with them concerns about algorithm biases, privacy, and the changing face of digital engagement.

*“Humans should be worried about the threat posed by artificial intelligence.”*

--Bill Gates

Since these technological breakthroughs bring both possibilities and difficulties to the forefront, it is important to consider whether AI poses a threat to social media entrepreneurs. The focus of this talk will be on how AI is changing the social media entrepreneurial landscape. Examples of how AI fosters innovation as well as growth will be covered, along with situations where its effects could lead to concern

10 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/is-ai-a-threat-for-social-media-entrepreneurs/341988](http://www.igi-global.com/chapter/is-ai-a-threat-for-social-media-entrepreneurs/341988)

## Related Content

---

### Count Models for Software Quality Estimation

Kehan Gao and Taghi M. Khoshgoftaar (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 346-352).

[www.irma-international.org/chapter/count-models-software-quality-estimation/10843](http://www.irma-international.org/chapter/count-models-software-quality-estimation/10843)

### Cost-Sensitive Learning

Victor S. Sheng and Charles X. Ling (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 339-345).

[www.irma-international.org/chapter/cost-sensitive-learning/10842](http://www.irma-international.org/chapter/cost-sensitive-learning/10842)

### Segmenting the Mature Travel Market with Data Mining Tools

Yawei Wang (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1759-1764).

[www.irma-international.org/chapter/segmenting-mature-travel-market-data/11056](http://www.irma-international.org/chapter/segmenting-mature-travel-market-data/11056)

### Association Rules and Statistics

Martine Cadot, Jean-Baptiste Maj and Tarek Ziadé (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 94-97).

[www.irma-international.org/chapter/association-rules-statistics/10804](http://www.irma-international.org/chapter/association-rules-statistics/10804)

### Cluster Validation

Ricardo Vilalta and Tomasz Stepinski (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 231-236).

[www.irma-international.org/chapter/cluster-validation/10826](http://www.irma-international.org/chapter/cluster-validation/10826)