

# Chapter 15

## Investigating the Influence of AI in Social Media Governance

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### **ABSTRACT**

*With advancement of technological tools, the role of Artificial Intelligence (AI) in maintaining and improving social media platforms is becoming intriguing by each passing day. From content moderation to sentiment analyzing the AI tools are integrated in the day-to-day operations of social media platforms to curate the customized experience to enhance the users' interaction on the platforms. The chapter explores the various AI tools and software understanding their models and functioning to regulate the social media governance. It aims to investigate the influence of AI tools from content creation, marketing advertisements to impact on users' behavior. While discussing the positives of the AI involvement, the chapter also discusses the possible challenges of maintaining user privacy, data security and regulation of fake news. Understanding the role of collaborating governance, the author analyzed various statutes around the world to deal with ethical and legal implications of the AI in social media governance to suggest amicable solutions and way forward.*

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## INTRODUCTION

The emergence and development of Artificial Intelligence (AI) has enhanced the users' experience on social media platforms by providing customized feeds as per their expectations. Artificial Intelligence works on the algorithm of invigorating the new data to the Machin's software to learn, think and adapt to have human-like intelligence. AI is not only used to analyze a significant amount of data everyday but also to simplify, manage, and improve the engagement of the users of the various social media platforms through personalization. With ever developing cyber technologies and augmented use of social media platforms, the need of AI has become of cardinal significance for dealing and analyzing large data to suggest tailored actions for managing user behaviors. The AI is sufficiently capable of dealing with and not limited to areas as varied as content recommendation algorithms, automated moderation, user sentiment analysis along with advertising strategy. The latter part of this chapter will deal with each of these in detail.

Personalized content recommendation for social media platforms through Artificial Intelligence is one of the essential influencing factors for the usage of AI algorithms by the social media intermediaries. Social media giants such as Facebook, Instagram, TikTok, or YouTube use AI powered algorithms to curate users' feeds that help suggest videos or posts based on the users' past engagement on these platforms. These AI algorithms work on machine learning models that analyze the likes, shares, comments, watch time, of the platforms to create a pattern to finally predict what content users will like. This further improves the user's experience to automatically generate customized content for the users to explore content without more effort ultimately helping and increasing the platform retention rate by fixing the users to the platform. The most appropriate example of such algorithm is the one used by TikTok, its advanced and automated AI was the reason to beg for it the title of most distracting social media platforms as the AI would provide the content based on the users' behavior to show similar content (Buenfil et al., 2019).

One of the crucial tasks for AI considering the vast data on these platforms is its ability to moderate the content automatically. Content moderation is done to remove content such as hate speech, misinformation, and gruesome images with the help of technologies such as computer vision and natural language processing (NLP). AI systems further assist platforms like Facebook and Twitter (now X) in flagging the inappropriate posts or comments to then let human moderators act upon. However, there is no doubt in accepting that these technologies are far from perfect and still sometimes get context wrong. But with enhanced and improved AI accuracy the internet is slowly on its path to being a safe space with decreased harmful content.

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