A Study on Influence of Artificial Intelligence in social media

Mr. Ashish P.R., Ms. Apoorva P.V.

ABSTRACT

The word Artificial intelligence is new to most of us in present era. But it is used as a powerful tool by corporate companies to understand customer effectively and also it enables themto complete the task faster, eliminate the human error and alsohelps them to detect the fake information.Now India uses Weak artificial intelligence where other developed countries like China, USA, Japan U.K and German countries uses more advanced artificial intelligence technologies than India. Therefore, this study is conducted to analyze theinfluence of Artificial intelligence in social media and people perception regarding the technology. To understand the study previous research papers were analyzed and percentage methodology is used to get the statistical data. The present study states that Majority of people are aware about Artificial intelligence and also people have an opinion that Artificial intelligence will reduce the employment opportunities in the future. but they have some confusion regarding Artificial intelligence techniques and its impact in social media. Due to this we got the major answers in a neutral way.

Key Words: Artificial Intelligence, social media, technology, people

I. INTRODUCTION

In our day today life we face some problems which we can solve by ourself orcan take some suggestions by others to clear such problems. But when it comes to technical field as well as social media, we face plenty of problems which we have to be solve but it is not that easy and becomes a burden for us.

Nowadays as the technology is developing and on the other hand a new subject has emerged that is Artificial intelligence which will help to know the human thinking, perception and preferences. This software can do all the maximum work which human being can do and also it reduces the work load of human. This Artificial intelligence techniques will be used to detect fake information in social media and also it helps to identify the persons in social medias not only this,even Linked-In and other apps uses this software for suggesting the job opportunities to individual according to their needs and priorities.

OBJECTIVE

- To know the various development took place in social media by using Artificial intelligence
- To analyze the people opinion regarding the artificial intelligence software

STATEMENT OF PROBLEM

From past two to three years ago the word artificial intelligence is new to majority of people and they were not much aware about it. Even though they were using social media and experiencing the Artificial intelligence techniques but still they never thought about this software that time. But now due to various medias, in workplaces they slowly came to know about the topics. Even we are less aware about this topic until last three to four months ago. And when we heard about this topic, we thought it was interesting topic and we were more eager to learn about it. So, this study is conducted to learn the various development took place in this area and people opinion regarding this Software.

RESEARCH METHODOLGY

This study is analytical in nature and this study is based on primary data. Here we have used both qualitative as well as quantitative data. Where quantitative data is collected through simple random sampling method which is collected by the people.And Percentage method is used as a statistical tool for measuring the quantitative data. The information was collected for this study is related to people preference on Artificial Intelligence and its influence on social media. The sample were collected from different aged group people and Gender.

Sample size: For this study we have used google form questionnaire method and kept a target of 75

respondents, where 56 respondents has responded to the questions which we have asked.

II.   REVIEW LITERATURE

1. **Luis Fernandez, Muhammad Imran(2018);** They analyzed nearly 1459 articles and from those 24 articles were got finalized for the study. Here key factors for the adoption of Artificial intelligence and social media were understudied. They concluded that the feasibility of using Artificial intelligence to extract valuable information during a humanitarian health crisis is proven in many cases.

2. **Anjabechmann, Geoffrey C Bowker (2019);** Their article reintroduces classification theory as an important framework for studying the invisible knowledge learning development and design process and while undergoing with the research they came to know that moving away from concepts of non-supervision and autonomy enable them to understand the underlying classificatory deposits in the work process and it is thefirst step towards Artificial intelligence

3. **FeyzaAltunbeyozbay, Bilal Alatas (2020);** These researchers found that the emergence and widespread adoption of the social media concept have changed the way news formed and published. news has become faster, less costly and easily accessible with social media. This changes even has a disadvantage and this even helps to identify the fake news by using Artificial intelligence techniques.

4. **Amir Hussain, Aziz Sheikh (2021);** They found that Artificial intelligence can enable real time analysis of public attitude and it also helps to analyze the changing public sentiment and develops the proactive two-way communication strategies and artificial intelligence even helps to identify vaccination number at the time of covid-19.

5. **Alexandrucapatina, Maher kachour, Jessica lichv (2020);** They conducted research to discover how the potential users of this Artificial intelligence-based software perceive the capabilities. So, theyconducted a casual model survey to find out or to test the uses of innovative technological solution for SMM based on integer valued regression model. But they found different casual configurations of artificial intelligence software and it is based on 3 categories (audience, Image and Sentiment)

6. **Andreas Kaplan (2020);**This paper explains about social media and how it moved in public sphere from positive force to negative one. Not only that Artificial intelligence can be explained and it decrypt the potential in the context of social media and finally it will explain how AI can also be used to safeguard democracy.

7. **S Malik (2020);**This paper explains how the Artificial Intelligence play a role in safety and security of social media. The important part of AI for social media is its unique relation to customary programming or innovation stage.

8. **Ertel Wolfgang,(2017);**The essence of social media will weaken the existing structure of journalism and social power. And not only that it will challenge the government of Vietnam, by creating a space for public Criticism and activism. In Facebook the opposition party institutionalized the social media and resulting in pluralism in Vietnamese politics and society

9. **RedouaneBenabdelouahed (2020);**From this we can understand that how AI works on social media and how it ensures the maximum automation of marketing in social media by collecting data from customers.

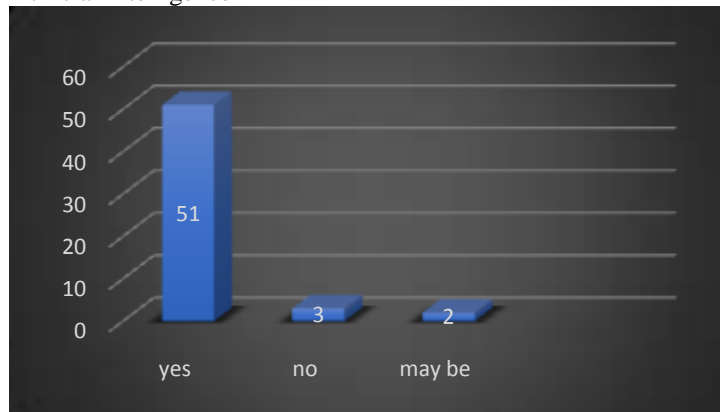## III.   ANALYSIS AND INTERPRETATION

1.   Age
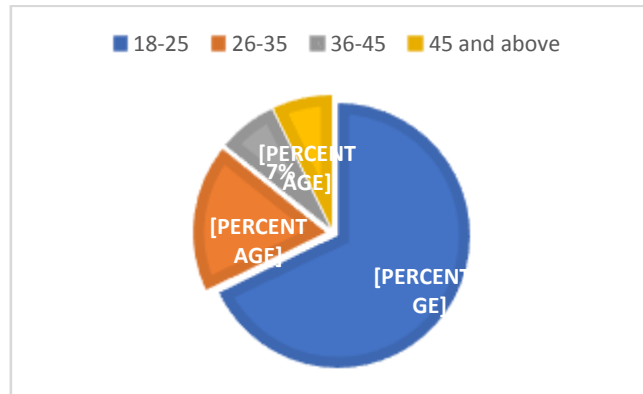
Interpretation:
From above chart it's clear that 68 % respondents belong to the age category of 18-25 years and 18% belongs to 26-35 years ,7% belongs to 36-45 years and remaining 7 % belongs to above 45 years category.
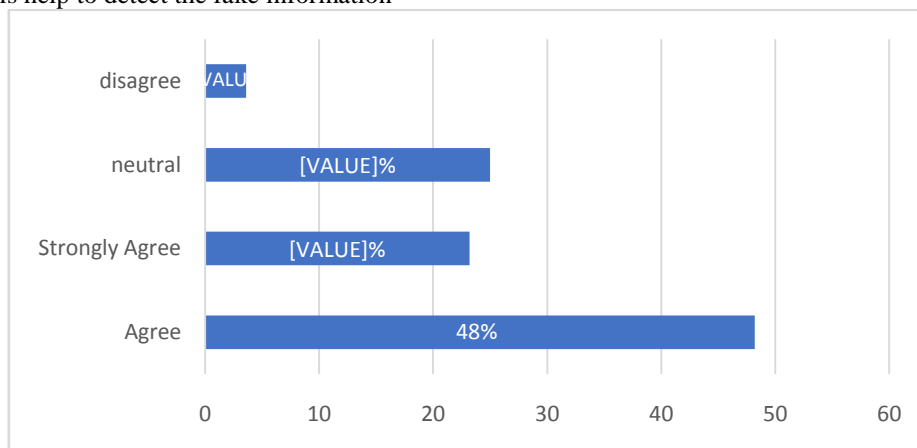
2.   Heard about Artificial Intelligence

Interpretation:
        The chart indicates that 91.1% people heard about the Artificial intelligence, 5.4 % are saying May or maynot opinion and remaining were unaware about the topic.

3.   AI is help to detect the fake information

Interpretation:
 Its clear from the above chart that 48% people agreed that Artificial intelligence is succeeded in detecting the fake information or ads in social media and 23.2% are strongly agreed it and 25% having a neutral opinion.

4.   Artificial intelligence will reduce the company's work as well as human effort.

About company's work

opinion	respondents	percentage
Strongly agree	9	8.9%
Agree	21	37.5%
Neutral	16	28.6%
Disagree	5	8.9%
Strongly disagree	5	16.1%

About Human effort

opinion	respondents	Percentage
True	51	91.1%
False	5	8.9%

Interpretation:
The above table represents that 37.5% agreed that Artificial intelligence technology can reduced the company's work, 28.6% respondents gave a neutral opinion and 8.9% are strongly agreed this point along with that 91.1% respondents accept the fact that Artificial intelligence will reduce the human efforts.

5.   Appearance of advertisement in social media is due to Artificial intelligence
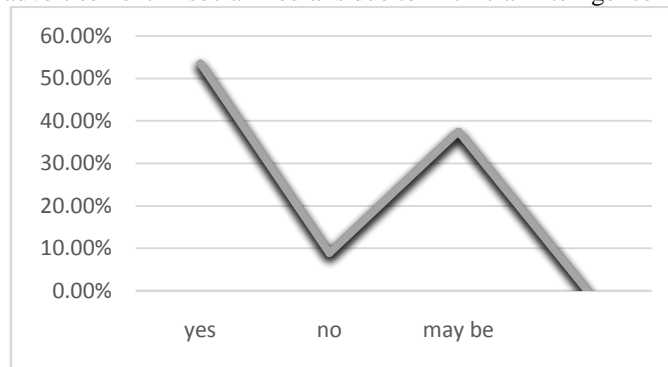
Interpretation:
From above graph it indicates that 53.6% respondents have the knowledge that the appearance of Ad in social media is due to artificial intelligence technology and 37.5% are having neutral opinion regarding this and also respondents believes that Facebook and Instagram medias uses more AI techniques to influence as well as attract the people.

6.   People opinion and their satisfaction level of using Artificial technology in social media

Ratings	**Satisfaction level**	
Ratings	Respondents	Percentage
5	3	5.35%
4	19	33.92%
3	29	51.78%
2	2	3.6%
1	3	5.4%

Opinion	Respondents	Percentage
Very satisfied	0	-
Satisfied	25	44.6%
Neutral	26	46.4%
Dissatisfied	5	8.9%

Interpretation:

From above table it clearly states that 51.8% having a neutral opinion about the artificial intelligence technology therefore they gave a 3 rating out of 5, 33.92% gave a rating of 4 i.e.,19

Major findings
1. From the analysis we got a major finding that, majority of respondents belongs to the age category of 18 to 40 years.
2. Majority of people are aware about the topic and came to know about Artificial intelligence by various medias, in college studies and from general public/friends. But still, they have confusion regarding the topic.
3. Majority of people agree that artificial intelligence will detect the fake information's and it will help in reducing the company works as well as human efforts.
4. According to responders, it is true that the advertisement's which appears in social media is due to artificial intelligence and they think it may be useful or helpful for them in different fields especially in shopping.
5. From the survey we found that there is a 50 - 50 opinion from the people regarding the privacy and security of Artificial intelligence in social media.
6. As per the survey we got a result that Facebook and Instagram application uses Artificial intelligence the most to influence people, but people are having neutral knowledgeregarding the Artificial Intelligence techniques used in social media.
7. As per the survey we found that, people have an opinion that Artificial intelligence will reduce the employment opportunities in the future.
8. From the survey finally we got the findings that people are aware about the artificial intelligence but they have some confusion regarding Artificial intelligence techniques and

respondents, so by the rating we can analyze that, people having a neutral satisfaction regarding of artificial intelligence techniques i.e. (46.4%) respondents and 44.6% respondents are satisfied with the Artificial intelligence techniques.

its impact in social media. Due to this we got the major answers in a neutral way

IV. SUGGESTIONS
1. Nowadays people are aware about the Artificial intelligence technology but they have some confusions regarding its applications. So, more information and guidance should give to them and they should aware about all the technologies used in social media.
2. As Artificial Intelligence is in beginning Era, it requires a further improvement in the future and it should be bringing more privacy, protection and transparency in its software technologies.

V. CONCLUSION

Here by we concluded that in India Artificial intelligence is in beginning stage and it uses only weak artificial intelligence system where other countries adopting strong artificial intelligence system. Therefore, in India still the artificial intelligence will work only up to the extent of human applied software using algorithms and mathematical techniques. But in future it may be developed like other countries.However Artificial intelligence in India helps to reduce the human work and it slowly got success in understanding the human thinking, perception taste and preferences. And not only this Artificial intelligence used to detect the fake information and hacking from social media.

Nowadays people are aware about artificial intelligence techniques which is used in social media but they have a neutral opinion about

many aspects. Its because they have some confusions regarding software and has less knowledge about it. therefore, they share the neutral opinion regarding the influence of artificial intelligence in social media.

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