**How Will Information Services of Social Media Portals
Change in the Future When Artificial Intelligence is
implemented?**

Mir Aimal Kasi
Rubina Shaheen

AJP

How Will Information Services of Social Media Portals Change in the Future When Artificial Intelligence is implemented?

Mir Aimal Kasi

Institute of Management Sciences, University of Balochistan, Quetta.
Email: aimal_khan@live.com

Rubina Shaheen

Institute of Management Sciences, University of Balochistan, Quetta.
Email: rubinaphdscholar@gmail.com

Abstract

Innovation is surpassing our desires. Different AI-based instruments are created and help advertisers focus on perfect clients via web-based media at the ideal time.

Purpose: the purpose of the study is to link the Information Services of Social Media Portals Change in the Future When Artificial Intelligence is implemented.

Methodology: Surveys and qualitative methodologies were utilized to build up the theoretical perspective on A.I.'s effects on advancement across various foundations and social areas on the planet's economies. All the users of face book were population for the current study. Convenient sampling was the technique to access the sample. Focus groups and academic centres, and governmental institutions were likewise fused in acquiring valuable data on the effects of being knowledgeable about all the fields of advancement through A.I. innovations on social media.

Findings: Most interviewees reacted emphatically about using technologically advanced tools and disseminating information in modern applications on social media. Advancement in A.I. innovations in the social media services expanded creation periods in the viral news than anticipated from a man if they needed to access vital information at every interval without an aspect of delay.

Contribution: The future will be A.I. empowered and less miss-information. Tis paper do not generally know how soon or in what ways these dreams of the AI-empowered future will turn into a reality, yet even the most easygoing of eyewitnesses can see that these are unavoidable patterns. The one sure thing is that it is coming, and this paper now travelling toward that path.

Introduction

What is more, A.I. is likewise utilized for giving better client experience via online media stages. A.I. in social media marketing is heating day-by-day. The capabilities of this innovative technology are leaving considerable benefits to digital marketers (Khamis, Ang, & Welling, 2017). Marketers are very nicely using powerful A.I. tools and apps. Using this technology, they are building their success steps for the future. It's a well-known fact that author are all living in an information world. Whatever content you need, this is just a click away. Not only this, but users can also share their thoughts and event on social media platforms. This is what today social media matters are. Social media has become a significant part of our daily lives. Yeah, of course, though having benefits, social media also pose some negative impacts. Because most of the youth addicted to social media channels such as Instagram, Facebook, etc. But, now, in this article, it is focused on what is the benefit of using A.I. in the general communication world of information presently and the future. Social media marketing has to become a major growth factor for enterprises.

Irrespective of their size and market value, companies are financing their digital marketing (Khamis, Ang, & Welling, 2017). The businesses that planned for brand recognition at low costs use social media as their best communication platforms with clients. Today's marketing is profitable for those who use A.I. It is becoming an ultimate success pillar for today's modern businesses (Khamis, Ang, & Welling, 2017). And, the usage of A.I. apps in social media marketing is flourishing everywhere. Technology is exceeding our expectations. Various AI-based tools are developed and helping marketers to target the right customers on social media at the right time. Besides, A.I. is also used for providing a better customer experience on social media platforms.

Over the past, people have undergone communication adversities. Transmission of information from one person to the recipient has been a major drawback of various significant activities. Conveying of information needs to get the targeted audience and at the right timeframe. However, that has remained a stance in the human race to experience a smooth and streamlined communicative means (Yang et al., 2019). For this reason, there has arisen the need to come up with a solution that will serve an integrative purpose of eradicating drawbacks and significant hitches to communication that have caused stagnation in the conveyance of vital information. A.I. application in the communication sector has helped to serve to have adjusted human viral access to information at a more improved pace (Donepudi, 2016). Application of Artificial Intelligence (A.I.) has won vast applications in the social, industrial application and communication services.

Communication is a vital area of human interaction in the general arena of technological advancement. Hence, technology has helped to serve as the driving tool to facilitate an increased pace at which the world moves in the telecommunication mode. However, these technological advances have not been proven their effective proficiency by themselves. A.I. has played a

significant role in the evolution of most developments and adjustments in the communication sector (Yang et al., 2019). For this reason, there are robust and magnificent outcomes that A.I. has at the entrance towards an increased rate in communication systems throughout the globe (Yang et al., 2019). The globe has improved sharing thoughts, ideas, and information through a computer-based technology that has facilitated virtual networks and community operators' evolution to serve their operating customers.

Thus, social media is defined through its computerized manner of technology that has been designed to reiterate back quick electronic communication through the internet. In undeniable that A.I. has had a positive approach towards different cultures employed in our lives and activities author undertake to enhance communication capabilities across global communities (Donepudi, 2019). A.I. has the driving force to thrive social media technology towards a greater and higher notch in the communication sector and events. There are raised needs or concerns to enhance fast communication performance. Time, productivity, and less effort are significant determinants of the improved and streamlined communication flow in social media technologies (Yang et al., 2019).

The content conveyed in social media has been the significant determinant demand for the roles that have been employed by A.I. Personal information is also the causative measure and driving force towards achieving global development in the communication sector anchored by social media. News around the world has been necessary to be propagated through the social media approach. Facilitating such activities in the media has taken A.I.'s efforts to promote the mass's significant viral spread of information (Chesñevar et al., 2012). Documents and photos have also been transmitted through the internet, disguising the issue of distance barriers that have been ever since distracting the general communication platform.

While the smooth ground that ought to be created in social media technologies, A.I. has made it simpler for every user to access and enjoy the fruits of its implicative measures through the invention of computers. Computers in the social media field have played as an engine that has flooded the social media market. Besides, people have been linked worldwide through social media through laptops or tablets and smartphones. However, these propagative machines have been facilitated by further creating software and websites applications that have enabled the sending and receiving messages at the touch of a button (Capatina et al., 2020).

Social Media has achieved a ubiquitous worldwide market in the largest percentage in China, America, and Europe. Sharing of information and interaction was the ultimate aim is the development and formulation of social media services. However, A.I. has evolved business ideas that have raised an advantageous approach to adopt new communication means and methods to serve populations worldwide. Social media's impulsive power has facilitated to connect between every individual and their families across the globe (Donepudi, 2016). Besides, the sharing of information has been flourished simultaneously with a large mass in the world (Chesñevar et al., 2012). Technological advances have swayed a wave in the youngest population in the usage and

consumption of services provided by social media services and technologies due to the prevalence of high application of A.I. knowledge and information. Many young populations are interested in the new wave of A.I. technologies that continue to positively impact and expand their mind in the global participation contextualization of information in different fields. A.I. has a remarkable improved impact on other informational technologies on A.I. Information in the games services has the significant impact of attracting the youths to connect and compete in the global community games. The globalization of social media is dependent on A.I. innovations (Donepudi, 2019).

For this reason, social media has relied on the integrated roles of A.I. in the dissemination of information regarding innovative manners in the field of communication. It is approximated that almost 69% of Americans have employed the usage of social media. Age preferences and other preferences have been a selective factor in social media information services. Hence, social media technologies have turned out to employ varied forms of tech-supported activities to cater to the enjoyment of every individual and streamlined service. Therefore, it is clear that information sharing is vital for every government parastatals and states' governance (Capatina et al., 2020). For this reason, there are prospects of employing e-governments that have led to increased efficiency in governing activities in different countries. A.I. has enabled media conference to mimic human intelligence to carry on online parliamentary sittings, especially during the adversities. Governments and political influences have continued to urge the development and integration of social media technologies to spread their rhetoric to their supporters and voters (Capatina et al., 2020).

Automation

Probably the most excellent preferred position of utilizing A.I. in web-based media is its robotization capacities. Regardless of whether this is in robotizing content creation, content curation, or another cycle, it will make your business undeniably more gainful (Chesñevar et al., 2012). How? Not exclusively will it accelerate measures with the goal that it very well may be 'conveyed' to clients far speedier; however, it will give your representatives more opportunity to spend on different parts of their jobs.

Different instances of undertakings to robotize in web-based media

• **Social tuning in**

The informational stakeholders endeavour to connect with genuine and expected customer concerns on the general flow of services.

• **Social commitment**

Social media technologies will strive to provide appropriate services to its mass users. Application of proper and absolute A.I. will therefore be a more significant determinant to enhance mass communication among populations worldwide.

• **Content booking**

Relevant information required to go viral via the net will thus be disseminated in smoothened channels across social media platforms on a timely basis.

• **Content republishing**

A.I. will ensure the omission of errors in the content of information that will be passed across different platforms. Refurbishing this information will ideally help to conserve the dignity and originality of prospect on information services of social media.

• **Analytics following**

The rise of propaganda in recent times tends to be solved through A.I. applications in the general social media technologies and its platforms. Vulgar information can be appropriately controlled and analyzed before hitting the wrong address and destination when A.I. is employed in the prospects of social media (Zeng et al., 2010). On the off chance that you would lean toward not to utilize an apparatus, you can generally utilize an online media advertising administration to do it for you, and a significant number of the best offices use A.I. at the centre of their cycles.

Measuring Performance

Another enormous advantage of A.I. in web-based media is that it permits advertisers to investigate and follow each progression that they take. From distinguishing the presentation of promotion to following client commitment and significant bits of knowledge into content, it is a development in innovation that organizations appreciate. For instance, devices like Hootsuite give ground-breaking bits of knowledge to clients about their clients and their decisions. Yet, be cautioned: A.I. is not great. The information it utilizes comes from people, and if there is any predisposition in the inputted information, there will be an inclination in the yield (Zeng et al., 2010).

Optimized Content

As referenced above, A.I. can work admirably of enhancing web-based media content gratitude to A.I. By gaining from the produced information, ML frameworks can make excellent examples that better substance later on.

How is A.I. used in social media?

A.I. is a crucial component in almost every social media network today. Let us dive into how Facebook, LinkedIn, Instagram, and Pinterest utilize it in further detail:

Facebook

Facebook uses a variety of A.I. tools to heighten each user's experience. Not only can they use that data to generate suggestions, but through machine learning, they use facial recognition that allows tag suggestions. This is particularly useful for businesses that want to target customers to gain recognition and gain publicity.

LinkedIn

LinkedIn is another social media network that has long been using A.I. in their everyday processes. Its technology provides connection suggestions, targets posts to users, offers specific job recommendations, and showcases better candidates for employers.

LinkedIn Talent Solutions is LinkedIn's employer "marketplace" to find potential candidates for their job listings. Using A.I. with its LinkedIn Recruiter product, it creates "talent pools."

Instagram

The first way that Instagram uses artificial intelligence is seen on its Explore page. Picking up trending posts and stories due to the hashtag used presents them to you in a neatly.

Wrapped package

In 2016, the company changed its algorithm, so its news feed was more value-based than chronologically ordered, although that change has proved controversial. In its current format, the algorithm is optimized for each user, based solely on their preferences.

Pinterest

The main reason why so many users love Pinterest is because of the personalized content that it shows. An aspect that requires A.I. to work; without it, it is fair to say that the network would not be as successful. However, another example of how they use A.I. is through the new feature – Pinterest Lens. Through this application, it allows users to take a photo. Once this action is carried out, aspects of it are decoded, from the shape to colours. Based on the information gathered (Capatina et al., 2020), it shows related results to the user.

The calculations of informal communities

Instagram's scandalous calculation has been the most despicable aspect of numerous influencers. Every informal community utilizes an alternate calculation, and even though we've quickly addressed these over, author should go into a smidgen more detail. Beginning with Facebook, their calculation has changed during the time, relying upon specific elements, including patterns and clients' requests. After ongoing changes, Facebook reported they needed to utilize positioning signs to build client commitment (Tulin, Pollet & Lehmann-Willenbrock, 2018). The all-encompassing calculation considers a client's previous conduct through who they cooperate with, the media they post, and how famous it was. Making the stage more straightforward, they are currently offering clients more command over what shows up on their landing page (Fast, & Horvitz, 2016). For Instagram, using A.I. their calculation exhibit moving posts on the landing page, they additionally presented a method of distinguishing spam and remarks that are believed to be destructive. This is done through the previously mentioned Deep Text innovation. Directing the substance, it is a stage that is significant to both regular clients and advertisers as it implies that lone authentic clients can discover their page. This is especially significant right now, as so many phoney adherents and savages are continually on the systems administration site. Another component that Pinterest presented inside their calculation is Pin Sage. Given neural systems administration, it guarantees that each search you enter is identified

with the specific topic you needed to discover. In addition to the fact that this is advantageous to clients, it shows them helpful substance (Capatina et al., 2020), yet for organizations, they can post content with high positioning watchwords.

Serious examination

Organizations post via online media a ton – it is simply a reality. Also, along these lines, it is simple for their rivals to make content dependent on what substance is now out there. For instance, if you are considering making an online media post, you could go onto your rival's page to perceive what they have just done. Remaining ahead and countering their endeavours, you can stay on top. Be that as it may, just as conventional online media checking instruments (for example, an instrument that cautions you when a business transfers a specific post), you would now be able to utilize apparatuses that have A.I. inherent. These give you the advantage of having the option to recognize any grievances on posts as it catches each web-based media post encompassing your rival (Zeng et al., 2010).

Social tuning in

Another component of online media in which A.I. is having a significant effect is social tuning in. To lay it out plainly, social listening is a strategy utilized to screen a business's web-based media channels. Getting any notices of the brand, related conversations, or client criticism, it is accessible to do on all online media networks. Through online media listening apparatuses, associations can productively investigate many discussions and successfully distinguish any examples inside the information (Zeng et al., 2010). They would then utilize these bits of knowledge to illuminate their client support endeavours, item improvement, and generally promoting methodology.

A more productive method of finding this data is supplanting more customary strategies, such as meetings and reviews. Connecting with this is the way A.I. can gauge social notions. Using Natural Language Processing (NLP) and computational semantics, web-based media can investigate the entirety of the social information it gathers. Picture acknowledgement innovation that includes A.I. will effectively identify a brand's introduction and take better measurements (Zeng et al., 2010). Empowering organizations to build their visual allure and tasteful to clients on closer to home level expands commitment over the long haul. An innovation that is hoping to change web-based media promotion is one that you should not overlook.

Human-made intelligence in online media examination

Organizations will be satisfied to realize that there is presently an assortment of apparatuses accessible that utilization A.I. to dissect social information. From shopper insight stages to buyer criticism investigation instruments, these empower organizations to assemble the information before gaining. A web apparatus that shows precisely which social destinations are driving the most traffic to your site will likewise assist you with making long haul objectives and settle on wise choices – things that will profit your organization (Fast, & Horvitz, 2016), as it could prompt higher income and benefits.

Regular language handling (NLP)

NLP is a part of A.I. focused on communication among people and P.C.s utilizing common language. Google is a significant advocate of NLP and has an API for individuals to test it out. It permits interpretation and word preparation and empowers social tuning to extract data and client support chatbot, among other valuable apparatuses. Helped by assessment examination (Chesñevar et al., 2012), it permits organizations to advertise items all the more adequately.

Improves influencer procedures

Finally, A.I. can be utilized inside online media as a method of improving influencer systems. A famous and compelling promoting strategy inside the business targets is boosting ROI and natural reach. However, it is just powerful when it is utilized accurately. So how is A.I. assisting with this? A.I. permits advertisers to pick influencers appropriate to advance their items. Looking over the large numbers that are accessible on the web-based media network makes the cycle far speedier (Fast, & Horvitz, 2016). Something fundamental alongside standard administration, you will realize that you are en route to a fruitful influencer system that creates leads.

Last considerations

Those are only a couple of instances of how A.I. functions in the background to impact online media networks. Something that will keep changing as the innovation creates and develops, what is to come is energizing for any business that is outfitting it. An essential piece of how you increment client commitment produces leads and develops your image; without it, your impact inside the organization would not be ground-breaking (Uzunoğlu & Kip, 2014).

Research Methodology

Surveys and qualitative methodologies were utilized to build up the theoretical perspective on A.I.'s effects on advancement across various foundations and social areas on the planet's economies. All the users of face book were population for the current study. Convenient sampling was the technique to access the sample. Focus groups and academic centres, and governmental institutions were likewise fused in acquiring valuable data on the effects of being knowledgeable about all the fields of advancement through A.I. innovations on social media.

A few overviews on the offices in the healthcare facilities and institutions with the healthcare labourers likewise served to acquire the information that concerned advances in social media headquarters' innovations and their analysis cycles of various obstacles from the past. Overviews in the technological field of creative utilization of A.I. advances shaped the central premise of the examination. The information dissemination technique was additionally joined in the study to reason and instigate specific holes in various communication fields in social media technologies. The general public's social structures were consolidated into exploring the total perspectives on how the individuals in the general public saw the developments identified with human-made brainpower application and their unwavering quality in communication technology and social media efforts.

Analysis

Society today is interested in the best means of communication Media that causes them to realize their objectives in a brief timeframe and successful methods. The more compelling the positive effects increase the value of numerous lives and areas in the general public, the more significant the thought and projection of the development finds tremendous applications. Therefore, the system used to gather the information in the examination to outline A.I.'s effects on social media disclosed some investigation. A large portion of the applications related to the inventive methodology of A.I. on global social media was profoundly favored over different methods. Most interviewees reacted emphatically about using technologically advanced tools and disseminating information in modern applications on social media. Advancement in A.I. innovations in the social media services expanded creation periods in the viral news than anticipated from a man if they needed to access vital information at every interval without an aspect of delay. Most governmental and political areas valued the work of A.I. information in the analysis of supporters and voters. In particular, internet crimes known as cyber-crimes were adequately analyzed by the new inventive mechanical assembly, which utilized A.I. mimicry advancements. Most overviews uncovered that acquisition of information had accomplished more elevated levels in the overall social media communication areas, in contrast to the current advancements previous encounters.

Nonetheless, a few advantages and disadvantages went with the effects of A.I. on developments in the social media sector. Respondents uncovered that A.I. would birth methods for creation in the public eye that would prompt clashes between people's obligations. For this situation, troublesome advancements contested general innovations and improvement in the public eye. Additionally, most interviewees introduced substitution concerns in the positions delivered to be performed by people. In any case, specialists urged that people need to change and fit in the new obligations of working, such as A.I., to try not to be dominated by the advancements checked by A.I.

Future Policy Implications

What is to come is Autonomous

Artificial intelligence is enabling the capacity for independent activity, everything being equal. The principal thing that triggers increased and faster means of communication is social media technologies, yet this is the only explicit utilization of self-governing frameworks - and not even the best one. Later on, all conveyance of information methods will get self-governing, which will achieve an adjustment in the manner author consider things like vehicles (Fast, & Horvitz, 2016). If author consider it related to organizations like Uber or Lyft, where you can call a ride on request at whatever point, you presently do not have to possess your vehicle if you can instead get one. It can show up at whatever point we need them (Capatina et al., 2020). Our general public is travelling toward a path that lets us envision these potential outcomes. Self-sufficient everything does not merely mean self-governing vehicles. It implies that we can have

independent frameworks and activities, all things considered, from the self-governing programming bots we portrayed above playing out the cursory work needed in many cycles to the vision of self-ruling retail as of now being developed by Amazon Go and others. The mix of P.C. fiction, A.I., characteristic language handling, prescient investigation, and the universe of intelligent sensors and gadgets implies that we will be flooded with self-governing frameworks of various types unavoidable in our everyday lives.

Upgrading the Human Experience

Notwithstanding this study work lives, A.I. will, before long, be a piece of our general human experience. The current study will utilize and, at times, depending on A.I. frameworks to improve our everyday communications with one another, extend our imagination, and give us approaches to communicate that we cannot in any case do today. Similarly, that spell check is essential for the everyday universe of even the most easygoing of journalists; A.I. will be utilized to give us forces of language interpretation and increased innovativeness. As of now, A.I. frameworks are helping those with limited masterful abilities form and produce unique and incredible masterpieces and music (Capatina et al., 2020). Artificial intelligence frameworks are additionally affecting how we convey and associate with one another. People are unfathomably social animals, and probably the most significant advancement to emerge from A.I. innovation is machine interpretation that can assist people with comprehension and impart in numerous dialects. In the AI-empowered future, people will have the option to chat and communicate with one another in the decision's local language, not agonizing over miscommunicating goals. A.I. models will have the opportunity to get set, subtlety, and idioms that help fill the holes of human correspondence. This will make it simpler for individuals who communicate in two distinct dialects and do not see each other to have the option to carry on a discussion, whether it is for business or movement (Capatina et al., 2020). Artificial intelligence will assist us with continuing to address our issue to associate with others in essential manners.

Changing our relationship with information: Pervasive Knowledge

The web and cell phones have changed how we associate with others and our general surroundings. During the 1980s, the idea of "inescapable figuring" was simply a pure fantasy vision of everybody having P.C.s accessible to them any place they are, with moment admittance to information and data. It took only a couple insufficient a long time to make that vision a reality. Presently we convey with us continually associated gadgets that have overall admittance to data. Furthermore, currently through A.I., we are moving past the possibility of inescapable figuring to unavoidable information (Capatina et al., 2020). Inevitable information is the possibility that not exclusively is we continually going to be associated with the overall data matrix. Yet, all frameworks will have steady information on what we are doing and how we're doing it. This is the possibility that individuals will know things about you due to what is accessible for them through innovation. On the positive side, this could mean a great deal for catastrophe readiness. On the off chance that you consider cases, for example, an Amber Alert or

cyclone cautioning, 10 or 15 years back, you did not get an instant message when a child disappeared, or a problem was approaching. The possibility of unavoidable registering made it suspicious that an instant message would be adequate to give notice. In any case, if you consider this present, that is an especially non-insightful approach to get things done ((Uzunoğlu & Kip, 2014). Imagine a scenario in which the framework realized that you were or were not in the way of disruption, direct you to a protected spot to look for cover, and advise people on call if the drawback hit the area where you were. This is the possibility of unavoidable information made substantial, and it will affect everything from how author shop to the way we live. The issue with specific details is the "unpleasant" factor. To many, certain information implies unavoidable observation. Author do not need frameworks to know where we are and what we are doing, yet we unreservedly part with this data with our GPS-empowered telephones associated with online media with cameras. While we may blame governments or organizations for following us without our consent, author are entirely openly giving this data in return for all the advanced accommodations managed by that unavoidable availability. So we will see individuals offering data to add to inevitable information in return for much more noteworthy comforts.

Conclusion

The AI-empowered future will be where there is more admittance to a wide range of data, and author will request that the individuals who approach it use it keenly and use it for our advantage. This will imply that this study demanding more from the individuals who have the authority of this information. The current study will request that organizations think about us. It is necessary that administration, as of now, approach what they have to know. Researcher would not show restraint toward giving individuals data that researcher will assume they should know.

Future recommendation

The future will be A.I. empowered and less miss-information. Author do not generally know how soon or in what ways these dreams of the AI-empowered future will turn into a reality, yet even the most easygoing of eyewitnesses can see that these are unavoidable patterns. The one sure thing is that it is coming, and the research work is now travelling toward that path. Organizations are creating and putting resources into these innovations now (Uzunoğlu & Kip, 2014). What is to come is A.I. empowered, and it is dependent upon us to sort out what that implies for our day by day lives.

References

Boobier, T. (2018). *Advanced analytics and A.I.: impact, implementation, and the future of work*. John Wiley & Sons. https://books.google.com/books?hl=en&lr=&id=Z6RUDwAAQBAJ&oi=fnd&pg=PR11&dq=expectations+of+future+AI+impacts+on+social+media&ots=S46pAoSyT1&sig=b7tUH99H-wjY1TuhtVX59nsZN6Y

Capatina, A., Kachour, M., Lichy, J., Micu, A., Micu, A. E., & Codignola, F. (2020). *Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations.* Technological Forecasting and Social Change, 151, 119794. https://www.sciencedirect.com/science/article/pii/S0040162519310613

Chesñevar, C., Maguitman, A., Estevez, E., & Brena, R. (2012). *Integrating argumentation technologies and context-based search for intelligent processing of citizens' opinion in social media.* In Proceedings of the 6th International Conference on Theory and Practice of Electronic Governance (pp. 166-170). https://dl.acm.org/doi/abs/10.1145/2463728.2463762

Donepudi, P. K. (2019). Automation and machine learning in transforming the financial industry. Asian business review, 9 (3), pages 129-138. https://doi.org/10.18034/abr.v9i3.494

Donepudi, P. K. (2016). Influence of cloud computing in business: are they robust? Asian journal of applied science and engineering, 5(3). 193-196. http://doi.org/10.5281/zenodo.4110309

Fast, E., & Horvitz, E. (2016). *Long-term trends in the public perception of artificial intelligence*. arXiv preprint arXiv:1609.04904. https://arxiv.org/abs/1609.04904

Khamis, S., Ang, L., & Welling, R. (2017). *Self-branding, 'micro-celebrity and the rise of Social Media Influencers*. Celebrity Studies, 8(2), 191-208. https://www.tandfonline.com/doi/abs/10.1080/19392397.2016.1218292

Uzunoğlu, E., & Kip, S. M. (2014). *Brand communication through digital influencers: Leveraging blogger engagement.* International Journal of Information Management, 34(5), 592-602. https://www.sciencedirect.com/science/article/pii/S0268401214000450

Tulin, M., Pollet, T.V., Lehmann-Willenbrock, N. (2018). Perceived group cohesion versus actual social structure: A study using social network analysis of egocentric Facebook networks. Soc. Sci. Res. 2018, 74, 161–175

Yang, K. C., Varol, O., Davis, C. A., Ferrara, E., Flammini, A., & Menczer, F. (2019). *Arming the public with artificial intelligence to counter social bots*. Human Behavior and Emerging Technologies, 1(1), 48-61. https://onlinelibrary.wiley.com/doi/abs/10.1002/hbe2.115

Zeng, D., Chen, H., Lusch, R., & Li, S. H. (2010). *Social media analytics and intelligence.* IEEE Intelligent Systems, 25(6), 13-16. https://ieeexplore.ieee.org/abstract/document/5678581/

Appendices

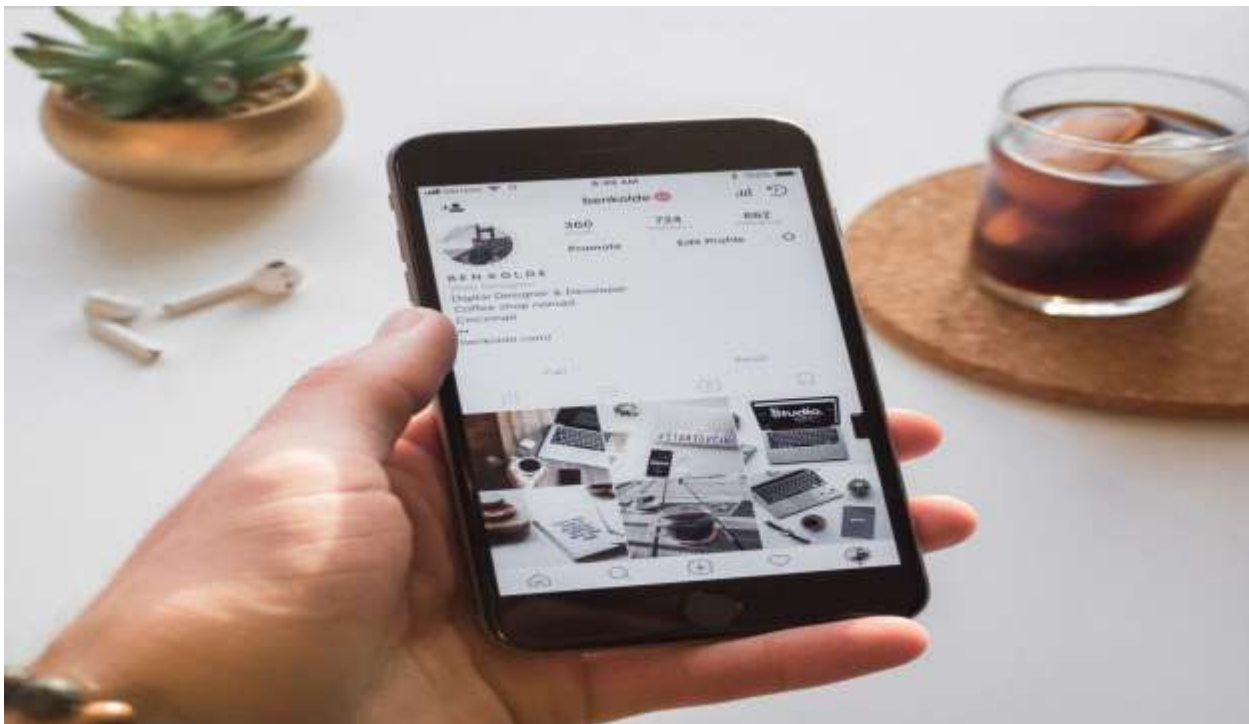Figure 1. AI machine in social media information dissemination.

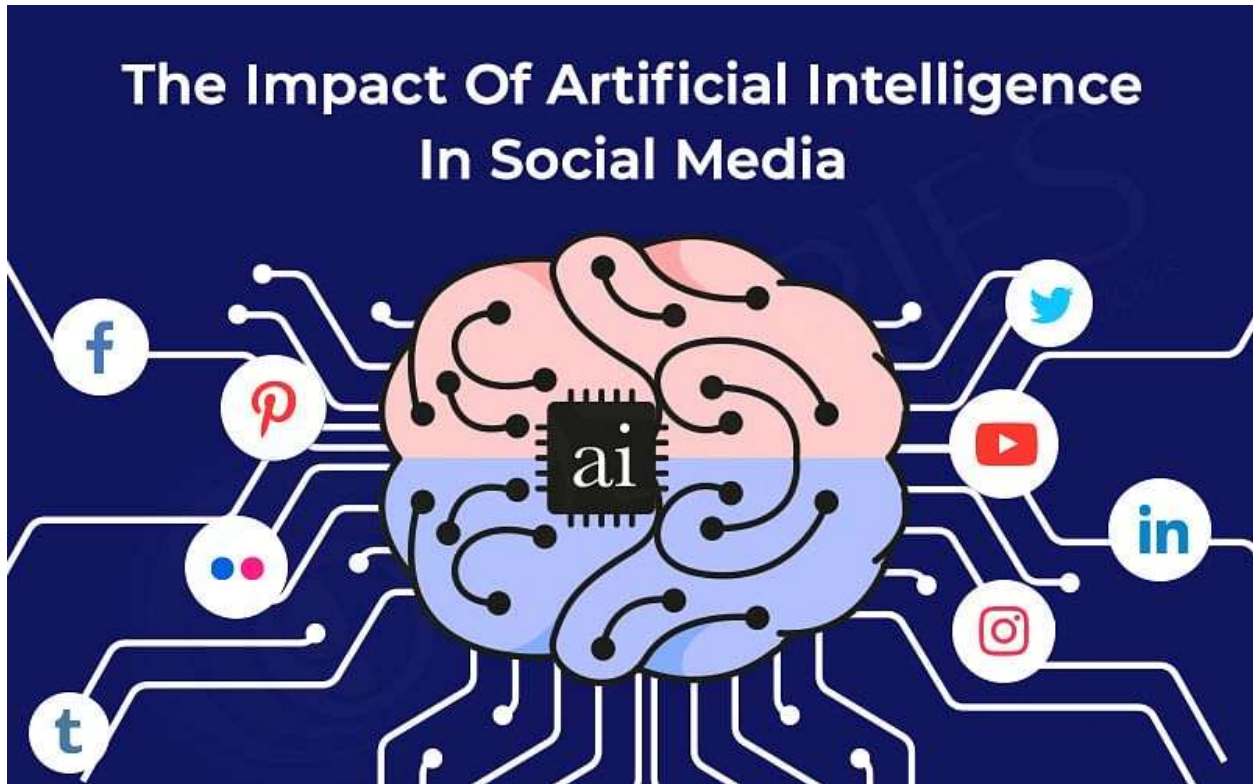Figure 2. Portable Mobile phones are depicting A.I. innovations in social media technologies.
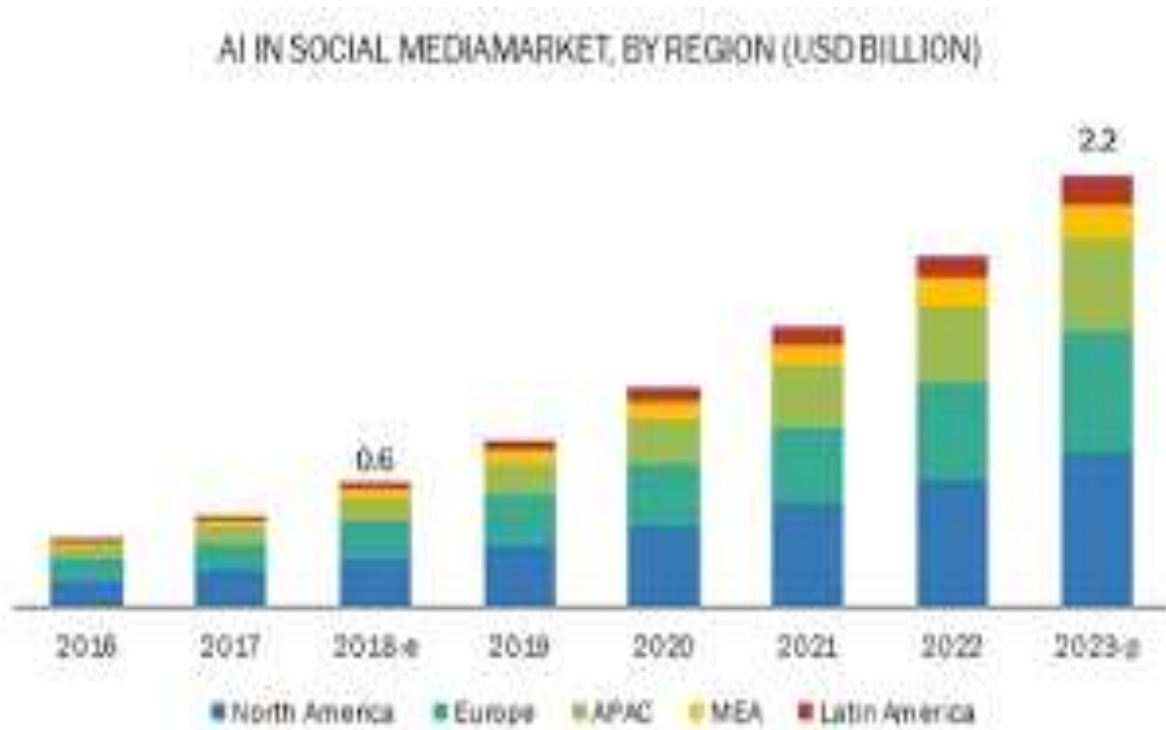
Figure 3. Social Media Engines.

Figure 4. A.I. has facilitated marketing through social media.

Number of Tweets	242,087,331
Number of Distinct Users	10,392,492
Number of Original Tweets	77,899,697
Number of Retweets	120,241,702
Number of Quoted Tweets	43,945,932

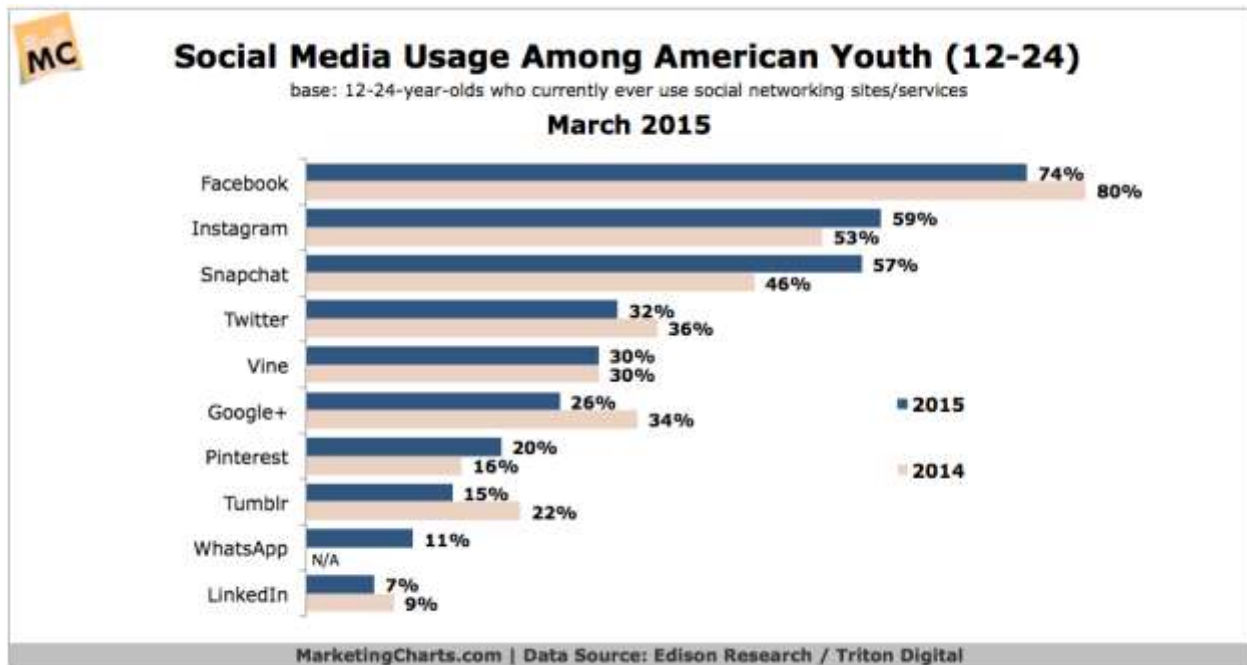**Figure 5. Consumerism Statistics of Social Media Services.**

Figure 6. Social Media usage in the young population

Word	Count	Word	Count	Word	Count
1. RT	62,599	6. Need	11,924	11. Shooting	8,757
2. Gun	51,135	7. Shooter	10,419	12. Texas	8,020
3. Control	20,311	8. #Sutherlandsprings	10,362	13. Thoughts	7,563
4. Prayers	13,404	9. People	9,367	14. Mass	6,818
5. Church	13,529	10. Laws	9,362	15. Time	5,619

Figure 7. AI Usage on Social Platforms.