



UTM
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SCHOOL OF COMPUTING
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Subject: Technology Information System (SECP1513)

Section: 03

Task : Project Proposal

Title : Artificial Intelligence

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Clients Background

The interviewees were three students aged 19-20, discussed their views on AI. Mohammed Torky sees AI as flexible but warns against overuse. Yousef Shahin finds it useful for search but uninteresting for video making. Havesh Ravi opposes AI-generated content due to its lack of emotional impact. They all stress the importance of human involvement in AI, advocate for ethical use, and express concerns about misinformation. In the future, Mohammed Torky envisions AI in drugstores, Yousef Shahin sees its critical role in various jobs, and Havesh Ravi emphasizes the need for effective governance, especially in education on social media platforms.

Existing technology used by client

With around 50 percent of the global population, social media has become one of the most dominant features in daily life, comprised of about 4.8 billion people worldwide. It is one of the important centers for collection, sustaining interpersonal networks, and growing business. More people now use social networks for a variety of reasons including lifestyle suggestions, product search, and instant news. The client engages with three major platforms: YouTube, Facebook, and Instagram.

Problems with existing technology used by client

The client is grappling with widespread misinformation, unethical content creation, and user dissatisfaction on their social media platform. The current system's dependence on human reviewers has led to transparency issues and a decline in credibility. In response, we came up with a plugin with an AI filtering system, and advanced personalization to enhance the user's experience. Proceed to solutions for more details.

Solution to overcome the problem

A Google plugin can be implemented to help filter out undesirable content on media sites (YouTube, Twitch, or Kick) focusing on unoriginal and AI-generated material. Users can customize content and comment filtering, and the plugin detects and handles bot-generated comments, enhancing overall content quality and user experience.

Benefits of the proposed idea

The proposed idea brings multiple benefits, including reliable content for consumers, child-safe content, protection against stolen content, enhanced personalized recommendations, and prevention of scams. Its success could lead to partnerships with major corporations for widespread implementation, such as integration into platforms like YouTube Premium.