FACULTY OF COMPUTING
UTM Johor Bahru

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Subject : Technology Information System (SECP1513)
Section : 03
Task : Phase 2 : Design Thinking Information Gathering & Analysis
Title : Artificial Intelligence
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1.0 INTRODUCTION

A survey is conducted regarding the proposed design thinking idea of AI content filtration and advanced personalisation system.

In these years, the rapid development of technology has undeniably brought about numerous positive advancements; revolutionising the way we communicate, share information, and connect with others through social media platforms. However, this progress has not been without its challenges. Unfortunately, the pervasive nature of social media has provided a breeding ground for inappropriate content and comments. The ease with which individuals can share their thoughts and opinions has, in some instances, led to the dissemination of offensive, harmful, or inappropriate materials. This has prompted concerns about the impact of technology on online discourse and the need for effective measures to mitigate the negative consequences that arise from misuse. As society struggles with the rapidly changing technological landscape, a healthy digital environment is largely dependent on striking the balance between online responsibility and freedom of expression.

Hence, the purpose of conducting the survey is to assess market demand and determine the feasibility for our system. Additionally, throughout this survey, we obtained valuable insights into client demands, enabling us to identify areas of improvement and enhance user experience for our client.

2.0 INFORMATION GATHERING

The survey was conducted in 2 methods:

1) Interviews

    Our members reached out to 3 interviewees to conduct the interview. The interview is done online, using the platform Google Meet. The focus of the interview is on qualitative in-depth questions that enable the interviewee to provide thorough opinion and explanation. Background of the interviewees : actively engaged on social media, age around 19-20, current university student pursuing STEM.

2) Questionnaire

    A google form is constructed with several inquiries regarding the use of social media. The Google form is then distributed on various social media platforms. The focus of

the interview is on quantitative questions, emphasising the collection of numerical data and measurable insights.

Age

21 responses

Occupation
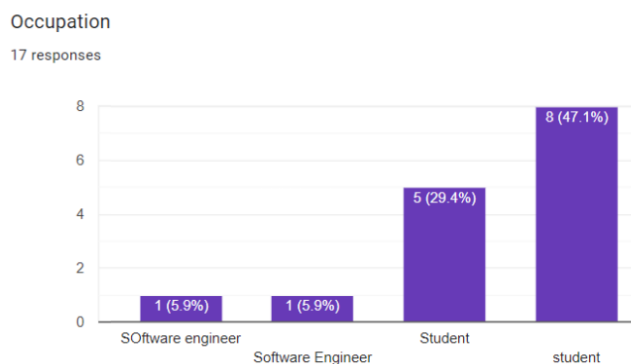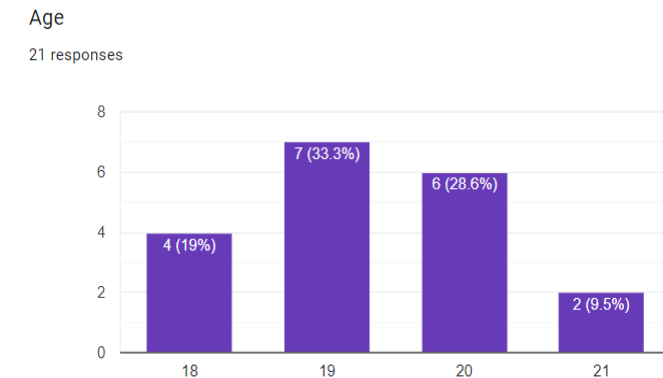
17 responses

The respondents of the Google form are in the age range of 18-21, with more than 50% of respondents are students..

We received numerous responses, providing valuable insight with different aspects of their roles and the social media platform used.

3.0 DATA ANALYSIS

3.1 RESULTS OF INTERVIEW

3 interview sessions are completed with numerous in-depth questions revolving around AI.

Firstly, the most preferred used social media platforms are YouTube, Instagram and Facebook. Moving on to the disadvantages faced while using social media are dissemination of misinformation and the security system failed to detect it. There are also comment bots engaged in advertising activities that often operate without adequate oversight, presenting a potential risk of scam as they are likely to go unnoticed or unmonitored by platform authorities.

As of now, the interviewees remain optimistic on the usage of AI despite knowing the drawbacks. They positively express the benefits of AI and its helpfulness to their life. In that instance, the interviewer showed them an AI-generated video. They gave feedback on the video that it's pretty bland and not entertaining due to the shortage of emotional elements.

Thus, to ensure the responsible utilisation of AI to foster a healthy online environment, the interviewee proposed to develop AI systems with ethical considerations in mind. This involves prioritising transparency, fairness, and accountability in the design and implementation of AI algorithms. Additionally, they also suggested human oversight. Human experts should be actively involved in monitoring and evaluating AI systems to prevent biases, errors, or unintended consequences.
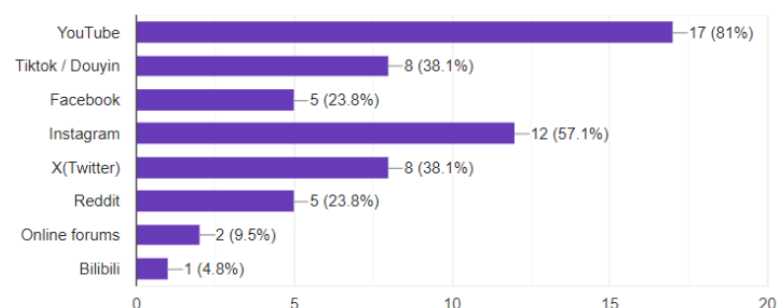
Upon concluding the interview, we shared our design thinking idea on the advanced filtration and personalization system. The interviewees responded positively to our idea as we share the common aspiration of enhancing the current social media environment.

3.2 RESULTS OF QUESTIONNAIRE

21 questionnaires were completed and included in the analysis. We assume that the reason for the low number of completed questionnaires were the lack of motivation or incentive for participants to complete the survey and survey fatigue where participants are frequently bombarded or involved with other surveys invitation. The respondents who completed the questionnaire were asked for some demographic information on their person for the user statistics.

What are your social media of choice?
21 responses

YouTube — 17 (81%)
Tiktok / Douyin — 8 (38.1%)
Facebook — 5 (23.8%)
Instagram — 12 (57.1%)
X(Twitter) — 8 (38.1%)
Reddit — 5 (23.8%)
Online forums — 2 (9.5%)
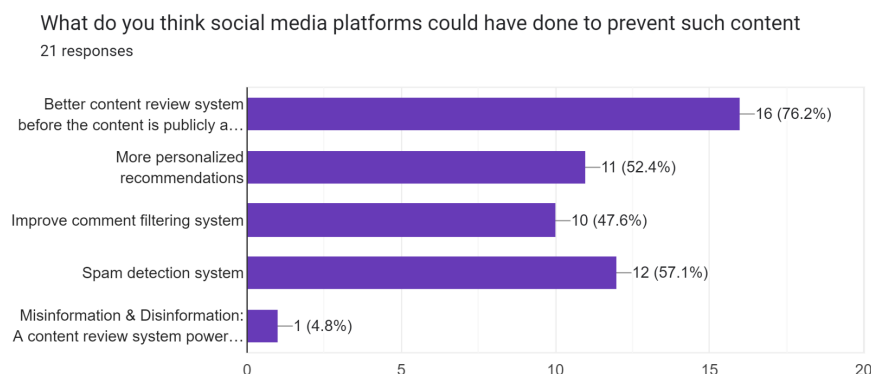Bilibili — 1 (4.8%)

Results from the survey showed the most preferred and widely used social media platforms are YouTube and Instagram. YouTube and Instagram serve different purposes and cater to

distinct types of audience. YouTube emphasises video sharing, featuring a wide range of content from entertainment to educational topics. In contrast, Instagram focuses on social networking, with users using it as a platform for communication. However, both platforms offer social interaction features, allowing users to like, comment, and share content. Engagement with content is a key aspect of the user experience on both YouTube and Instagram.

Which of the following content have you witnessed on social media?
21 responses

Content type	Count
Misinformation(factually incorrect) & Disinformation(misleading)	14 (66.7%)
Scam links	13 (61.9%)
AI content	14 (66.7%)
Spam	8 (38.1%)
Violence	10 (47.6%)
Pornography	6 (28.6%)
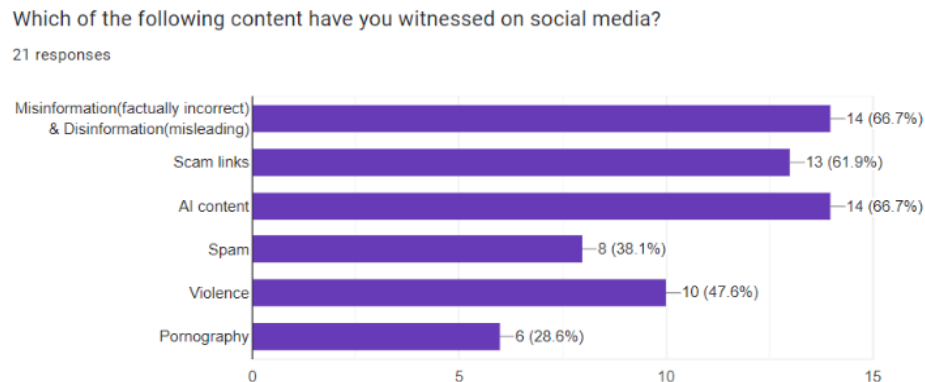
More than 60% of respondents have witnessed misinformation and AI generated content across social media. The growing concern highlights the necessity for platforms to implement strong content moderation policies and use advanced AI tools to identify and stop the spread of misleading information and content created by AI.

What do you think social media platforms could have done to prevent such content
21 responses

| Option	Count
Better content review system before the content is publicly a…	16 (76.2%)
More personalized recommendations	11 (52.4%)
Improve comment filtering system	10 (47.6%)
Spam detection system	12 (57.1%)
Misinformation & Disinformation: A content review system power…	1 (4.8%)

In order to avoid such content, 76.2% of respondents agree to improve the content reviewing system before the content is made available to the public. Besides, more than 50% of respondents concur to have a sophisticated spam detection system and a more personalised

recommendation. These findings highlight a strong consensus among respondents regarding the importance of enhancing content reviewing systems to prevent the dissemination of misinformation. The majority support the implementation of advanced personalised recommendations systems emphasising our shared desire for a safer, more tailored online experience that prioritises accuracy and relevance.

4.0 CONCLUSION

The rising concerns of implementation of AI and usage of social media have been discussed above. These issues are signalling people to remain vigilant and find a way to achieve a balance between the secured online environment and the right to free speech in the realm of social media.

If there was a service that would filter out the content you dislike, would you use it?
21 responses
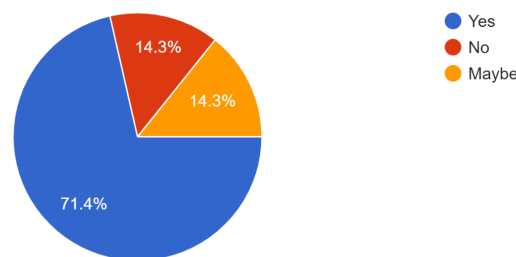
The analysis highlights the favourable aspect of clients demand while highlighting specific areas for improvement. Apparently 71.4% of respondents had agreed to our proposed idea on advanced AI filtration and personalisation system. This had raised large groups of interested users, the response was amazing from respondents with varied backgrounds. We acknowledge the potential of our system, and we can see its impact on the future society as it adapts to the massive demand of users.