

**EDWIN OFOSUHENE**

**10815246**

**READING REPORT 1**

**INSTAGRAM AND THE ROLE OF ARTIFICIAL INTELLIGENCE**

Instagram, ever since being in existence has been one of the most used social media for the past decade. It is almost as if the generation can literally go a day without it. There are many celebrities and social media influencers on this platform, and it said to have over 1 billion active users constantly posting pictures and videos.

However, the Facebook owned company have been tagged with cyberbullying and harassment online. In a way of controlling these online attacks, Instagram introduced Artificial Intelligence to help stop these unpleasant attacks on its users before it puts people's lives in jeopardy.

Artificial Intelligence will be used to scan user comment on other users posts to look out for any trace of abusive contents. In a situation where such comment is notified, then it would be reported to the human staff and further sanction would be taken upon that user.

Text and speech will also be filtered as well as voice and video calls will also be under the AI to look out for any abusive comments being made by any of the factions involved.

Instagram uses natural language processing technology called DeepText originally developed by Facebook. DeepText works by extracting any information posted by users to find out what they are made of to see if they resemble any uploads that had been flagged before.

However, the intended use of this AI by Instagram's anti-bullying initiative is new to the system and is yet to come out with the results. Instagram wants to help remove these abusive comments from comment sections before the account holders and any other follower even sees it thereby making the platform more positive and user friendly.

Artificial intelligence will play an intensive role on Instagram in the years to come. With the help on AI, Instagram can introduce integrated maps. This will change the travel and tour sector, enabling new concepts a personalized map.

Also, in the next years ahead, AI would help Instagram to enable AI based editing tools which will give precise images corrections and video editing and any other features creating a high resolute post. Users would not have to reply on Instagram's Canvas for editing.

In conclusion, Artificial Intelligence will forever play a huge role in our technological lives. Big tech companies relying on AI would have massive impact on their users and make lives easier. Instagram rolling on Artificial Intelligence happened since its launch in 2010. Technology is changing with constant upgrade and its impact on Instagram is never unimportant.