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Twitter's AI

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Twitter

9th largest SOCIAL MEDIA in the world

Crucial for

. . . is a cross between text messaging, instant messaging, and blogging.

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twitter

EVENT PROMOTION: 100 CREATIVE (Free and Cheap) IDEAS TO TRY NOW

twitter Marketing

Twitter for Business

News reporting

Introduction Of AI In Twitter

Mark Cuban

PURCHASE
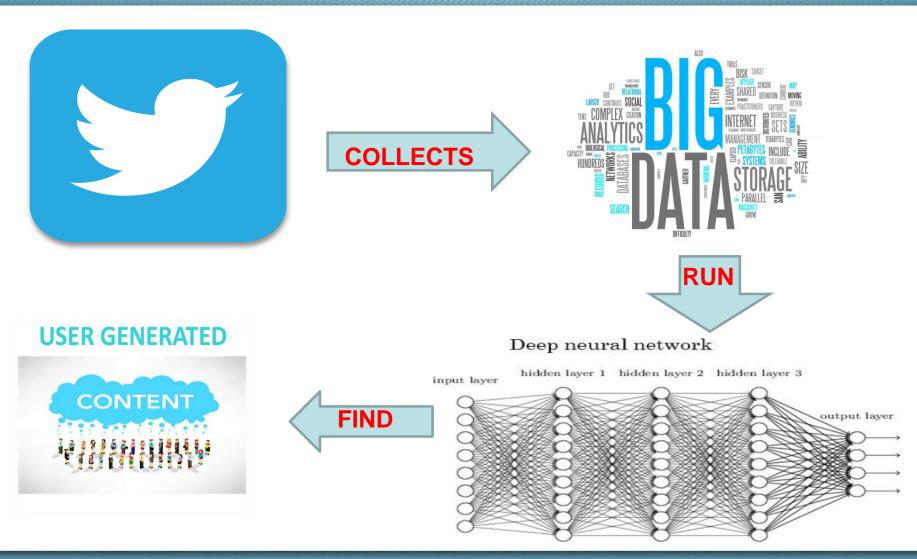
Twitter stocks after getting their act together with

+ MAGIC PONY TECHNOLOGY

2017
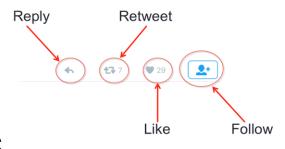
Technical Aspects: How Twitter's AI Algorithm work?

COLLECTS

RUN

FIND

BIG DATA

USER GENERATED CONTENT

Deep neural network

input layer   hidden layer 1   hidden layer 2   hidden layer 3   output layer

Ranking Model For User's Feed

Ranking model considers:

- The tweet and its content
- Number of likes and re-tweets

connection

- Whether the user has had previous interactions with this author

Use of AI in Twitter

Twitter turned AI to combat

Hate speech   **Racist comments**

Twitter took down 300,000 terrorist accounts
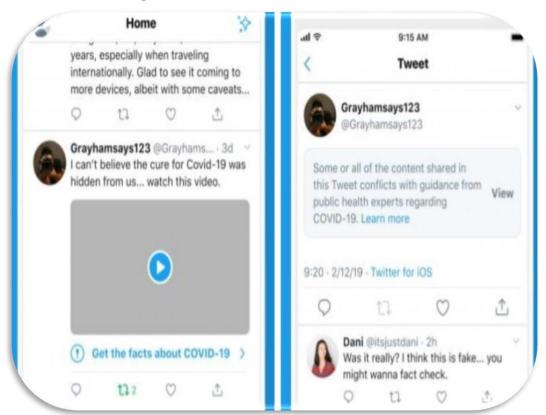
95% of suspended terrorism-related accounts

IdentIFY   **by AI**

shutterstock.com · 1239039049
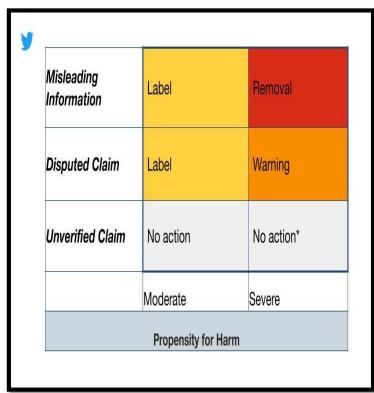
1.Misleading content on corona virus

- Fake, problematic tweets & harmful claims

	Moderate	Severe
Misleading Information	Label	Removal
Disputed Claim	Label	Warning
Unverified Claim	No action	No action*
	Moderate	Severe
Propensity for Harm		

Apply label or warning in misleading tweets

2. Tweets Recommendation

THE TWITTER TIMELINE ALGORITHM

1. Ranked tweets

2. "In case you missed it"

3. Remaining tweets in reverse-chronological order

Goal
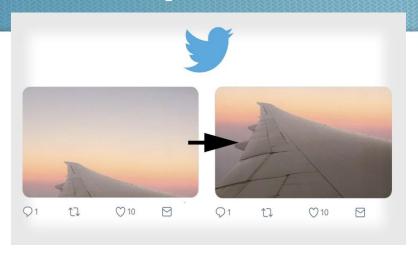
1. Highlighting the most relevant tweets
2. Displaying tweets in reverse chronological order

scan

SCORE

thousands of tweets per second to rank them for every user's feed.

Artificial Intelligence Algorithms

edureka!

3.Improve user experience

Automatically crop images in more appealing way

Monitoring live video feeds

Categorizing videos based on subject matter

Showing interested videos

4. Spot The Bad Bots

Good Bots
- Search Engine Crawling
- Website Health Monitoring
- Vulnerability Scanning

Bad Bots
- DDoS
- Site Scraping
- Comment Spam
- SEO Spam
- Fraud
- Vulnerability scanning

Emilio Ferrara at the University of Southern California and his colleagues

TRAIN AI
machine learning in the human world

REAL FAKE **accounts**

- software application
- programmed to do certain tasks
- often imitate or replace a human user's behavior.

Differences between human and bots tweets

Human tweets
- replied between four and five times more

Bots tweets
- replied less than four times

After ⏱ **1h** **session of twitter use**

- **More Interactive and less lengthy**

- **Less Interactive and lengthy**
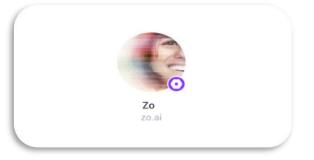
AI use doesn't always go to plan

collaborate

Microsoft

AI Chatbot

replace

bombarded with racist & sexist phrases

Zo
zo.ai

Longest Chatbot Conversation

Ideas And Insights We Can Steal

AI Wave in Twitter

its algorithms for enhancing its services

the process for advanced, real-time updates

to improve the content quality by removing offensive and abusive tweets

to enhance the overall user experience