

# Behind the Algorithms: How Generative AI and Explainable AI Are Reshaping Social Media

ABOUT

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**How many times have you wondered how social media knows exactly what you want to see?**

**What's the last recommendation on social media that made you stop and think: how did it know this?**



**"Generative AI is the engine that creates, while Explainable AI is the conscience that keeps it accountable."**

**Generative AI (GenAI) refers to a category of artificial intelligence models designed to generate new content, such as text, images, audio, or video, that resembles human-created outputs. These models are trained on large datasets and are capable of creating outputs based on the patterns they've learned.**

# The Role of Generative AI in Social Media

Let's take TikTok. **TikTok's "For You" page** is a masterclass in **Generative AI**. Ever notice how it feels like the app knows you better than you know yourself? That's because the **algorithm** isn't just **reacting** but it's generating. It creates a **predictive model** of your interests, feeds you related videos, and keeps refining itself to hold **your attention** longer.





## Opportunities:

- "Creates engaging content and personalizes feeds."
- "Drives creativity with AI-generated videos, captions, and trends."
- "Predicts behavior to keep users engaged."

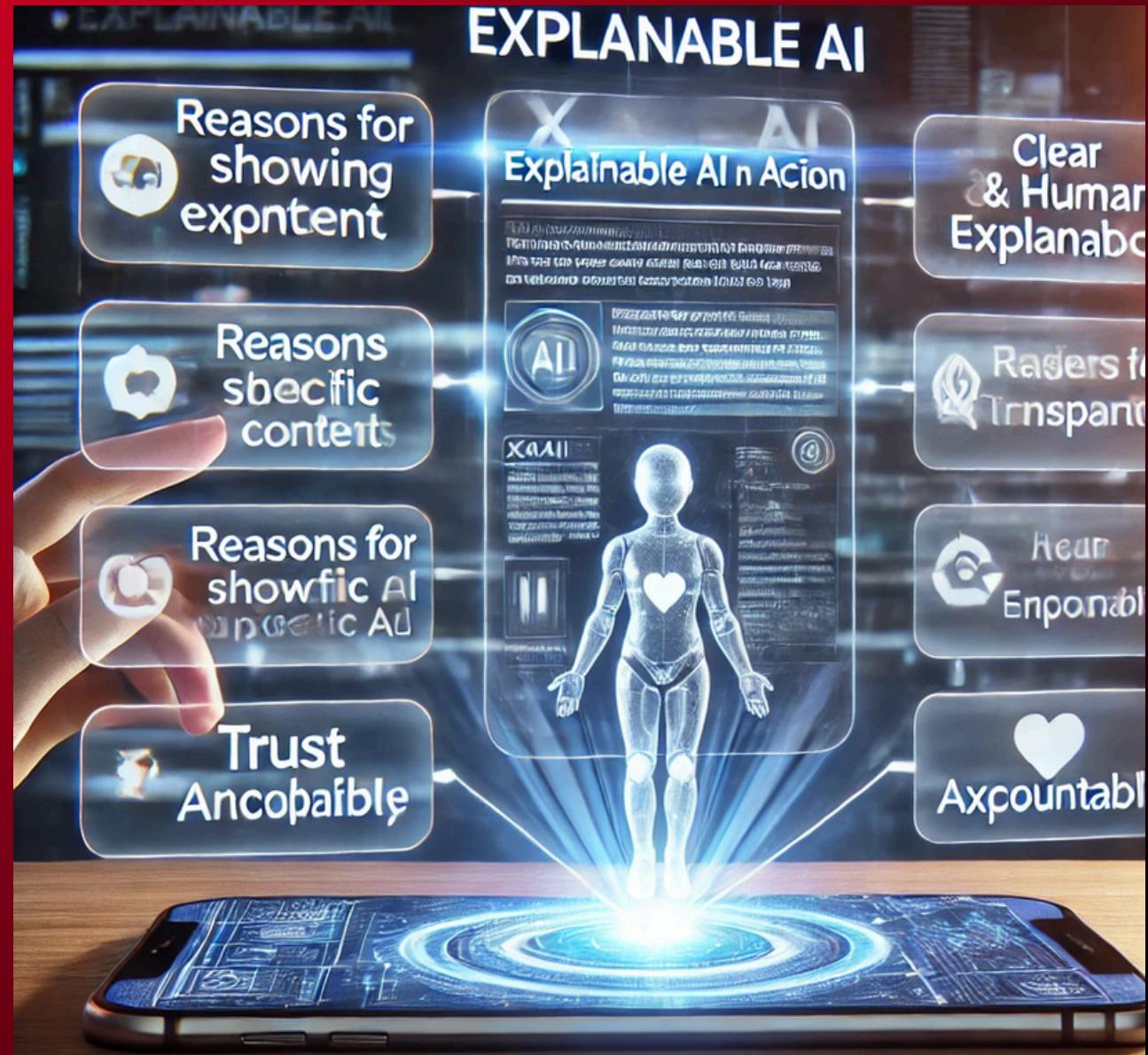
## Challenges:

- "Spreads misinformation and creates deepfakes."
- "Reinforces biases through echo chambers."
- "Lacks transparency in decision-making."

## Enter Explainable AI (XAI)

**Explainable AI (XAI) refers to artificial intelligence systems and models that are designed to provide clear, understandable explanations for their outputs, decisions, or predictions. Unlike traditional "black-box" AI systems, which can be opaque and difficult to interpret, XAI aims to make the inner workings of AI models more transparent and comprehensible to humans.**





**Why did you show me this ad?  
What criteria determined the  
posts in my feed?  
How are my data and preferences  
being used?**

**XAI can provide clear, interpretable answers, helping us trust  
the system while holding it to higher ethical standards.**



Let's look at LinkedIn, which recently adopted **XAI principles** for its recommendation engine. LinkedIn now offers users explanations for why certain job posts or connections are suggested. By showing the logic behind its decisions, the platform empowers users to make informed choices rather than blindly trusting the algorithm.

# Shaping a Better Digital Future

**So, where do we go from here?**

**How do we balance the creative potential of GenAI with the ethical clarity  
of XAI?**



## 1/ Promote Algorithmic Transparency

**Implement regulations that ensure transparency in algorithms while encouraging innovation.**  
**Hold platforms accountable for the content they generate and amplify.**

## 2/Empower Users with Control

**Demand features that let users customize algorithmic settings, such as opting out of predictive content and diversifying their feeds to combat echo chambers.**

## 3/ Adopt Explainable AI (XAI)

**Make XAI a standard in social media to enhance fairness, inclusivity, and trust by integrating explainability into platform design and functionality.**

**THANK YOU**  
FOR YOUR ATTENTION

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