

CMR COLLEGE OF ENGINEERING &TECHNOLOGY

(UGC AUTONOMOUS )

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**DEPARTMENT OF CYBER SECURITY**

REAL TIME RESEARCH PROJECT (A405801)

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| **Project Title** | **SOCIAL NETWORK FEED** | | |
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**ABSTRACT**

A social network feed is a personalized, constantly updating stream of posts, photos, and videos on platforms like Facebook, Instagram, and X (formerly Twitter). Algorithms behind the scenes curate this content based on what users engage with, showing a mix of updates from friends, influencers, brands, and advertisements. These feeds help people stay connected and discover new content tailored to their interests. However, they also raise concerns about the spread of misinformation, privacy issues, and the creation of "echo chambers" where users only see content that reinforces their existing beliefs. The balance between user engagement and ethical concerns is critical, as social feeds influence how people interact with the world online. Understanding how social network feeds function is important for improving user experiences while being mindful of potential downsides like biased information and privacy risks.

Signature of the Guide HOD-CSC