

Project Design Phase-I
Proposed Solution Template

Date	05 May 2023
Team ID	NM2023TMID11499
Project Name	Project - Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	

Proposed Solution Template

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The spread of fake news and misinformation is a significant problem on social media platforms. Misinformation can be harmful, especially when it pertains to public health issues or political events.
2.	Idea / Solution description	Promoting media literacy and critical thinking skills among social media users
3.	Novelty / Uniqueness	The novelty and uniqueness of these solutions lie in their combined implementation, which could have a more significant impact in combating misinformation on social media platforms.
4.	Social Impact / Customer Satisfaction	Customers are likely to be more satisfied with social media platforms that take proactive steps to combat misinformation
5.	Business Model (Revenue Model)	Social media companies can leverage these partnerships to provide premium fact-checking services to users for a fee.
6.	Scalability of the Solution	The proposed solutions to combat misinformation on social media platforms have the potential to be scalable, with the use of machine learning algorithms, user education, and strategic partnerships with other organizations.