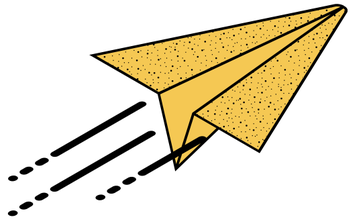
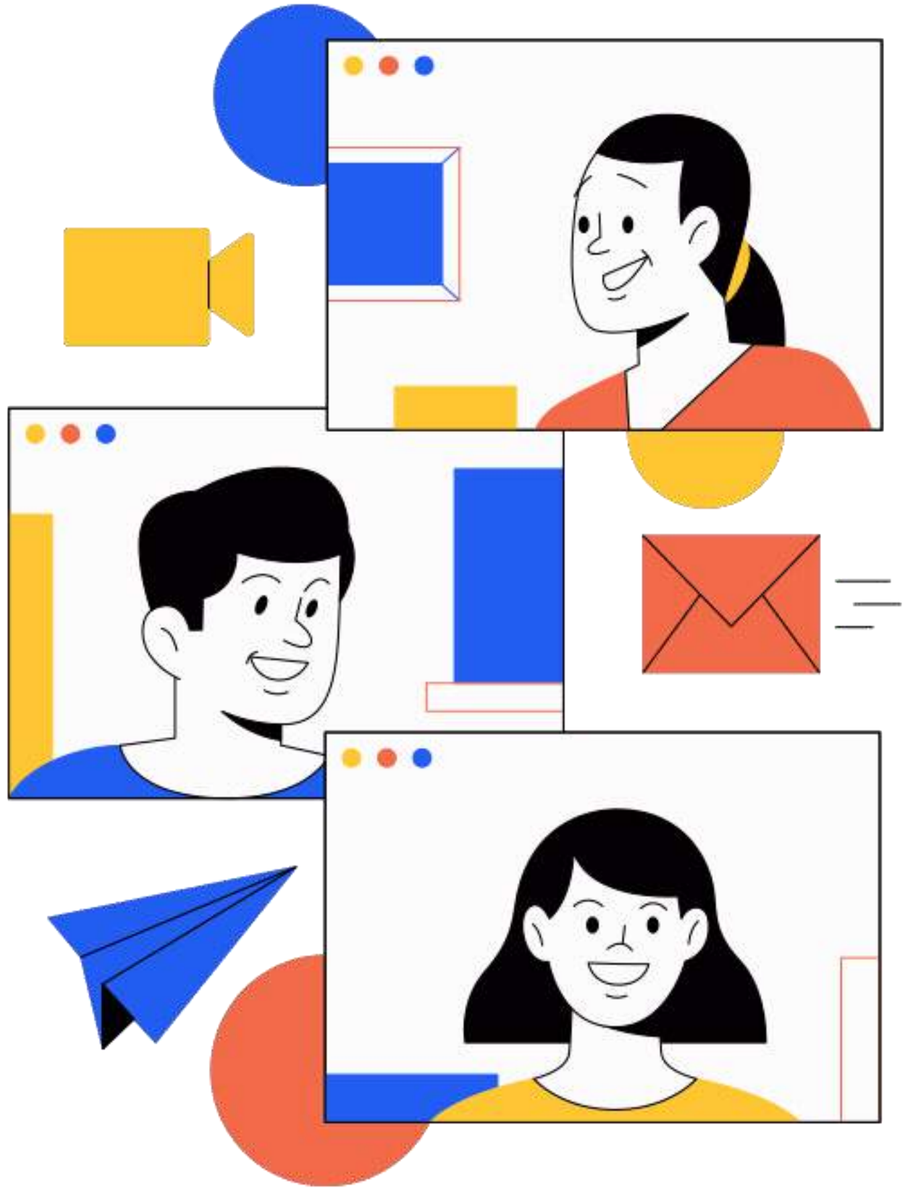


EXPLORING THE ML BEHIND INSTAGRAM



- BY P.SAI SWAROOP - 2023001705

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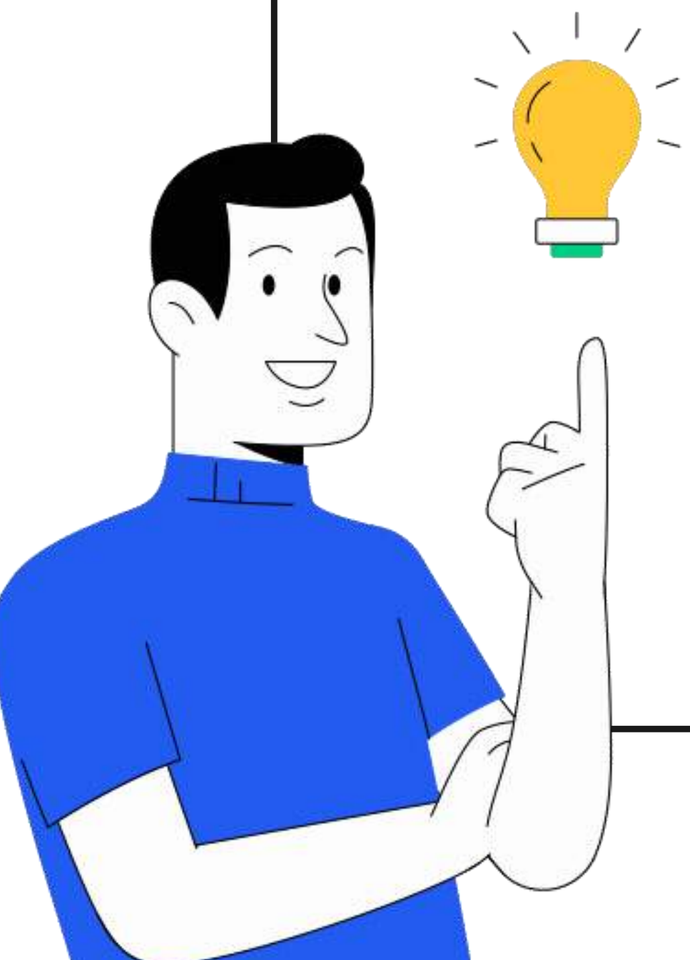


Instagram, a popular social media platform, uses machine learning algorithms in various ways to enhance user experience, improve content recommendations, and deliver targeted ads.

brock_lee FOLLOW ...

WHY ML

USED IN INSTAGRAM?

143 likes

Spending everyday with awesomeness! #fun

WHY ML?

The "why" behind using these machine learning algorithms is to create a more engaging and personalized user experience while maintaining a safe and respectful environment. By analyzing vast amounts of data and applying various algorithms, Instagram aims to keep users on the platform, encourage interaction, and offer relevant content and advertisements.

INSTAGRAM FEATURE'S WHICH USES ML

- Image Recognition
- Content Recommendation
- Search and Discovery
- Content Moderation
- Hashtag and Caption Analysis
- Ad Targeting
- User Engagement Predictions
- User Safety
- Language Translation
- Stories and Reels Ranking

HOW
ML IS USED IN INSTA?

Logistic Regression

- Applications : Ad targeting. Logistic regression can be used to predict the likelihood of a user clicking on a specific ad, allowing Instagram to display ads that are more likely to be engaging for the user.

Support Vector Machines (SVM)

- Application: User safety and content moderation. SVMs can be used to classify content as abusive or non-abusive, helping in the detection and removal of harmful content.

Naive Bayes

- Application: Sentiment analysis. Naive Bayes can be used to determine the sentiment of comments and captions, helping to understand how users are reacting to content.

K-Nearest Neighbors (K-NN)

- Application: Content recommendations. K-NN can be used to find users with similar preferences and recommend content that those similar users have engaged with.

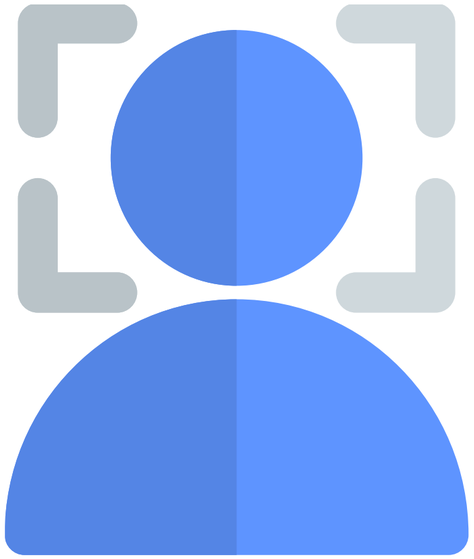
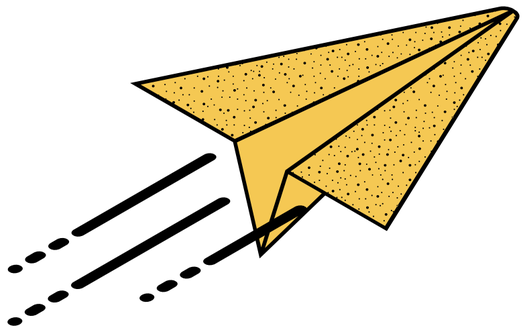


IMAGE RECOGNITION

Instagram employs Convolutional Neural Networks (CNNs) for image recognition. When you upload a photo, Instagram's algorithms analyze it to identify objects, people, and scenes. This information is used to improve search, content discovery, and for accessibility features like automatic image descriptions.

FOR MORE DETAILS

https://docs.google.com/document/d/1CLJXH8-5MDz9YYFe_pqi2SdhUgejXKE0/edit?usp=drivesdk&ouid=109102401187315153554&rtpof=true&sd=true



THANK YOU!