Media Consumption and AI

AI has influenced media creation, accessibility, and usage. It is far-reaching and enables business organizations to make money through either subscription of their products and services or data harvesting and advertisements.

- AI has a major role to play in media creation. Various videos, images, transcripts, and translations use AI to be produced in the most efficient ways.
- Although the technology is supervised and has been a boon to many media consumers and producers, several biases are noticeable in the model.
- Efficient media curation has been possible with various machine learning and deep learning techniques in browsers and applications in use.
- Data curation through custom feeds, content filters, and recommendations systems have been possible with AI. It is a convenient and enhancement technique but it is not free from critiques.
- All the data procured through media and online activities enable the business to boom as it enables them to produce and distribute that content that we are most interested in.
- Monopoly of a certain social media organization over others because of their involvement with the user's data is inevitable.
- No involvement with media is left private, everything that we browse or create is transparent and used by social media companies to cater to their business.
- Various pipelines and rabbit holes are to be considered when putting any content on social media. Example- YouTube.

AI is being used to automate content feeds and help business giants to gain more and more customers through advertisements or any other fancy offer. Ethical aspects of maintaining users' data and privacy should be taken into account and the AI algorithms should work in alignment with it.