**Social Samosa – Featured Tool**

Note:

The text in black is for your reference. Kindly replace the same with your answers.

Please email your logo along with the answers

**About the tool!**

It will predict on whether the message what is being forwarded in social media is potentially be fake or not if social media channel follows certain condition / implements our algorithm.

**Who founded the product/company?**

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**What platforms does it cover?**

It internally uses image hash embedding, image processing, AI, NLP, Blockchain. It could be associated with Social Media channels like whatsapp, facebook, twitter and also big media houses could use this algorithm through executables or api mechanism.

**Features of the tool?**

* Tamper detection
* Trust using Blockchain technology
* Image hash embedding
* Immutable image copyrighting

**What analytics support does the tool provide?**

As we are using Blockchain as our one of the major building block, so all the analytics support could be customized based on client’s requirement using the onchain / offchain data.

**Does it give an option to download reports?**

Yes

**What kind of sentiment analysis does it do and how accurate is it?**

Sentiment analysis is being used for analyzing the impact of a message based on area, trend and sensitivity of the message. For example, if a message is being forwarded in a very short span of time and majority of people had given angry or sad smiley that may potentially contain some sensitive message which could intensify a riot based on area and gravity of real time situation in that area. If it crosses certain limit based on algorithm predicted sensitivity value then social media could halt/prevent those message from being forwarded. Whereas if majority of people had given like or laugh smiley then it could be considered as humor. We are getting good accuracy and based on usage the model would learn periodically.

**What’s the algorithm for sentiment analysis?**

Mostly we are using multiple machine learning and statistical methodologies.

**What are the brands/agencies that are using this tool?**

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**Pricing & Packages**

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**Road Map**

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**The Team**

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**Are you hiring?**

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