



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

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DEPARTMENT OF CSE (AI&ML)

TECHNICAL SEMINAR-II		
BRANCH: CSM	SECTION: C	BATCH: 2024-2025
Domain of the Seminar	Artificial Intelligence	
Title of the Seminar	AI in social media : personalised content and fake news detection	
Year / Sem	IV Year / II Sem	
Roll Number	Name of the Student	Phone Number
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ABSTRACT:

Artificial Intelligence (AI) has significantly transformed social media platforms, reshaping how users interact with content and each other. One of the most prominent applications of AI in social media is personalized content recommendation, which enhances user engagement by delivering tailored content based on individual preferences, browsing history, and behavioral patterns. By leveraging machine learning algorithms, deep learning techniques, and Natural Language Processing (NLP), AI systems can analyze vast amounts of user data to predict and suggest content that aligns with a user's interests, thereby improving user experience and retention rates. However, while personalization enhances user satisfaction, it also raises concerns regarding privacy, data security, and the creation of echo chambers that reinforce biases and limit diverse perspectives. In addition to content personalization, AI plays a crucial role in combating the spread of misinformation and fake news, which have become major challenges in the digital era. With the rise of social media as a primary source of news and information, false and misleading content can spread rapidly, influencing public opinion and even impacting political, social, and economic landscapes. AI-driven fact-checking mechanisms use Natural Language Processing, deep learning, and image recognition technologies to analyze textual, visual, and video content, detecting patterns associated with misinformation.

Technical Seminar-2 Coordinator

HOD-CSE (AI&ML)