**Use Case: 2**

**Domain:** social media (Instagram)

**Objective:**

Instagram is a platform with over 1B monthly active users. With such a large user base the platform faces several challenges like curating user feeds with relevant content, detecting and filtering out offensive or harmful posts, and enhancing the user experience.

**Data:**

User interaction such as likes, comments, follows, searches, posts (images/videos), captions and hashtags.

**Methods:**

1. **Content Recommendations:**
   1. **Personalised Content:**

Uses AI algorithms to analyse user behaviour data and content characteristics (themes, topics). By understanding user preferences and content themes, the platform's recommendation system suggests posts, accounts, and hashtags that align with each user's interests.

1. **Explore Page:**

AI algorithms analyze user behaviour to suggest content based on their interests and interactions that users will likely find engaging and relevant.

1. **Content Moderation:**

AI-driven content moderation tools are used to analyze and classify posts for potentially harmful content, hate speech, and offensive imagery. The platform's algorithms automatically filter out violating content, ensuring a safer user experience.

1. **Comment and Message Filtering:**

It uses AI to automatically filter and flag potentially offensive or inappropriate comments and messages, allowing users to have more control over their interactions.

1. **Hashtag and Caption suggestions:**

AI-powered feature on Instagram assists users in generating relevant and engaging hashtags and captions for their posts. These suggestions are generated based on the content of the post, user behaviour, and the broader context of trending topics and themes on the platform.

**Conclusion:**

Instagram leverages AI in personalized content recommendation, content moderation and maintaining a safe online environment. By utilizing data-driven insights and AI technologies, Instagram enhances user experiences, promotes positive interactions, and fosters a more engaging social media platform.