

Artificial intelligence in Social Media

Social media

- digital technologies that enable users to interact with social networks
- ubiquitous presence

Artificial intelligence

- increasing prominence in many industries, including social media
- development fueled by recent innovations, e.g. deep learning, natural language processing

AI in social media

- recommending content
- moderation
- personalised ad targeting

Social and ethical implications

- misinformation
- social and political polarisation
- mental health

Our team

- Lewis – writing, preparing presentation
- Sam – website
- Valentino – research