

Project Design Phase-I
Proposed Solution
Template

Date	22 October 2023
Team ID	PNT2023TMID591132
Project Name	Project - Dissecting Digital Landscape
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The issue is the lack of a thorough examination of social media, concentrating on sites like Twitter. This examination ought to cover its historical development, user demographics, societal influence, political roles, and commercial ramifications. The absence of such a study now limits our capacity to fully appreciate and respond to the complex and constantly evolving world of social media. In a society driven by technology, thorough comprehension is essential for strategic planning, policy development, and informed decision-making.
2.	Idea / Solution description	We have proposed many different solutions like 1) Encourage the development of AI tools that can help identify content and behaviors on social media platforms. 2) Integrate digital literacy and social media education into school curricula to empower users with critical thinking skills. 3) Encourage social media platforms to provide more transparent and accessible data for researchers while ensuring privacy safeguards.
3.	Novelty / Uniqueness	This project is unique in that it brings together professionals from several industries to better understand social media, particularly platforms like Twitter. Its research is continually updated to keep up with the rapidly changing digital world, with an emphasis on ethics, society, and how different cultures use social media. It is concerned about the impact on persons and communities, and it ensures that data is utilized safely. It creates a history of how social media has changed over time by examining it throughout time. It can also assist in the creation of regulations and the teaching of online etiquette. This distinguishes it in the intricate realm of social media.

4.	Social Impact / Customer Satisfaction	<p>This project would have a huge social impact and boost customer satisfaction. We empower individuals and groups to navigate these digital spaces with greater knowledge and awareness by thoroughly comprehending social media platforms such as Twitter. Users may make better informed decisions about their online activity, which improves their digital well-being and privacy. Furthermore, politicians and regulators can use the</p>
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		<p>project's findings to build more effective rules that protect consumers while preserving free expression. Furthermore, organizations can more effectively customize their marketing activities, enhancing client engagement and confidence. Overall, this initiative would deliver a more safe and informed online environment, resulting in improved customer satisfaction and wider social benefits.</p>
5.	Business Model (Revenue Model)	<p>This social media examination project's business concept intends to make cash by providing valuable social media insights and services. It will charge consumers via subscription fees, consultancy fees, and educational programme payments. It also intends to make money by licensing data and obtaining sponsorships and grants. The project aspires to preserve its financial viability while providing knowledge and help in the field of social media by connecting with a diverse client base and collaborating with relevant organizations.</p>
6.	Scalability of the Solution	<p>The scalability of our project refers to its ability to grow to meet the needs of more people and manage more data. To manage the increased tasks, such as data storage and processing, better technology will be necessary. More researchers and teachers may also be required. We can manage all of the data and work more efficiently by utilizing automation and cloud services. We may offer various degrees of service to different customers and create more online educational courses. To reach more individuals, we may undertake more marketing and engage with more partners. However, as we grow, we will prioritize delivering great work and preserving people's data.</p>