ARTIFICIAL INTELLIGENCE & ITS ROLE IN SOCIAL MEDIA

Dr.Krishan Kumar

Assistant Professor,

Dept. Of Journalism and Mass communication

Chaudhary Devi Lal University, Sirsa Haryana.

Krishjmc007@gmail.com

Abstract

Artificial intelligence (AI), often known as the fourth industrial revolution (IR) 4.0, will alter not only the way we do things and interact with people, but also our understanding of ourselves. This article will first define AI, then address its impact on humankind's industrial, social, and economic transformations in the twenty-first century, before proposing a set of AI bioethics principles. Without directly affecting human connections, the IR1.0, the IR of the eighteenth century, sparked a massive social shift. Modern AI, on the other hand, has had a huge impact on how we do things and how we interact with one another.

Because of the increasing speed of data, marketing has been pushed to take control of new types of exploitation in order to analyse data more quickly and better match user expectations. The issue nowadays is not a shortage of information or processing tools, but rather a lack of time. Users on the internet don't want to wait any more; they want their requests to be processed immediately and without limitations.

Keywords: Artificial Intelligence, Social Media Management, Importance of social media.

Introduction

According to Kotler et al. (2017), Internet users' concentration time has fallen dramatically in just five years, from 90 seconds to 30 seconds. The brand that is the first to offer the goods or service will almost surely capture the user's attention. However, in an age when data is stored in terabytes, this endeavour appears to be extremely difficult, if not impossible (Kotler et al. 2017).

This work appears to be achievable thanks to artificial intelligence. With all of the benefits it provides, managing big amounts of data has become a breeze, and marketing has gained new options to contact all Internet users in an accurate and timely manner. However, many of us have a peculiar perspective on artificial intelligence that has been influenced by American blockbusters in which a future robot will either exterminate or rule humanity, but outside of these well-scripted storylines.

Definition of Artificial Intelligence

According to John Haugeland (1989), the concept of artificial intelligence did not emerge from nowhere, nor from computers, but rather from its own intellectual heritage. In the meanwhile, two well-known and well-developed topics on intelligent artefacts in science fiction can be distinguished. One is the "creature characteristic" genre, which features monsters or androids that are essentially the same as natural creatures that people make. The other genre is filled by diverse mechanical "robots": rattling gear, flashing, with springs and pulleys instead of flesh, son for nerves, and even wheels for legs - even more emotional

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

EMAILID:anveshanaindia@gmail.com,WEBSITE:www.anveshanaindia.com

11

AIJRRLSJM   **VOLUME 7, ISSUE 4 (2022, APR)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

limitations than androids (Haugeland, 1989). Contemporary artificial intelligence, according to Haugeland, is based on sophisticated programmable electronics. No contemporary work, in particular, is based on chemical wizardry or bioengineering. The actual issue isn't modern technologies (or commercial specialties), but rather fundamental theoretical assumptions (Haugeland, 1989).

To put it another way, artificial intelligence is novel and unique. Indeed, if the standard idea is accurate, our hypothetical computer should have its own thought: a genuine artificial mind. Artificial intelligence (AI) in the broad sense, according to Nilson (1998), is concerned with the intelligent behaviour of artefacts. Perception, reasoning, learning, communication, and action in a complicated context are all part of intelligent behaviour (Nilsson, 1998).

Artificial intelligence elicits strong reactions. On the one side, there's our infatuation with intelligence, which appears to offer us a distinct advantage over other living forms. The contrived characteristic, on the other hand, may elicit very different associations. Intelligent cyborgs are terrified by this. It conjures up imagery from science fiction books. This begs the question of whether we should endeavour to understand, imitate, or even reconstruct our greatest good, the soul. He quotes and explains numerous different authors' definitions of the phrase artificial intelligence (Ertel, 2017).

Artificial Intelligence Marketing

Artificial intelligence in marketing is primarily defined as AI programmes that can process, analyse, and interpret vast amounts of data in the same way that people can. Despite the fact that these methods are new, they have already had a significant impact on marketing techniques and campaigns used by businesses.

Artificial intelligence (AI) provides a wide range of managerial options. We now have the ability to compare incoming communications from advanced clients to typical metrics for strategic solutions side by side. With artificial intelligence marketing, it's no longer a question of guessing whether a user is ready for a conversation or a sale; instead, the data will supply the answer (Tjepkema, 2018). We have a worldwide idea of what people think, say, and feel about a brand or product thanks to artificial intelligence's capabilities, and this happens in real time. Similarly, as social networks have grown in popularity, this task has gotten increasingly more flexible and comprehensive.

Certainly, there are numerous ways to improve digital advertising and digital tactics in general; however, artificial intelligence-based marketing solutions can go much further in terms of in-depth data analysis on a broad scale. This technique allows for the exploitation of concealed Internet users' data in keyword searches, social media profiles, and other online data, all in order to provide a better offer and solution (Tjepkema, 2018). This fantastic data gives marketers the ability to feed consumer profiles. Artificial intelligence-based solutions provide a comprehensive perspective of Internet users and potential consumers, allowing the correct message to reach the right person at the right time. The key is to gather information from each user's interactions.

Artificial intelligence's most essential aspect is its capacity to handle and analyse massive amounts of data and consequently find trends. Through online events or chats, marketers may maintain active, real-time interactions with users. Timely communication with users has a

AIJRRLSJM   **VOLUME 7, ISSUE 4 (2022, APR)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

direct impact on their purchasing decisions. Artificial intelligence also enables systematic monitoring of social media and other digital venues (Tjepkema, 2018).

Applications of Artificial Intelligence in Social Media

The amount of data collected by social networks is so vast that it is nearly difficult for a human to sift, evaluate, or even use it. This is why artificial intelligence is so important on social media. As a result, different applications of this new technology exist.

a. **Chatbots***:* A chatbot is a piece of artificial intelligence software that can carry on a conversation or a dialogue with a user using natural language across a variety of channels, including email, websites, and mobile apps (Dagnon, 2018; Frankenfield, 2018). Chatbots respond in a way that is both advanced and promising in terms of human-machine interaction. Chatbots, on the other hand, are merely a simple progression of a question-and-answer system based on natural language processing from a technical standpoint (Frankenfield, 2018). Chatbot applications humanise dialogues between computers and people, resulting in a better customer experience. Similarly, they provide businesses with excellent opportunity to improve customer integration while lowering customer service costs.

b. **Predictive Analytics:** The use of statistics and machine learning to evaluate behaviour and make predictions is known as predictive analytics. Humans, on the other hand, are fairly predictable because we all have morning routines that include brushing our teeth, showering, dressing, and eating breakfast. This component of prediction enables marketing gurus to foresee what will happen in the future and alter marketing efforts accordingly (Stelzner, 2018). Machines have come to make these predictions more specific because we are predictable and have a general awareness. Knowing whether the marketing department should do more live Facebook or spend less money on advertising, for example, can help them be more effective and efficient.

c. **AI Generated Content:** Every year, the rules of content marketing change. Blogs are now longer, web pages are required, and targeted advertising is a must. New machine learning algorithms from Google have been released, and artificial intelligence is now assisting marketers in deciphering more data and facilitating digital advertising. All of this is done in order to better understand the intentions of Internet users and to provide information that is more in line with their expectations (Kreimer, 2018). Artificial intelligence enables marketers to create content for simple topics such as stock quotes or sports news automatically. It's still shocking to learn that a machine, thanks to artificial intelligence-generated content, can compose the following sentence: "Tuesday was a great day for W. Roberts, as the junior pitcher kicked off a perfect match to give Virginia a 2-0 win over George Washington at Davenport Field."

d. **Social-Selling:** Users are spending an increasing amount of time on social media sites. They are also more informed and self-sufficient than ever before because to these networks. In reality, social selling has evolved to take advantage of these trends in order to establish a positive brand image, identify new customers, and cultivate positive relationships with online users.

Social selling is the practise of locating, interacting with, comprehending, developing, and utilising sales opportunities through the use of social media. It is the most up-to-date

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

EMAILID:anveshanaindia@gmail.com,WEBSITE:www.anveshanaindia.com

13

AIJRRLSJM   **VOLUME 7, ISSUE 4 (2022, APR)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

approach of forging strong bonds with potential customers in order for them to remember the brand (Newberry, 2017).

1. Which of the following are you currently using in your home or for work?

2. How much do you trust the use of AI in your lifestyle.

Conclusion

When the amount of data is vast, we notice the value of artificial intelligence, which can leave even the most experienced teams of data analysts and marketing researchers unhappy. However, utilising this technology, processing all of this data is now simple. Furthermore, this is true for all facets of marketing, not just social media marketing. Artificial intelligence is the next stage in marketing efforts; it allows for the generation of personal data and its use in effective advertising.

Companies may now employ artificial intelligence technology to profile potential clients, evaluate their behaviour, track their habits, and figure out their motivations, among other things. In order to provide a product or service that satisfies their expectations and needs.

Social media is an important playground for businesses to build individualised relationships with customers, but it's important to note that it's also very crowded. However, simply deciding to employ social media marketing's strategic marketing instruments is insufficient; we must also rely on new tactics and technologies. However, while the term artificial intelligence may frighten some individuals, it actually inspires cutting-edge businesses. Artificial intelligence can help marketers create more tailored and intelligent marketing efforts.

References:

• *https://becominghuman.ai/applications-of-artificial-intelligence-in-social-media-7f2db8e9784d*
• *https://yourstory.com/mystory/five-tips-varun-khanna-startup-viral/amp?utm_pageloadtype=scroll*
• *https://educationaltechnologyjournal.springeropen.com/articles/10.1186/s41239-019-0171-0*