



IMPLICATIONS AND IMPACT ON AI IN SOCIAL MEDIA WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The integration of artificial intelligence in social media platforms has revolutionized how users interact, consume content, and engage with digital communities. This paper explores the multifaceted implications and impact of AI on social media, considering both the positive and negative ramifications. On the positive side, AI-driven algorithms enhance user experience through personalized content recommendation, sentiment analysis, and targeted advertising. However, concerns arise regarding privacy infringement, algorithmic bias, and the proliferation of misinformation. This abstract provides a concise overview of the key themes and discussions surrounding the role of AI in shaping the landscape of social media, highlighting the need for ethical guidelines, regulatory frameworks, and ongoing research to mitigate potential risks and maximize societal benefits.

Keywords: Artificial intelligence, Social media platforms, Positive and Negative impact

INTRODUCTION

The advent of Artificial Intelligence (AI) has undeniably transformed various aspects of our daily lives, and one domain where its impact is particularly pronounced is social media. Social media platforms have become ubiquitous, serving as virtual spaces for communication, information dissemination, and community building. The city of Coimbatore, situated in the southern part of India, has not been immune to these transformative changes.

This theoretical exploration aims to delve into the implications and impact of AI on social media within the context of Coimbatore City.

The intersection of AI and social media has profound implications for the residents of Coimbatore City. This theoretical exploration has delved into the evolution of AI in social media, its impact on user experience, societal implications, and future trends within the specific context of Coimbatore. As the city continues to embrace digital transformation, understanding the intricate dynamics between AI and social media is crucial for navigating the opportunities and challenges that lie ahead. This theoretical foundation lays the groundwork for further empirical research and practical interventions that can shape the ethical and responsible integration of AI in social media within the unique fabric of Coimbatore City.

STATEMENT OF PROBLEM

How effective is AI-driven content personalization in enhancing the user experience on social media platforms within the context of Coimbatore?

- In what ways can AI be leveraged for social good on social media in Coimbatore, and what are the tangible examples of its positive impact on the local community?
- What are the anticipated trends and challenges in the future of AI in social media, and how might these developments impact the digital landscape of Coimbatore City?

OBJECTIVES OF THE STUDY

- To explore the potential of AI for social good on social media.

LIMITATIONS OF THE STUDY

- The findings of the study may be specific to the sample population in Coimbatore city and may not be fully representative of social media users in other regions or demographic groups.
- There is a possibility of response bias inherent in self-reported data collected through questionnaires, as participants may provide socially desirable responses or exaggerate their experiences.
- The accuracy and reliability of the data collected depend on the honesty and sincerity of the respondents in providing accurate information, which may vary.
- Due to time and resource limitations, the study may not be able to explore all facets of AI impact on social media comprehensively, potentially overlooking certain aspects or nuances of the phenomenon.

METHODOLOGY

The research conducted is descriptive in nature, aiming to provide a comprehensive understanding of the implications and impact of AI in social media within the context of Coimbatore city. Primary data will be collected through the distribution of questionnaires to social media users in Coimbatore city. The questionnaire will be designed to gather insights into users' perceptions, behaviors, and experiences related to AI-driven features and content on social media platforms. Secondary data will be collected from various sources including academic journals, websites, and reports focusing on AI in social media, specifically within the Indian context and Coimbatore city.

ANALYSIS AND INTERPRETATION

Table 1

	Frequency	Percent
Very unlikely	11	10.0
Unlikely	22	20.0
Neutral	1	.9
Likely	61	55.5
Very likely	15	13.6
Total	110	100.0

This table represents Support or participates in a social media campaign that aims to address social issues using AI. A significant majority, comprising 55.5% of the total sample, expressed a likelihood of supporting or participating in such a campaign.

Table 2

This table represents Extent believing AI contributes to solving local social issues in Coimbatore city. The majority viewpoint falls under the category of "Slightly" and "Moderately," both representing 22.7% and 21.8% of the respondents, respectively.

	Frequency	Percent
Not at all	19	17.3
Slightly	25	22.7
Moderately	24	21.8
Very much	19	17.3
Extremely	23	20.9
Total	110	100.0

Table 3

This table represents the Important to think it is for social media platforms to actively promote and engage in initiatives for social good using AI in Coimbatore City. Comprising 37.3% of the total sample, indicated that they believe it is "Not important at all" for social media platforms to engage in such initiatives.

	Frequency	Percent
Not important at all	41	37.3
Slightly important	37	33.6
Moderately important	19	17.3
Very important	3	2.7
Extremely important	10	9.1
Total	110	100.0

Table 4

This study also examined Confidence in the ethical use of AI for social good on social media platforms in Coimbatore City. The majority of respondents, 46.4%, indicated being "Slightly confident" in the ethical use of AI for social good.

	Frequency	Percent
Not confident at all	2	1.8
Slightly confident	51	46.4
Moderately confident	37	33.6
Very confident	20	18.2
Total	110	100.0

Table 5

This table represents enough awareness among the public in Coimbatore City about the positive potential of AI for social good on social media. Conversely, a larger segment, comprising 46.4% of the total sample, expressed that there is "Sufficient awareness" among the public in Coimbatore City.

	Frequency	Percent
Not enough awareness	16	14.5
Sufficient awareness	51	46.4
High awareness	43	39.1
Total	110	100.0

Table 6

This table represents willing to share personal data on social media for AI-driven initiatives aimed at social good in Coimbatore City. A significant majority of respondents, representing 48.2% of the sample, remained "Neutral" on the matter.

	Frequency	Percent
Not willing at all	7	6.4
Slightly willing	7	6.4
Neutral	53	48.2
Willing	3	2.7
Very willing	40	36.4
Total	110	100.0

Table 7

This study also examined Familiar with emerging AI technologies that could impact the future of social media in Coimbatore City. A significant portion, comprising 46.4% of the total sample, indicated that they are "Not familiar at all" with these emerging AI technologies.

	Frequency	Percent
Not familiar at all	51	46.4
Slightly familiar	19	17.3
Moderately familiar	25	22.7
Very familiar	5	4.5
Extremely familiar	10	9.1
Total	110	100.0

CONCLUSION

In conclusion, the study provides valuable insights into the implications and impact of AI in social media within the context of Coimbatore city. Through personalized content, social good initiatives, and emerging trends, AI is reshaping how individuals and communities engage and interact on social media platforms. Recommendations for future research and action include fostering collaboration, addressing ethical concerns, and promoting responsible AI deployment to realize the full potential of AI in enhancing social media experiences and driving positive societal change.