

A STUDY OF THE IMPACT OF AI DRIVEN TECHNOLOGICAL INNOVATIONS ON SOCIAL MEDIA ADVERTISINGS AND SOCIAL MEDIA ADVERTISEMENTS

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Abstract. This paper explores the impact of artificial intelligence (AI) on social media and its role in information manipulation. As AI algorithms increasingly curate content, they inadvertently facilitate the spread of misinformation, significantly influencing public perception and democratic processes. Notable case studies, including the 2016 U.S. presidential election and the Brexit referendum, illustrate how AI-driven platforms can create filter bubbles that reinforce biases and polarize user opinions. The paper emphasizes the ethical implications of these developments and discusses strategies to mitigate misinformation, including algorithmic transparency, robust fact-checking, and enhanced media literacy. The game plan of algorithm in impacting the formation of the social media advertisements have somehow misled the customers of the originality and the authenticity of the products. Thus, by understanding the interplay between AI, social media, and information integrity, stakeholders can work towards fostering a healthier digital environment that promotes informed public discourse.

Keywords: artificial intelligence, social media, information manipulation, misinformation.

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ИССЛЕДОВАНИЕ ВЛИЯНИЯ ТЕХНОЛОГИЧЕСКИХ ИННОВАЦИЙ, ОСНОВАННЫХ НА ИСКУССТВЕННОМ ИНТЕЛЛЕКТЕ, НА РЕКЛАМУ В СОЦИАЛЬНЫХ СЕТЯХ И РЕКЛАМНЫЕ ОБЪЯВЛЕНИЯ В СОЦИАЛЬНЫХ СЕТЯХ

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Аннотация. В этой статье исследуется влияние искусственного интеллекта (ИИ) на социальные сети и его роль в манипулировании информацией. Поскольку алгоритмы ИИ всё чаще контролируют контент, они непреднамеренно способствуют распространению дезинформации, существенно влияя на общественное восприятие и демократические процессы. Известные тематические исследования, включая президентские выборы в США в 2016 году и референдум по Brexit, иллюстрируют, как платформы, управляемые искусственным интеллектом, могут создавать фильтры, которые усиливают предвзятость и поляризуют мнения пользователей. В документе подчёркиваются этические последствия этих изменений и обсуждаются стратегии борьбы с дезинформацией, включая прозрачность алгоритмов, надёжную проверку фактов и повышение медиаграмотности. Алгоритм действий, влияющий на формирование рекламы в социальных сетях, каким-то образом ввёл покупателей в заблуждение относительно оригинальности и подлинности продуктов. Таким образом, понимая взаимосвязь между искусственным интеллектом, социальными сетями и целостностью информации, заинтересованные стороны могут работать над созданием более здоровой цифровой среды, способствующей информированному общественному обсуждению.

Ключевые слова: искусственный интеллект, социальные сети, манипулирование информацией, дезинформация.

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INTRODUCTION

The rise of artificial intelligence (AI) has dramatically transformed the landscape of social media, creating both opportunities and challenges in how information is disseminated and consumed. With platforms like Facebook, Twitter, and Instagram dominating global communication, AI algorithms are employed to curate content, target advertisements, and enhance user engagement. While these innovations can improve user experience and promote connectivity, they also raise critical concerns regarding information manipulation, misinformation, and the overall integrity of online discourse.

AI's capacity to analyze vast amounts of data enables social media companies to tailor content to individual preferences, resulting in highly personalized user experiences. However, this personalization often leads to the creation of «filter bubbles,» where users are exposed predominantly to viewpoints that reinforce their existing beliefs (Pariser, 2011). Such environments can distort perceptions of reality, making users more susceptible to misinformation and extremist ideologies. This phenomenon is exacerbated by the ease with which AI can generate and disseminate fake news. Studies have shown that false information spreads significantly faster and more widely than true information on social media platforms (Vosoughi, Roy, & Aral, 2018).

Moreover, AI technologies, including deep learning and natural language processing, have enabled the creation of sophisticated bots capable of mimicking human interaction. These bots can be deployed to amplify certain narratives, sway public opinion, or disrupt political processes. During significant events, such as elections or social movements, the use of

AI-driven bots has been documented to manipulate discussions, often in ways that obfuscate the truth and create division among users (Bessi & Ferrara, 2016). This manipulation raises ethical questions about accountability and transparency in the digital age.

The implications of AI in social media extend beyond individual users to affect democratic processes and societal norms. Misinformation campaigns, often orchestrated by state and non-state actors, exploit the vulnerabilities of social media ecosystems, potentially undermining trust in institutions and fostering polarization (Lazer et al., 2018). The role of AI in these campaigns complicates the task of regulating online content and protecting users from manipulation, as the algorithms behind content recommendations and targeted advertisements are often proprietary and opaque (Krazkovic, 2024).

AI (Artificial Intelligence) has had a significant impact on social media advertising, transforming how brands engage with consumers, personalize content, and optimize campaigns. AI enables advertisers to deliver highly personalized ads to users based on their behavior, interests, demographics, and previous interactions with content (Pew Research Center, 2021). There are different levels of training for using AI in advertisements.

- Behavioral Training: AI can analyze past user activity on social platforms (likes, comments, shares, etc.) to predict future behavior and deliver tailored ads.

- Predictive Analytics: Machine learning algorithms can forecast future actions and purchasing intent based on user data, allowing brands to optimize ad targeting.

For example, Facebook's AI-powered ad platform uses data like browsing history, search activity,

and interaction with other ads to display relevant ads to users. For automated content creation and optimization tools like Persado and Copy.ai use AI to create persuasive ad copy by analyzing linguistic patterns that drive higher engagement. For Conversational marketing, Chatbots for Facebook Messenger respond to queries 24/7, recommend products, and even process transactions (Lazer, 2018).

All these are challenges that foster information manipulation which necessitates a multi-faceted approach involving technology, policy, and education. Efforts to combat misinformation include algorithmic transparency, fact-checking initiatives, and the promotion of digital literacy among users. As scholars and policymakers continue to grapple with the consequences of AI in social media, the urgency of finding effective solutions becomes increasingly apparent (Sodiku, Ashaolu et al, 2021).

While AI has the potential to enhance the social media experience, it also poses significant risks related to information manipulation. Understanding these dynamics is crucial for developing strategies that promote a healthier online discourse and safeguard the integrity of information. As we navigate this complex landscape, the need for responsible AI use and informed user engagement remains paramount.

Objectives for the study:

1. To trace the reason behind the use of AI in social media
2. To Explore the Impact of AI on Ad Personalization and Consumer Engagement on Social Media
3. Analyze the Mechanisms of Information Manipulation
4. Evaluate the Impact on User Behavior and Democratic Processes

Research Questions:

1. What are the reasons behind the use of AI in social media and creating of social images through it?
2. What role do AI algorithms play in shaping user exposure to misinformation on social media platforms and how do these algorithms influence the formation of filter bubbles?
3. How does the manipulation of information through AI-driven content curation affect user perceptions of political events and overall trust in democratic institutions?
4. How does the Consumers perceive the marketing through AI driven ads on social media?

Methodology

This paper aims to study the role of AI and its technological handles in building social images and explore its innovative dynamism in curating social media advertisements. The research is an analytical as well as qualitative in its nature. The study is based on secondary sources of data collection from journals, websites, Research papers and newspaper articles. The AI implied Social Media advertisements and the Social images created by AI of the prominent figures are taken as sample of the research work.

Findings and Analysis:

A) AI impact on Social Image

The integration of artificial intelligence (AI) in social media platforms has fundamentally reshaped the dynamics of information dissemination, presenting both opportunities and significant challenges. A pivotal case study that illustrates these complexities is the 2016 U.S. presidential election, where social media emerged as a crucial battleground for misinformation.

AI algorithms, designed to maximize user engagement, inadvertently amplified false narratives, with automated accounts or bots playing a key role in spreading misleading information. Research from the MIT Media Lab revealed that false news stories were 70% more likely to be retweeted than true stories, highlighting the alarming efficacy of AI-driven amplification in distorting public perception (Vosoughi, Roy & Aral, 2018).

The mechanisms behind this manipulation are rooted in the algorithms that curate content based on engagement metrics. The algorithms used are Real Time Bidding (RTB) meaning analyzing large amounts of data to make split second decision on which ad to display to which user and at what price. This helps optimize ad placement, ensuring advertisers get the best return on investment (Pew Research Center, 2021). Secondly, the bidding management technique used in real time to maximize the chances of ad placement while controlling ad spend. It can adjust bids based on user behavior, ad performance, or other factors like competition (Negnevitsky, 2016). Thirdly, the Campaign Autonomous process of adjusting bid, budget and even targeting parameters based on performance of each ads (Krazkovic, 2024).

During the election, bots were deployed to proliferate sensationalist content, creating an environment ripe for misinformation. A report by the Oxford Internet Institute noted that more than 400,000 tweets generated by bots during critical political moments significantly swayed public discourse (Bessi & Ferrara, 2016). This strategic use of AI not only misled users but also raised ethical concerns regarding

the accountability of the platforms that facilitate such manipulation.

Another critical aspect of AI's impact is the phenomenon of filter bubbles, described by Eli Pariser. These bubbles arise when AI algorithms tailor content to individual users' preferences, often isolating them from diverse viewpoints. A pertinent case study is the Brexit referendum, where social media platforms played a crucial role in influencing voter behavior. Research indicated that targeted advertising and curated content reinforced existing biases, ultimately impacting the referendum's outcome (Lazer et al., 2018). This selective exposure limited the public's access to balanced information, contributing to increased polarization among voters.

In response to these challenges, various strategies have been developed to mitigate the effects of information manipulation. Initiatives aimed at increasing algorithmic transparency, enhancing fact-checking collaborations, and promoting user education are essential for combating misinformation. For instance, platforms like Facebook have implemented measures to flag false information and reduce the visibility of misleading content (Khullar, 2023). However, the effectiveness of these initiatives remains uncertain, as misinformation tactics evolve continuously.

While AI has the potential to enhance social media experiences, it also poses significant risks related to information manipulation. The cases of the 2016 U.S. presidential election and the Brexit referendum illustrate how AI-driven algorithms can distort public discourse and undermine democratic processes (Mohammad, 2017). As the digital landscape continues to evolve, ongoing research and proactive interventions are essential

to address the ethical challenges posed by AI in social media. Ensuring that technology informs rather than misleads is critical for fostering an informed and engaged citizenry in a democratic society.

B) AI and its impacts on Social Media Advertising

The mechanisms behind this manipulation are rooted in the algorithms that curate content based on engagement metrics. The algorithms used are Real Time Bidding (RTB) meaning analyzing large amounts of data to make split second decision on which ad to display to which user and at what price. This helps optimize ad placement, ensuring advertisers get the best return on investment (Storylab, 2019). Secondly, the bidding management technique used in real time to maximize the chances of ad placement while controlling ad spend. It can adjust bids based on user behavior, ad performance, or other factors like competition. Thirdly, the Campaign Autonomous process of adjusting bid, budget and even targeting parameters based on performance of each ads.

AI is increasingly being used in social media advertising because it enhances efficiency, targeting accuracy, and the overall effectiveness of campaigns. Why is it required? The Personalized Ad Technique where AI can analyze vast amounts of user data (like interests, behavior, demographics, and past interactions) to create detailed user profiles. This allows advertisers to deliver highly personalized ads to the right people at the right time, significantly increasing the chances of engagement and conversions. Even for Dynamic Content creationsuch as text, images, and videos, based on user preferences or trending topics. This

helps brands scale their ad campaigns quickly without manually creating each individual piece of content (Negnevitsky, 2017). AI can even test multiple versions of an ad to determine which one performs best (A/B testing). AI powered tools can help to optimize Campaigns in Real Time by delivery, targeting and budgeting. This means that advertisers don't have to wait for the end of a campaign to understand what's working – AI can make changes on the fly to improve outcomes.

Automation of Ad Management is an another aspect of the use of AI because large-scale advertising campaigns on multiple social media platforms can be time-consuming. AI tools can automate tasks such as bidding, audience segmentation, and performance tracking, freeing up time for marketers to focus on strategy and creative development.

A few of some notable examples seen in the social media's prominently where AI uses have fostered a different output to such ads are:

- Spotify Personalized Ads- Spotify leverages AI to serve personalized audio ads based on the listening habits and preferences of individual users. It uses machine learning algorithms to understand a user's music taste, demographics, and location, then tailors ads for products or services that are most relevant to them. For Example – If a user frequently listens to workout playlists, Spotify might serve them an ad for sports apparel or a fitness app. If they listen to music from a particular region or culture, AI can serve ads for localized events or products (Sadiku, 2021).

- Amazon Sponsored Products & Ads- Amazon uses AI for its Sponsored Products and Sponsored Brand ads, which are displayed to users based on their browsing history, purchase behavior, and search

keywords. AI helps optimize bidding, targeting, and ad creative by analyzing vast amounts of customer data to ensure ads are relevant to each individual user. For Example- If a user has searched for kitchen gadgets multiple times on Amazon, they might see an ad for a new blender or kitchen appliance. The AI dynamically adjusts the product shown based on the user's preferences, maximizing the likelihood of a sale (Saheb, 2024).

- H&M's AI-Powered Personalized Ads- H&M uses AI to personalize social media ads based on customers' browsing and purchase histories. The AI analyzes a user's preferences and behavior to show them clothing items that fit their style, color preferences, and size, thus increasing the likelihood of engagement and conversion. For Example-A user who frequently browses H&M's website for summer dresses will likely see Instagram or Facebook ads showcasing the latest summer collection. The AI ensures that the displayed items are in line with their style and previous purchases, creating a more personalized and effective ad experience (Lewandowsky, 2012).

- Netflix's AI-Driven Trailer Personalization (Social Media Integration)-Netflix uses AI to personalize trailers and movie/show recommendations for users. When integrated into social media advertising, these AI-driven trailers are tailored to the interests of individual users. Netflix analyzes the genres, actors, and types of shows a person typically watches, then serves them trailers for similar content. For Example-A user who has watched multiple science fiction shows might see a Facebook or Instagram ad promoting a new sci-fi series, with a trailer tailored to their tastes based on AI-driven recommendations. This ensures that the ad is highly

relevant to the viewer, boosting the likelihood of them watching the show.

Consumer Rights Protection from AI driven Marketing strategies:

Consumer rights protection in the context of AI-driven advertisements is an increasingly important topic, especially as AI technologies become more sophisticated and prevalent in marketing. AI can offer highly personalized, data-driven ad experiences, but it also raises significant concerns about privacy, transparency, consent, and the potential for manipulation. Here's a breakdown of how consumer rights can be protected from AI-driven advertising and the key issues that need to be addressed:

- Transparency and Disclosure of AI Use: Often, consumers are unaware that they are being targeted by AI algorithms. Advertisers may use complex AI tools to create profiles of users without informing them. Consumers should have the right to know when AI is being used to target them with ads, and how their data is being collected, processed, and utilized. Regulations like the General Data Protection Regulation (GDPR) in the EU require that users be informed about the use of AI in advertising. Companies must disclose when they are processing personal data through AI and allow users to opt-out or control how their data is used (Saheb & Sidauli, 2024).

- Informed Consent: Many users unknowingly agree to extensive data collection and profiling when they use apps or websites. This data can be used for AI-targeted ads, often without fully understanding the consequences. Consumers should give explicit consent before their data is collected and used for AI-based advertising. Granular consent options that allow consumers to choose what types of data they are willing to share (e.g.,

location, browsing history, purchase history) (Saheb&Sidauli, 2024).

Right to Access and Correct Data: AI algorithms create user profiles based on data collected from various sources (websites, social media, etc.), but consumers may not know what data is being used or have access to that data to correct it. Consumers should have the right to access the data that AI systems have collected about them, and the ability to correct any inaccuracies or delete their data. It can be done through the Correction and Deletion rights, where consumers should be able to correct inaccuracies in their data and request that their data be deleted if they no longer wish to be targeted by AI ads (Bessi & Ferrara, 2016).

Therefore, the key regulatory framework protecting the Consumers are (Laser, 2018):

- General Data Protection Regulation (GDPR): This regulation, applicable in the European Union, provides robust protections for consumer data, including the right to access, correct, delete, and restrict how personal data is used for targeted advertising.

- California Consumer Privacy Act (CCPA): Similar to GDPR, this law gives California residents the right to access, delete, and opt-out of the sale of their personal data, including for targeted advertising.

- Digital Markets Act (DMA): This European regulation aims to curb the market dominance of large tech platforms (like Google and Facebook) and ensure they treat consumers fairly, including in the context of advertising.

Consumer protection in the context of artificial intelligence (AI) is a rapidly evolving area that addresses the rights and safety of consumers using AI technologies. A robust consumer protection mechanisms

are crucial to ensure that technologies are used ethically and responsibly. Balancing innovation with consumer rights will be key to fostering trust and promoting the safe adoption of AI. There are some important aspects to consider here like Transparency and Accountability. AI has affected advertisements specially in decision making of the consumers. The Algorithmic game-plan sometimes has social impacts and chances of misleading the consumers gets maximum. The use of AI for intimating customers can be biased and can instigate discrimination within the society. An inclusive AI system needs to be trained to consider diverse needs of the customers. To ensure non-discriminatory and safe advertisements, robust AI system needs to be designed to minimize the cyber crimes. Therefore, here, Consumer Rights needs to be strengthened and dispute resolution in cases of AI intervened advertisements needs to be incorporated.

Suggestions and Recommendations

After analyzing the findings from both the realms of the study, AI in social image and AI in Social media advertisings, it can be drawn that the digital era has created an elimination of the real world that exists for a person and even their choices and desires. The AI driven technology has in it the capacity to frame a world over social media which has mostly curated elements in it. Moreover, if one looks at the social media advertisings the manipulative character of the AI through Algorithmic calculations creates an artificial picture of the items or resources, just for the benefit of the marketing houses. It almost has the capacity to lure customers and the users into it with the help of its content generators and marketing strategy.

To mitigate the risks of information manipulation in social media driven by AI, several strategies are essential (Vosoughi, 2018):

1. Enhance Algorithmic Transparency: Social media platforms should disclose how their algorithms function, particularly in content curation and recommendation processes. Transparency can help users understand the sources and motivations behind the information they encounter (Lazer et al., 2018).
2. Implement Robust Fact-Checking: Platforms must collaborate with independent fact-checking organizations to identify and flag misinformation. This can include labeling dubious content and reducing its visibility, helping to prevent the spread of false narratives (Pew Research Center, 2021).
3. Promote Media Literacy: Educational initiatives aimed at improving digital literacy among users are crucial. By equipping individuals with the skills to critically evaluate information, we can foster a more informed public that is less susceptible to manipulation (Vosoughi et al., 2018).
4. Regulatory Oversight: Policymakers should consider regulations that hold social media companies accountable for the dissemination of misinformation. Establishing guidelines for ethical AI usage can help protect democratic processes and public trust in media.
5. Combatting Deepfakes and AI-Generated Misinformation: AI technologies such as deep learning can create realistic but fake videos, images, and audio (deepfakes)

that can spread misinformation, harm reputations, or influence elections. Deepfake detection technique, Watermarking and Provenance tracking and Collaboration with fact checkers can be adopted for the same.

Implementing these recommendations can enhance the integrity of information on social media and promote healthier public discourse.

CONCLUSION

The interplay between artificial intelligence (AI) and social media has ushered in an era of unprecedented connectivity, enabling rapid information exchange across the globe. However, this technological evolution has also given rise to significant challenges, particularly concerning information manipulation and the spread of misinformation. As evidenced by key case studies such as the 2016 U.S. presidential election and the Brexit referendum, AI-driven algorithms can inadvertently prioritize engagement over accuracy, facilitating the dissemination of misleading content and distorting public discourse.

The ability of AI to curate personalized content feeds creates filter bubbles that isolate users from diverse perspectives. This selective exposure can reinforce existing biases and deepen societal polarization, undermining the foundations of informed democratic participation (Pariser, 2011) articulated the dangers of filter bubbles, noting that they limit individuals' exposure to counterarguments and alternative viewpoints. Such dynamics were starkly illustrated during the Brexit campaign, where targeted social media strategies exploited existing divisions and shaped

public opinion by amplifying divisive narratives (Lazer et al., 2018).

Furthermore, the reliance on social media as a primary news source exacerbates the susceptibility of users to misinformation. According to the Pew Research Center (2021), a substantial majority of Americans turn to social media for news, often without rigorous fact-checking. This trend not only heightens the risk of misinformation but also raises ethical questions about the responsibility of social media platforms in ensuring the accuracy of the information they host. The COVID-19 pandemic has served as a vivid example, where false information circulated rapidly, undermining public health efforts and contributing to widespread confusion and fear.

In addressing these challenges, a multi-faceted approach is essential. First, promoting algorithmic transparency is crucial for empowering users to understand how their information feeds are shaped. By making the workings of AI algorithms more accessible, social media platforms can foster greater trust and accountability. Additionally, effective fact-checking initiatives can help

combat misinformation by providing users with reliable sources and context. Collaborations between social media companies and independent fact-checking organizations can enhance the accuracy of information and reduce the visibility of false claims (Lewandowsky et al., 2012).

Moreover, enhancing digital literacy is vital for equipping users with the skills necessary to critically evaluate information. Educational programs that focus on media literacy can empower individuals to discern credible sources from misleading ones, fostering a more informed public. This is particularly important in a landscape where misinformation is increasingly sophisticated and pervasive (Storylab.ai, 2022).

As we navigate this complex landscape, ongoing research, robust regulatory frameworks, and proactive interventions are essential to mitigate the risks associated with AI in social media. By fostering an environment where technology serves to inform and engage rather than mislead, we can work towards a healthier and more resilient democratic society.

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