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Role of AI as a Monitoring Tool for Social Media Platforms

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ABSTRACT

Artificial Intelligence (“AI”) technology represents a very cutting-edge innovative technology that is still complex and opaque to most of us. Nonetheless, this technology has found a stronghold in almost every sector thanks to its ability to streamline processes, enhance decision-making, and eliminate tedious tasks. AI has enabled social media to become much more user-friendly and intuitive, with features like facial recognition, image tagging, and speech recognition. The use of AI technology as a monitoring tool on various Social Media Platforms (“SMPs”) is also one of the most important features of the technology. As a result of these platforms' extremely dynamic nature and massive data generation, regulating them presents one of the biggest challenges of the contemporary era. AI provides SMPs with the ability to check user activity, identify any potential breaches or violations of their terms and conditions, and restrict user's access to content that is deemed inappropriate or harmful. AI technology can, therefore, become an indispensable resource for SMPs and can become an invaluable tool in helping these platforms provide safe and enjoyable experience for their user base.

Keywords: Artificial Intelligence, Social Media Platforms, Regulation, Big data

I. INTRODUCTION

Emerging technologies, especially technologies such as Artificial Intelligence (“AI”), have had a profound effect on shaping the modern era. AI has revolutionized various sectors by automating tasks and enhancing data analysis and has enabled more informed decision-making in various sectors such as healthcare, finance, education, robotics, agriculture, social media, transportation, and marketing, etc. We have witnessed innovations like AI-driven Diagnostics, automated trading systems, autonomous vehicles, AI-powered assistants, smart content and personalized learning tools, facial recognition, fraud detection, and many more similar tools. The potential of AI is only beginning to be realized and it has already transformed how we think, work, and live in ways that could never have been imagined before.

Artificial intelligence possesses both generative and disruptive capabilities that significantly

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impact various aspects of our daily lives. Its generative powers help in the creation of new tools that enhance productivity and foster innovation across various industries. On the other hand, the disruptive nature of AI has challenged traditional Business models and job roles and has made it necessary for us to keep up with the emerging trends and technologies in the workplace and the organizational structure. This dual nature of artificial intelligence streamlines operations but also propels significant shifts in economic and social settings.

Artificial intelligence has greatly enhanced our ability to handle tasks that used to take a lot of time and effort. Various AI tools can efficiently do jobs that once seemed unachievable such as processing big data in real time or predicting complex outcomes based on large data sets. Furthermore, AI introduces capabilities beyond human reach enabling us to achieve results and insights at a speed and accuracy that were once unthinkable. AI not only speeds up processes but has opened doors for Innovation and problem-solving, which has made it an invaluable asset.

AI has had a profound effect on the way how Social Media Platforms (“SMPs”) work. Some even argue that if technology such as artificial intelligence wasn't present in the modern era then these platforms wouldn't exist in the shape and form that they do today. It has brought up new ways by which one can manage and show content and also how users can interact with the sites and has helped these platforms monitor user activity to make sure that the users are not exposed to harmful or inappropriate content. AI's impact on SMPs is so significant because it is not only making the user experience better but also introducing ways to regulate these platforms.

AI has become an integral part of social media sites like Facebook, Twitter, and Instagram, providing users with a variety of functions such as content curation, chatbots, and more. AI uses machine learning to create personalized content feeds based on what users like and do on the site. This makes users more interested in staying on the platform.

The data that is generated on these SMPs is analyzed and then patterns are detected in it to form an opinion as to what kind of advertisements and posts should be shown to every user. This way these platforms create a user-friendly and personalized feed. This helps enhance the experience of the users as well as provide crucial information to the SMPs about what kind of content the user engages in.

Another way in which SMPs use AI is by engaging these tools to flag content that breaks the terms and conditions of the platforms such as hate speech, misinformation, cyberbullying, posts encouraging public disorder, or going against public morality and decency. AI might also be used to identify potential threats such as fraud, spam, phishing, or identity theft and can also be

used to detect patterns in user behavior to indicate if they are engaging in any malicious activity on the SMPs. This is important to keep the platform safe and follow the law of the land. Still, it is debatable how well can AI understand the context of the post and the language used.

Various stakeholders have come together to formulate such tools that use artificial intelligence in much more efficient and effective ways. Efforts are being made to make AI more ethical and responsible to protect users' privacy and make sure that the process of checking the content on these SMPs is fair and unbiased. The biggest challenge in front of these regulators is to make sure that they can keep up with the changes in AI Technology so that the innovation does not harm the users' rights and at the same time can ensure a safe and enjoyable experience for the users.

II. ROLE OF AI TECHNOLOGY AS A MONITORING TOOL

- **Audience engagement**

AI helps businesses understand their customers' preferences and personalize the content according to it. Using AI tools like predictive analytics, companies can figure out how to keep the audience engaged. AI also helps these companies look at how users act on their websites and platforms. This information helps businesses know the best ways to engage with their customers and get their attention. For example, a user engaging with feminist posts might be shown posts related to women empowerment or debates on gender justice. Similarly, a user engaging in religious news might be shown other religious posts or religion-motivated political discussions.

In this way, SMPs can make content that grabs their audience's interest and makes them want to take action, whether it be a positive or negative action. AI also helps SMPs customize their content and experiences, making them more unique and tailored for each customer. This increases the likelihood that customers will react well to the content.

- **Efficient marketing**

AI has completely changed the game when it comes to marketing on social media platforms by making it easy and faster for marketers to get things done by using AI to handle everyday tasks. Now marketers can focus on work that needs human skill. AI tools like machine learning, natural language processing and image recognition can quickly and accurately work with a lot of data.

AI has also helped make marketing campaigns more personalized helping the message to better reach out to people. Creating personalized advertisement campaigns as well as creating targeted

posts for the users can help generate better results. Many social media platforms as well as businesses have already engaged the service of Artificial Intelligence in their outreach programs where AI-powered assistants can cater to users' needs far more efficiently than any human could.

- **Smarter advertisements**

With the help of AI Technology businesses can now, more efficiently, reach the right customers with the right message at the right time, which means they do not waste money on ads that do not work. AI allows companies to easily gather useful information and use this information to make advertising campaigns better and more effective. Depending upon what kind of post a user is engaging in, AI can create personalized messages and strategies for each user, leading to better results in sales. Also, AI can spot complex patterns and trends in big data generated on the SMPs that might otherwise be overlooked, which helps businesses make smart decisions about their marketing plans.

- **Refined content targeting**

The most optimum way to connect with your customer base is by using AI tools to monitor user activity and the kind of content the users engage in. By seeing what kind of posts they interact with, which platforms they use and prefer, and what topics they are interested in, SMPs can create content that the users enjoy. With AI you can also determine how often your audience share content and what type of content they are most likely to share with others. Doing this enables you to develop content that appeals to their interest and motivations ensuring that your content is both relevant and engaging.

AI also helps to identify patterns in your audience's behavior enabling you to tailor your content toward their preferences and interest. You can guess what kind of content resonates with your customer base and how to generate content that promotes engagement and sharing by utilizing AI tools to analyze customers' online behavior and preferences.

- **Content moderation**

With the amount of data generated per minute on social media platforms, it is practically impossible for any human being to look into every post that is being generated on these platforms and to decide whether they are harmful or violating the terms and conditions of these platforms. In such cases, AI has proven to be a very useful tool as all the data generated on these SMPs can be filtered out for any inappropriate or harmful content in real-time. AI tools can also remove such content that violates the user policy of these platforms which is crucial to make

sure that these platforms are a safe space for the users.

AI-based content moderation systems also use machine learning techniques to constantly check all incoming content and spot any violation such as hate speech, fake news, cyber-bullying, or even cyber-crimes being conducted with the help of information available on these platforms. Using AI for content moderation also helps enforce stricter rules while keeping the overall user experience enjoyable. Overall AI has made moderation of social media platforms a reality rather than a far-away goal that seemed unattainable to us at one point in time.

III. CHALLENGES OF USING AI IN SOCIAL MEDIA

- **Bias/Discrimination in the algorithms**

Bias and discrimination in AI can show up in certain posts from specific groups being wrongly flagged or removed more often than others. How AI works is that it is given a set of data to analyze and then give required results but sometimes when the AI is not trained on diverse enough data, the impact of the same can be quite serious. For example, if the AI is given a dataset only from white dominant groups it may flag content by African Americans or Indians as inappropriate because the cultural context is lost on the AI.

A data set that might be appropriate for one group because they understand the context behind the post may become harmful or inappropriate content according to artificial intelligence because of conscious or unconscious bias fed into the AI algorithm.³ A picture of a breastfeeding mother is an appropriate example here. For certain groups, it might be quite easy to understand the context of the post and it might not be termed inappropriate or harmful content but the artificial intelligence algorithm does not understand the context and may flag the content as being inappropriate because of unconscious bias.

It isn't always true that the dataset being fed into the AI is consciously made to be biased towards certain groups but because of the lack of diversity in the data set unconscious bias may creep into the results. This can have detrimental physical and mental effects on users as they are exposed to inappropriate information that may further serve to divide people along political, social or racial lines.

The spread of this kind of false news can also lead to increased feelings of mistrust and animosity among the users creating an environment of fear and hatred.⁴

³ Karen Hao, *The Facebook whistleblower says its algorithms are dangerous. Here's why.*, MIT Technology Review, (October 5, 2021), <https://www.technologyreview.com/2021/10/05/1036519/facebook-whistleblower-frances-haugen-algorithms/>

⁴ *ibid*

- **Outrageous Content being promoted**

The way SMPs work is that they earn their profits from engagement with the content being generated on their platforms. The use of AI, especially designed to maximize engagement among users, has become a quite popular strategy for many such platforms. Rather than show the post that users usually engage with or agree with, maximum engagement is ensured by displaying dividing and polarizing content that causes outrage among the users.⁵ For example, a user who has certain political beliefs might be shown posts of the opposite political beliefs so that he may engage with the provided content even more. Rather than focusing on forcing a positive action out of the users, it is quite easy to trigger a negative reaction from the users.

AI tools might be used here to identify what type of content will generate the most heated debates as well as determine the best ways to distribute the content to its intended audience. This approach is highly effective in driving up engagement levels while simultaneously creating controversy and buzz around a given brand, product, or service. Therefore, one of the biggest challenges with using AI on SMPs is that the technology is being used to promote outrageous content that is not safe from a sensibility and morality perspective, especially in a country like ours, with such extraordinary diversity.⁶

- **Social interaction**

Social media platforms used to be a place for people to connect but now, with the advent of artificial intelligence taking over these platforms, these innovations have affected the way we connect to people. AI controls our data and monitors our every move on these platforms, meaning our interactions on these platforms aren't between just people anymore but bots are involved in our interaction and have, to quite some extent, also taken over our interactions to make sure we follow the rules and regulations of these platforms.⁷

This shift has changed how we view these platforms because now users have to be very careful about the information that is available on these platforms and how it is being handled by these algorithms. Managing social media has become easier with AI but it has also reduced the personal connections that users used to make. It is still unclear how AI will affect our future interactions on social media.

⁵ Sattikar, A. A., and R. V. Kulkarni, *A role of artificial intelligence techniques in security and privacy issues of social networking*, 2(1), IJ' CSET, 792, 792-806, (2012).

⁶ *ibid*

⁷ Assenmacher, Dennis, et al., *Demystifying social bots: On the intelligence of automated social media actors*, 6(3), Social Media+ Society, 1, 1-8, (2020).

- **Profiling**

Artificial Intelligence can be used to create disturbingly detailed and surprisingly accurate profiles of users on SMPs.⁸ Algorithms can be trained to detect patterns in the big data collected from these platforms and it could be used to monitor user activity even when they are not technically "online". This has severe consequences on how personal information is used for advertising, marketing, monitoring user activities, and for other purposes.

It is quite concerning that these tools are now used to make detailed profiles of users without their knowledge or consent which has brought up issues about privacy and mass surveillance and how this information might be misused by those in power for their benefit. AI profiling was invented to make user experience better and not to track or influence people's choices.

A recent study from Princeton University has explained the effect of social media on past US elections which is a prime example of how AI profiling can have a severe impact in the real world.⁹ Microsoft has also explained how Artificial Intelligence and social media are being used by certain countries to influence upcoming US elections.¹⁰ This imposes a huge question mark on the undermining of democratic processes as well as the use of social media as a battleground for manipulation and propaganda by certain groups.

- **Privacy breach**

With the advent of technology, privacy breaches have become one of the most critical issues of modern times. Users' personal information is often gathered without their free and fair consent, raising serious ethical concerns about how this data is being used. This is also leading to negative outcomes such as targeting vulnerable groups or censoring certain views which might go against the political will of the government.¹¹

In the scheme of respecting users' privacy, the users must be not only informed about their data being collected, but they should also be informed for what purpose is the data being collected, and how this data is to be collected, stored, manipulated, and disseminated.

The Cambridge Analytica incident is a prime example of how user information is at risk of

⁸ Ploug, Thomas, and Søren Holm, *The right to contest AI profiling based on social media data*, 21(7), *The American Journal of Bioethics*, 21-23, (2021).

⁹ Fujiwara, Thomas, et al, *The effect of social media on elections: Evidence from the United States*, 28849, *NBER*, 1, 31, (2021).

¹⁰ TOI Tech Desk, *Microsoft on how Russia and China are using AI, social media to influence upcoming US elections*, *The Times of India*, (April 18, 6.53 pm), <https://timesofindia.indiatimes.com/technology/tech-news/microsoft-on-how-russia-and-china-are-using-ai-social-media-to-influence-upcoming-us-elections/articleshow/109382624.cms>

¹¹ Dilmaghani, Saharnaz, et al., *Privacy and security of big data in AI systems: a research and standards perspective*, 2019 IEEE International Conference on Big Data (Big Data), (2019).

being misused by those in power.¹² This breach saw the unauthorized use of many Facebook users' data to influence their political views without their consent. This incident led to debates about how data generated on SMPs can be used for profiling and mass surveillance and the targeted users might never even know that data is being misused as such.

Conscious bias is being planned into the algorithms to forward political messages and polarise communities to manipulate the voters' perceptions, undermining the democratic process.¹³

The risk of privacy issues increases as social media becomes more popular and AI Technology advances. AI is getting better at predicting user behavior, which could invade users' privacy or even lead to cyber-crimes such as identity theft.

IV. CONTEMPORARY USE OF AI IN SOCIAL MEDIA PLATFORMS

- **Facebook**

Facebook extensively uses AI to analyze data from its platform. It helps the company to understand how people use different words, acronyms, and symbols to understand the context of the post as well as identify inappropriate or harmful content.¹⁴ Facebook also employs Applied Machine Learning that lets user translate posts on their feed in real-time.¹⁵

Facebook also uses facial recognition to help them suggest who is tagged in photos uploaded by the users. Additionally, Facebook has added chatbots to their app which helps users navigate easily through the app and helps the company to detect any inappropriate or offensive language being used in the app or even in the messaging section.¹⁶ The company also uses AI to predict what content users are likely to interact with most based on their past activities. Facebook also suggests Ads for the users according to their browsing history as well as the post with which the users are interacting on the app.¹⁷

- **Instagram**

The platform uses AI to make the user experience better, block spam, and improve targeted ads. People using the platform can find pictures related to activities, places, events, restaurants, and food by using hashtags and popular trends. Like many social media platforms, Instagram

¹² Sam Meredith, *Here's everything you need to know about the Cambridge Analytica scandal*, NY Times, (March 21, 2018, 6.16pm), [HTTPS://WWW.CNBC.COM/2018/03/21/FACEBOOK-CAMBRIDGE-ANALYTICA-SCANDAL-EVERYTHING-YOU-NEED-TO-KNOW.HTML](https://www.cnbc.com/2018/03/21/facebook-cambridge-analytica-scandal-everything-you-need-to-know.html)

¹³ Fujiwara, *supra* note 7

¹⁴ How does Facebook use artificial intelligence to moderate content?, <https://www.facebook.com/help/1584908458516247>, (Last visited on April 17, 2024)

¹⁵ *ibid*

¹⁶ *ibid*

¹⁷ *ibid*

uses AI to fight against hate speech and cyberbullying.¹⁸ Instagram employs a system called DeepText which goes through the data being generated on the app to flag and remove any harmful messages and posts.

Much like Facebook, Instagram also uses AI to show users content and add that matches their previous activities.¹⁹ The AI employed by Instagram can weed out any offensive messages in the common section as well as in the private messaging section.²⁰

- ***Snapchat***

Snapchat is also one such platform that uses artificial intelligence for the majority of its functions. Snapchat uses machine learning models and augmented reality technology to superimpose various filters on the images or videos captured by the users.²¹ The company's AI experts are now developing deep learning models that can intercept hand motions as well as facial expressions.²² Using augmented reality these motion models can be used to produce new features for the app. The company also uses AI to accommodate its customer base as well as make it easier for them to adopt new features on the app.

- ***Pinterest***

How Pinterest works is that it uses an AI Technology called PinterestLens whereby the users of the app take images and upload them on the app and then other users can use these images to find linked goods instead of typing in keywords.²³ For example, if you see an image of a well-furnished drawing room with a black leather sofa set, you can use that image to find other similar sofa sets instead of typing in the description of the sofa set. This tool thoroughly examines the uploaded images and provides highly tailored content. The app has one of the highest conversion rates with more than 80% of its 300 million users buying things through this site, thanks to the AI technology that the platform employs.²⁴

- ***YouTube***

YouTube now heavily relies on AI to combat misinformation by spotting and flagging videos that attempt to promote the fake news and conspiracy theories that have flourished in recent

¹⁸ How Instagram uses artificial intelligence to moderate content, <https://help.instagram.com/423837189385631>, (Last Visited on April 17, 2024)

¹⁹ *ibid*

²⁰ *ibid*

²¹ SnapML Overview, <https://docs.snap.com/lens-studio/references/guides/lens-features/machine-learning/ml-overview>, (Last visited on April 17, 2024)

²² *ibid*

²³ How Pinterest Uses AI to Capture Our Imaginations, <https://www.wired.com/brandlab/2018/11/pinterest-uses-ai-capture-imaginations/>, (Last visited April 17, 2024)

²⁴ *ibid*

years.²⁵ AI is also used to suggest material for you to view next on YouTube.

- ***TikTok***

Among the first social media sites to be controlled nearly totally by AI is TikTok. Each video you view on TikTok is selected just for you by AI algorithms that have been tuned to provide engaging material.²⁶ Not to mention, TikTok has extremely intelligent AI that rapidly learns from you as you use it and serves up material that is entirely tailored to your interests.²⁷ TikTok also uses AI entirely to examine newly uploaded videos at the beginning of the process.²⁸

- ***X (Formerly known as Twitter)***

Understanding what tweets to recommend to users on their timelines is one of the numerous ways X employs AI in its platform. It seeks to provide users with the most pertinent tweets possible for a more individualised experience.²⁹ X also uses AI to combat offensive statements. X tracks and deletes offensive posts using IBM Watson.³⁰ Watson can quickly analyse millions of offensive and improper messages since it also interacts with the undertones in the texts and the interpretations of various pictures.³¹

- ***LinkedIn***

A platform such as LinkedIn widely uses AI to bifurcate the candidates according to the needs of the employers. For example, the platform uses AI technology to propose the candidates' names in a prioritized ranking based on various factors such as previous working experience, educational qualification, any other scholastic qualifications, etc.³² To make the platform easy to use and productive for companies and job applicants, LinkedIn uses AI to evaluate its performance as well as the feedback from the users to make the app more user-friendly.³³ These platforms might also use AI to create a smart CV for the candidate and to find jobs that are a perfect fit for the applicants.

²⁵ Mallika Rangaiah, *How is YouTube using Artificial Intelligence?*, AnalyticSteps, (April 17, 2024, 2:27 pm), <https://www.analyticsteps.com/blogs/how-youtube-using-artificial-intelligence>

²⁶ Mallika Rangaiah, *What is TikTok and How is AI Making it Tick?*, AnalyticSteps, (April 17, 2024, 2:47 pm), <https://www.analyticsteps.com/blogs/how-artificial-intelligence-ai-making-tiktok-tick>

²⁷ *ibid*

²⁸ *ibid*

²⁹ Jordan Novet, *Twitter is now using a trendy type of AI to figure out which tweets to show you*, CNBC, (May 9, 2017, 7.31 pm), [HTTPS://WWW.CNBC.COM/2017/05/09/TWITTER-USING-DEEP-LEARNING-AI-TO-RANK-TWEETS.HTML](https://www.cnbc.com/2017/05/09/twitter-using-deep-learning-ai-to-rank-tweets.html)

³⁰ Twitter turns to Watson to stop abuse before it starts, <https://www.ibm.com/blogs/cloud-computing/2017/03/23/twitter-watson-stop-abuse/>, (Last visited on April 17, 2024)

³¹ *ibid*

³² An Introduction to AI at LinkedIn, <https://engineering.linkedin.com/blog/2018/10/an-introduction-to-ai-at-linkedin>, (Last visited on April 18, 2024)

³³ *ibid*

V. CONCLUSION AND SUGGESTIONS

In today's modern period, social media is not just a medium of entertainment. With technological evolution, social media has become a powerful tool to share knowledge, work together, and offer new and innovative opportunities for its users. Various social media platforms are leveraging the opportunities presented by Artificial Intelligence and machine learning to create personalized content tailored to the interests in preferences of each user. With these custom updates users can find information that fits their interests and keeps them engaged on these platforms and helps them attract more followers.

From personalized advertisement campaigns to marketing strategies specifically tailored for each user the advent of artificial intelligence on social media has proven to be an invaluable resource. AI Technology also helps SMPS gain insights about user behavior and preferences which allows them to deliver effective targeted campaigns that reach the targeted audience quickly and effectively. AI offers great promise when it comes to innovation, convenience, and efficiency.

However, the technology is not without its perils. The various risks include possible misuse of personal data, bias and discrimination, privacy breaches, social media profiling for mass surveillance, as well as outrageous content being promoted on these platforms. But these issues can be managed by having proper regulation for artificial intelligence to make it more responsible and ethical.

We must focus on developing responsible AI because it will shape our future. NITI Aayog has put forward ideas in its reports on how AI should be transparent, accountable, secure, auditable, and equitable.³⁴ They have also emphasized the need for rules on how AI should be used safely and should be kept up to date with best practices. Additionally, they suggest setting clear regulations on who is accountable when an AI system is developed, deployed, and used.

The Organisation for Economic Co-operation and Development ("OECD") has taken a more inclusive and participatory approach to the development of ethical and trustworthy AI.³⁵ In addition to the NITI Aayog guidelines, the OECD's approach has emphasized inclusivity, fairness, and sustainability. They call for a human-centric approach to AI Technology where all stakeholders can come together and contribute towards sustainable development of AI Technology. The OECD has worked towards creating a safe space for various stakeholders such

³⁴ Aayog, N. I. T. I., *Government of India: National Strategy for AI-Discussion Paper*, June 2018, (2020).

³⁵ Yeung, Karen, *Recommendation of the council on artificial intelligence (oecd)*, 59(1), International legal materials, 27-34, (2020).

as public authorities, businesses, civil society organizations, and individuals to come together and have a dialogue between them on the development of AI to promote responsible innovation so that this technology can be used to accelerate progress towards social and economic goals.

As far as accountability goes, human control will play a major role in determining the issues of liability, be it civil or criminal. Another regulatory approach to this is to create soft laws that incorporate the principle of tech neutrality. Tech neutrality means that regulations should be applied to all technologies, regardless of whether they are new or old, to ensure a level playing field. This helps to ensure that all parties involved in digital activities are equally accountable for any possible liability that may arise from their actions.

Regulatory sandboxes could also be used where the soft laws could be implemented on a small-scale model in a safe space to see how well the rules would be implemented on a larger scale in the real world. Another model of regulation that could be used is trial and error. As the name suggests, in this model of regulation small soft laws will be created that are implemented to specific issues emerging out of the use of Artificial Intelligence in various settings, and the best approach is figured out after trying them all out. An evidence-based real-time model of regulation could also be implemented to regulate social media platforms and artificial intelligence as they allow us to monitor in real-time the effect of policies and laws on artificial intelligence and how it will be able to mitigate the challenges emerging out of the use of this technology.

The European Union has proposed a regulation to create harmonized rules for AI that are compatible with safety, reliability, and accountability standards for trustworthy AI. This regulation is intended to encourage investment and innovation in the AI sector and create an environment in which businesses and consumers can have confidence in the products and services they use.

Data Privacy and Security in India have been a major concern, especially with the introduction of the Digital Personal Data Protection Act proposed by the Ministry of Information and Technology (“MEITY”) that recently received the President's assent.³⁶ However, this act has not been implemented as of right now and comes with various regulatory and executory challenges. Apart from this, the General Data Protection Regulation³⁷ (“GDPR”) provides data protection principles and rights to data subjects, which include the right to access and rectify information, as well as the right to be forgotten. The GDPR also enforces strict penalties for

³⁶ The Digital Personal Data Protection Act, No. 22, Acts of Parliament, 2023, (India).

³⁷ Regulation, Protection, *Regulation (EU) 2016/679 of the European Parliament and of the Council*, 679, Regulation (eu), (2016).

data breaches, which makes it one of the most effective legislation for protecting data.

The need of the hour is to incorporate principles and guidelines in comprehensive legislation dedicated to the regulation of AI. The urgent need now is to form comprehensive laws and guides as to how AI should be regulated in social media platforms to prevent any misinformation, disinformation, and hate speech. Innovative regulatory approaches need to be incorporated to regulate such a dynamic and complex technology to ensure it is being used responsibly and ethically, giving people more protection.
