

HOW **4IR** WILL SHAPE THE FUTURE OF THE MEDIA & ENTERTAINMENT INDUSTRY

- 7G Journalism and Beyond the Media of Metaverse
- The Need of AI in Journalism Academic Programs
- From Automated Generation of Discourse to Automated Generation of Media Publications
- Arab Journalists' and Influencers' Awareness of Artificial Intelligence Journalism Technologies in Managing Social Media Content
- Artificial Intelligence and Its Usage in Social Media
- Artificial Intelligence Journalism New Concepts



AIJJ

ARTIFICIAL INTELLIGENCE JOURNALISM JOURNAL

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Artificial Intelligence Journalism
for Research and Forecasting

About AIJJ

AIJJ is a Quarterly Journal published by Artificial Intelligence Journalism for Research and Forecasting (AIJRF). **AIJJ** a peer-reviewed, double-blind, and an “open access” academic journal focusing broadly on Artificial Intelligence Journalism, and the Fourth and the Fifth Industrial Revolutions’ technologies in media.

Artificial Intelligence Journalism Journal (**AIJJ**) is focusing on searching and forecasting new thoughts and studies on the Fourth and Fifth Industrial Revolutions and artificial intelligence technologies and its impacts on the Media and Entertainment sector.

AIJJ journal aims to raise the awareness of the Artificial intelligence Journalism through the publication of quality research, with an emphasis on new technologies and solutions in new fields such as:

Automation content, AI and detecting fake content, Robotization of Marketing, Media of Metaverse, big data analytics, 7G Journalism, Blockchain-News, Covidization of Media Industry, Dynamic Human Skills (DHS), Artificial Intelligence

Journalism and professional code of ethics, Augmented Reality & Virtual Reality (VR) content, Intelligence-Integrated Public Relations, Cybersecurity in Media & Entertainment Industry and future of the intelligent government services and content.

AIJJ journal is interdisciplinary and publishes both theoretical and empirical work in Artificial Intelligence Journalism, and Fourth and Fifth Industrial Revolutions’ technologies.

AIJJ welcomes theoretical and empirical research studies in Artificial Intelligence Journalism and the new media era.

Aims and Scope

AIJJ is providing a scientific content for practical applications and Academic theoretical advances of the Fourth Industrial Revolution, Fifth Industrial Revolution and Artificial Intelligence (AI) in the Media & Entertainment Industry, Education, and Future of Cities, and related disciplines including (but not restricted to):

- Artificial Intelligence Journalism.
- Fourth and the Fifth Industrial

Revolutions' technologies in media.

- Artificial Intelligence and Media & Entertainment Industry.
- Artificial Intelligence and Future of Education.
- AI and Intelligent Government Services.
- Metaverse and New Media Content (Media of Metaverse).
- Fourth Industrial Revolution and Dynamic Human Skills (DHS).
- Cybersecurity in Media & Entertainment.

Key Words

Artificial Intelligence Journalism; AI Journalism; 7G Journalism; Blockchain-News; Covidization of Media Industry; Dynamic Human Skills (DHS), Artificial Intelligence Journalism and Professional Code of Ethics; AI Ethics; Augmented Reality; Virtual Reality; Intelligence-Integrated Communications; Cybersecurity in Media & Entertainment; AI and Detecting Fake Content; Robotization of Marketing; Media of Metaverse; Big Data Analytics; Machine Learning; Machine Intelligence; Deep

Learning; Data Mining; Big Data; AI in Education, AI and Intelligent Government Services; Artificial Intelligence and Future cities; Fourth Industrial Revolution; Fifth Industrial Revolution.

Artificial Intelligence Journalism for Research and Forecasting (AIJRF)

Artificial Intelligence Journalism for Research and Forecasting (AIJRF) think tank is a global leading organization in researching, forecasting, and shaping the future of Artificial Intelligence and human and the Fourth and Fifth Industrial Revelations.

AIJRF has the advanced skills in training, teaching, searching, and forecasting through its advisory board, plus three skilled teams, which are academic, editorial, and media team, in cooperation with various research institutions and universities, and specialized groups of academics and researchers in US, Euro, Asia, and Medial East. They speak and edit in five different languages: Arabic, English, French, Italian and Spanish.

AIJRF manages and issues” Artificial Intelligence Journalism Journal (**AIJJ**), the first AI

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Submission Guidelines for Abstracts:

1. The abstract should be written in English.
2. Exceeding the word limit for the submitted abstract should not be more than 500 words.
3. The summary must show the full working plan for the study.
4. Be written in either UK or US English.
5. Contain a title page.
6. Please share a short bio.
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8. All submissions should be related to the general theme of the new issue, which will be announced in the “Call for Papers” every quarter.
9. All abstracts will remain

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10. On average the journal returns a decision on a peer-reviewed paper in 15 days.

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Researchers and authors who feel they have grounds to appeal a rejection decision should send a rebuttal email to the editorial team (academics@aijournalism.net), detailing the reasons for the appeal. Rebuttals will be considered by the Editor-in-Chief, often in consultation with the Editorial Board Member who handled the paper. Decisions on appeals are final.

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3. Research will be reviewed by 3 professors, to obtain the final academic approval, before publishing on the **AIJJ**.

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1. Research must be presented in a Word file.
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3. Use 12-point Times New Roman for the main text and smaller fonts may be used for figure captions, and 14 for headlines.
4. The width of each line should not exceed 17.5 cm or 7.0 inch.
5. Start the first line leaving a space of 2.5 cm or 1.0 inch on the upper side.
6. The Title, Author's Names, and Affiliations should all

be centered.

7. Insert one blank line between the Affiliations and the main text.
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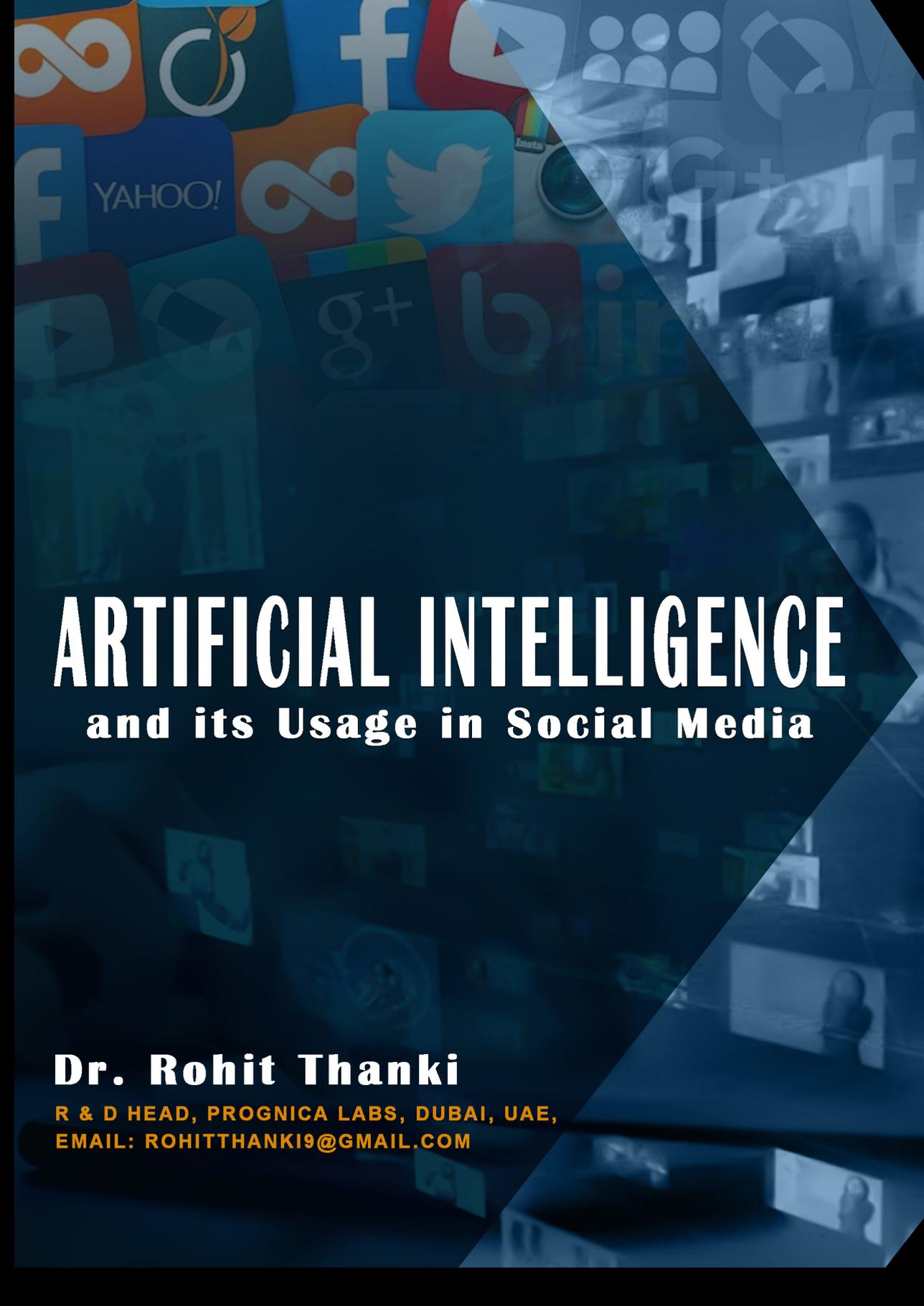


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ARTIFICIAL INTELLIGENCE

and its Usage in Social Media

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Abstract:

During the pandemic, usage of artificial intelligence technology increases in various areas of society such as social media, data security, and analysis, e-commerce, healthcare, etc. This technology provides more benefits to develop intelligent softwares and services without the help of human actions. Recently, many researchers and companies have been working to develop various strategies for social media. This article discusses the basic information of artificial intelligence and its usage in designing the system for social media. Also, the article gives information on various AI tools used in social media.

Keywords:

Artificial Intelligence, Machine Learning, Social Media, Strategy, Tools.

1. Artificial Intelligence (AI):

A computer system with artificial intelligence can perform tasks usually carried out by humans. Machine learning and deep learning are among the methods used in these systems. One artificial intelligence

(AI) application is machine learning (ML). ML algorithms enable systems to learn automatically. With this system, learning can be made simpler without much coding. Essentially, machine learning involves developing and implementing a new model based on computers and software to access information and learn from it. Algorithms identify unique features in the input data that help make better decisions. Applications of these algorithms include medical image processing, computer vision, biometrics, object detection, and automation [1, 2]. Machine learning consists of three types [1, 2]: supervised, unsupervised, and reinforcement.

1.1. Supervised Learning

Real-time applications and practical approaches mainly use this kind of learning. In this learning process, the model tries to learn information from previous experiences of data that has been given to it. As an example of this learning, the input (x) and output (y) is taken, and an algorithm is determined that offers a mapping function (f) from the input to the output, such as:

$$y = f(x) \quad (1)$$

Classification and regression are two types of supervised learning problems. The output is a classification problem's value, group, or category. For example, "cat" or "dog." The regression problem is when the output is constant or accurate, such as temperature or currency. Several algorithms have been developed for supervised learning, and each uses a different method to predict the output [3].

1.2. Unsupervised Learning

The algorithms in unsupervised learning seek to discover a unique pattern or feature on their own. In math, this type of learning is when an input (x) does not correspond to an output (y). Learning this way is called unsupervised since the machine or system finds the answer independently without being given the correct answers. Unsupervised learning algorithms are used mainly for clustering and association problems.

1.3. Reinforcement Learning

A machine or system learns this by taking a particular action that

maximizes output. Then, it uses various software and algorithms to find the best production or behavior the machine can provide for a given input.

Machine learning algorithms cannot meet all the requirements of real-time applications. Thus, finding suitable algorithms is a challenging task that requires trial and error. Researchers [1 - 5] suggest selecting algorithms based on the input data's size, nature, and type of output needed to solve this problem. Thus, in practice, machines are used to reinforce learning. It exposes itself to the platform where it continuously trains itself to improve predictions. In real-time machine learning applications, multimedia data such as images, videos, speech signals, etc., are used as inputs. Due to its simplicity and ease of understanding, the machine learning image is popular in the research community [6].

2. Usage of AI in Social Media

Artificial intelligence (AI) is a subject that compasses various technologies such as machine learning, deep learning, computer vision, signal processing, and others.

AI technology enables computer systems to do particular tasks or applications on par with humans. For example, deep learning-based object detection algorithms are widely used in self-driving cars worldwide. Also, various online platforms such as Amazon and Netflix used recommendation algorithms to suggest items and movies based on your search pattern. AI technology is playing a significant role in developing most social media sites. As a result, AI is used in the back end of many famous social networking platforms. Also, increase user compatibility, social media platforms used AI technology and its upgrades. For example, machine learning based algorithms along with face recognition are used by Facebook for advertising purposes. While LinkedIn used AI to provide job suggestions. Artificial intelligence improves social media marketing in two significant ways [7]:

1. **Decrease Operating Costs:**

AI can convert important tasks by fully or partially automatic processes that reduce operation time. These tasks may include scheduling and posting content, fetching important information from relevant sources or links, and

speeding up the searching process you want to post.

2. **Increase Revenue:** Using AI can also improve social media posts and strategies, leading to more engagement and better results. By analyzing the data, AI can help you determine which content is most effective, which audiences are most suitable, and which channels should be used. This technology can even generate more effective ads for you.

3. Advantages and Disadvantages of AI in Social Media

The benefits and disadvantages of AI technology in social media are described as per below [8]:

3.1. Advantages of AI in Social Media

There are apparent advantages to social media platforms from using artificial intelligence [8].

- Previously, content and ads couldn't be precisely targeted. However, the increased usage of their platforms and the

increased click-throughs on advertisements increase revenue.

- Many challenging problems around content moderation that social media companies face is hard to solve without artificial intelligence. However, this is a step forward for both platforms and users alike.
- AI is also useful for diehard users. It's essential to receive more content that appeals to you on social media.
- It's also important to remember that users are also consumers, and consumers gain when they're shown relevant advertisements for products they want.
- AI enables social media marketers to take advantage of considerable efficiencies in creating social campaigns. Moreover, AI achieves better performance by accurately targeting consumers and predicting outcomes.

3.2. Disadvantages of AI in Social Media

AI in social media has its

disadvantages as per below [8]:

- AI algorithms at Facebook developed due to the company's maximization of engagement actively spreading misinformation, division, and hate. The effects were both mental and physical for users and were very negative. Also, Instagram's content (selected by algorithms) created negative body image feelings in young girls.
- AI for engaging users is often explicitly designed in many cases. Divisive, polarizing content that causes outrage tends to generate the most engagement.
- Social media marketers can also have problems with this. Artificial intelligence (AI) failures at major social media platforms can result in your brand's content appearing next to hate speech or inappropriate material, damaging your reputation.
- Marketing professionals could also be tempted to use AI tools to increase engagement for their campaigns, continuing

a cycle of polarization for attention and brand recognition.

4. Examples of AI in Social Media

The AI can be used in various services of social media as per below [8]:

*** Social Content Creation and Management:** Intelligent automation and machine learning can help you create sharable content for every social media platform you use and then control how that content is distributed.

- Easily create social media posts: An AI tool can learn what social media posts work and advise you on what to share next by using historical data. It can then help you scale your posting.
- Determine what messages to share on each platform: Using artificial intelligence, your brand voice can be automatically developed across platforms such as Facebook and Instagram to increase social media engagement.
- Manage social media more

efficiently: With artificial intelligence, you can analyze your audience across multiple social channels and manage your work accordingly.

*** Social Insights and Social Listening:** There are many tools for analyzing social media content, profiles, and audiences powered by AI.

- They are measuring brand and social trends. Social media intelligence powered by artificial intelligence can help companies measure and improve brand equity, detect consumer trends, and understand target audiences.
- Decide which content has the most significant impact. Artificial intelligence-powered social media tools can analyze your posts and those of other companies and recommend when to post and what creative to use.
- Images and facial recognition can locate products, logos, and brands in online posts.
- Conduct influencer marketing on social networks at scale by identifying the right influencer.

* **Social Advertising:** You can now use artificial intelligence to write social media ads for you. By predicting which language will improve performance at scale, AI can optimize ads for clicks and conversions.

- Create Facebook and Instagram ads. AI can currently create short-form ad copy for Facebook and Instagram.
- Management and improvement of social media advertising. In addition, AI can provide recommendations to improve performance based on data analysis of PPC advertising across Facebook and Instagram.

5. AI Tools for Social Media

The important AI tools that are used to streamline any social media strategy are described as per below [7 – 9]:

1. **Yotpo [10]:** With clever technologies like Yotpo, we can now manage client reviews, another time-consuming task. You can improve your

goods and services based on its moderating tool, which analyzes consumer feedback and attitudes. By collecting and providing essential reviews to potential customers, it is also possible to increase sales.

2. **AI-writer [11]:** Artificial intelligence can also be used for content creation instead of just performing data-processing tasks. AI-Writer generates complete blog entries by simply entering a headline. However, even though the content isn't flawless, and the output isn't always perfect, content producers can still save time creating blog posts.
3. **Exceed [12]:** 'Exceed. ai' is a sales tool powered by artificial intelligence (AI), automating email communication and personalizing conversations. Potential clients are presented with a natural experience using this marketing automation technology. They have conversed

before they are transferred to an actual sales representative, assessing their product needs.

4. **NetBase [13]:** Brands have been using social media listening for decades, but NetBase goes one step further by adding machine learning and artificial intelligence. Its artificial intelligence-powered system analyzes social media conversations in real-time to provide you with real-time feedback on how your audiences are reacting to your newest brand news and changes. By using these insights, marketers can better defend their brands, manage crises, and optimize campaigns.
5. **Intelligence Node [14]:** The Node platform is an artificial intelligence platform that uses data from people and organizations to predict how companies could better engage their customers, workers, investors, and partners. The program links online elements like people,

products, and companies to identify those most likely to convert or buy. These predictive insights can be helpful in various applications, including marketing automation, management consulting, and job applicant monitoring.

6. **Atomic Reach[15]:** If you had a content marketing assistant on staff, Atomic Reach's artificial intelligence technology does the job. Organizations can convert content into sales using its content switchover platform, which uses conversion optimization and business analytics. Even though it can aid SEO, its findings are much more ROI-oriented, observing what drives conversions and allowing blog headlines and tone enhancements to be seamless.
7. **Seamless[16]:** Using seamless.ai, users can search and sort through extensive contact databases quickly. This sales intelligence application

assists in stacking contact information (emails, mobile numbers, etc.) and automatically generates a list of prospects without the laborious process of list creation and research, data input, and other tedious tasks.

8. **Crayon[17]:** Crayon automates competitive analysis using artificial intelligence. Advertisers gain access to the latest market news and developments with the help of its technology, allowing them to spot trends and make rapid, educated decisions.
9. **Unscreen[18]:** With Unscreen, video backgrounds are entirely removed from videos using artificial intelligence. You used to need complicated procedures to capture background-free video, but Unscreen now turns this task into a breeze. In addition, Unscreen lets you replace the static or video wallpaper after removing the backdrop.

10. WordStream

[19]: WordStream is an artificial intelligence-based program that uses machine learning to improve ad performance. The software analyzes PPC ads on social media networks, and recommendations are given based on data. As well as online sellers and marketing agencies, the platform is available to small businesses and large corporations. The tool can help them determine if their PPC campaigns were successful and facilitate scaling, training, and driving dynamic online growth, ultimately generating a solid return on investment. The most talked-about feature is its 20-Minute Work Week. The tool streamlines marketing decisions and allows marketers to send updates and suggestions about improving campaigns.

11. **Pattern89 [20]:** In Pattern89, marketing and ad campaigners are empowered to take control of the essential ad management tasks, including channel

recommendations, budget allocation, and bid optimization. Besides offering suggestions for improving the ad campaign's performance, Pattern89 also guides targeting the audience and adjusting the budget. Additionally, the platform provides a Creative Ads Manager tool. You can analyze all your past ads with filters, including ad targets, audience, campaign objective, and ad set, among others.

12. Phrasee [21]: Using Phrasee, companies can optimize their marketing copy using artificial intelligence. Due to its natural language generation system, the platform makes marketing copy sound more human. As well as predicting what language will work and which won't, its deep learning engine does this more accurately. The tool analyzes data from social media, emails, and other online posts to determine which marketing assets are most minor and most effective. You can

use Phrasee to test your ad copy or to use the one that the platform suggests.

13. Linkfluence [22]: You can monitor and analyze your social media channels with Linkfluence, an AI-based social media management tool. Linkfluence helps you understand your brand's social media activities and understand your audience. This tool uses the data deluge generated by social media users every day to assess the impact. Your brand's position in the marketplace will become more apparent when you know what makes it unique. In addition, you can set intelligent objectives after tracking your brand equity on social media. On the other hand, you can create the most appropriate products and services and custom marketing campaigns to match by analyzing and predicting customer trends.

14. Cortex [23]: You can customize your content to meet the needs of your

audience with Cortex. Additionally, you can use Cortex to study your competitors in detail. Through a data-driven creative approach, the platform helps marketers learn what trends resonate with their customers and how to leverage them to stay ahead of the competition. Social media is completely automated with the AI-based platform. Cortex helps you plan, schedule, create and optimize social media posts faster and more efficiently.

15. Socialbakers

[24]: Socialbakers is a tool that gives you advanced audience insights. It is an AI-based tool that allows marketers to create unified feeds, track and manage influencers, and monitor social media on all platforms. You can also use the analytical dashboard to analyze the success of your posts and find the best posting times with its innovative scheduling tools.

16. HubSpot [25]: The HubSpot social media

management tool allows you to create social media posts based on the metadata of the link. It is probably one of the most popular AI-based companies. HubSpot is easy to use. There are no complicated instructions. You can create a post by simply clicking on the 'Create Post' link and pasting the link into the text box. Upon entering the information, it will display a short description, a photo, and a link to the page. Upon posting, you will see a copy of the post, which you can change to fit your style.

17. Sprout Social [26]: This is one of the top tools for managing communities on social media. Automated tweets can be generated with Social Sprout to communicate with readers, followers, or fans. Furthermore, direct messages can be managed through the dashboard. This artificial intelligence-based software can analyze tweets based on their sentiment and wording. So even though the platform

won't take over the entire conversation with your customers, it will expedite the process.

18. Lately [27]: A social media campaign is created using Lately's ability to recognize context from content. The AI-based platform also offers a dashboard containing all the tools for managing and scheduling social media projects. Utilize its historical metric analysis feature to maximize the impact of your posts. Additionally, you can use it to improve the content and find the best posting time. Messages can be customized based on information or URLs, similar to Social Sprout.

19. Persado [28]: With Persado, you can connect authentically with your target audience and create meaningful relationships. The platform uses artificial intelligence and machine learning to create emotional profiles tailored to specific audiences. Through this tool, you can analyze

campaign responses in the past and customize your content to reflect your brand's personality.

Conclusion

With artificial intelligence, you can track and analyze all social media activity, including recitals, customer engagements, and insights. Because of this, businesses have a better understanding of the preferences and decisions of customers. The AI tracks the purchase histories and searches histories of customers. Performance indicators are also used for search engine optimization. AI provides flawless personalization for numerous social media platforms thanks to its ability to properly analyze user-profiles and customize the whole user experience.

The Author

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