**The Risks of Social Media Algorithms**

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Social media platforms have emerged as a significant presence in our society, influencing our way of communicating, learning and finding entertainment. However, these platforms now leverage artificial intelligence (AI), whose sole objective is to analyze user data, content and actions with the aim of boosting their advertising revenue.

Social media platforms predominantly employ AI to curate personalized feeds for individual users based on their data, including likes, comments, shares and browsing habits. These tailored feeds are crafted to sustain user engagement by showcasing more of what interests them while minimizing content they might not favor. The advertisements strategically aim to prompt user engagement by presenting products or services tailored to their preferences and concerns. This is how tech companies have rapidly grown into billion dollar businesses, often focusing more on making money than on caring for people.

However, the use of AI in these practices has significant negative impacts on users and society as a whole. Social media platforms utilize AI to create engaging features like notifications, likes and endless scrolling. Moreover, they employ AI to magnify and spread false information such as questionable news items, conspiracy theories and propaganda that can influence users beliefs, viewpoints and behaviors. Additionally, these platforms exploit user data including personal details, preferences and emotions resulting in privacy breaches, identity theft, psychological manipulation, among other detrimental effects. This is all done with the objective of getting a higher click rate, which in turn means more money for the platform.

I see that these companies have an obligation to ensure that their platforms are secure, fair and beneficial for users as well as society at large. Regrettably, they have fallen short in doing so by prioritizing profits over the well being of their users interests and rights, without whom they wouldn’t exist. Hence, it is crucial to establish new regulations that govern the utilization of AI on social media platforms in order to safeguard users from being exploited by AI.

Users should be informed about how AI is employed on these platforms and its impact on their data, content and overall experience. They deserve access to transparent and accurate details regarding the origins, methods and objectives of AI usage, along with understanding the risks and advantages associated with AI on the platforms they engage with. The platforms should be held responsible for any detrimental effects caused by AI on these platforms, and have avenues to seek compensation for any harm caused by it.

Having chaired the United Nations Advisory Committee on Internet Governance (UNICTTF), I advocate for user involvement in overseeing the governance of AI on social media platforms to actively contribute to the development and implementation of AI technologies they encounter. It is essential for users to have meaningful opportunities to express their opinions, preferences and values inclusively in shaping decisions related to these platforms.

Social media sites can bring positive impacts when used responsibly and ethically. Conversely, they can also have negative consequences if misused. It is crucial for both users and platforms to make responsible choices since their relationship is interdependent.

Prioritizing user welfare is imperative and implementing new regulations to safeguard against technology misuse is vital. The aim should be to ensure that social media platforms benefit us rather than control us.