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**THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL
MEDIA**

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Abstract

Artificial intelligence (AI) is revolutionizing industries, including marketing and communication. By integrating AI tools, companies—large and small—can streamline marketing processes and boost performance. In the realm of social media, AI supports tasks like content creation, campaign management, scheduling, and performance analysis. This paper explores how AI transforms social media marketing, particularly in small and medium-sized enterprises (SMEs). It analyzes academic findings, empirical research, and offers practical tool recommendations to enhance social media management through AI. Marketing has witnessed a dramatic evolution—from posters on electric poles to AI-driven personalized advertisements that compel users to engage with company portfolios. Today, Artificial Intelligence (AI) plays a pivotal role in automating marketing strategies by independently analyzing data and optimizing outcomes. While there is a prevailing fear that AI will render human jobs obsolete, this is only partially true. Human cognitive ability remains unmatched, though routine and repetitive tasks are increasingly being handled by machines. As long as individuals continue to utilize their unique skills and creativity, AI will remain a tool rather than a replacement. This paper explores the evolution of marketing—from traditional methods to AI-integrated systems and social media marketing—and critically examines both the positive and negative implications of AI's growing influence in this domain.



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1. INTRODUCTION

1.1 Traditional Marketing

Traditional marketing can be broadly classified into four categories: print, broadcast, direct mail, and telephone marketing.

- **Print media** is one of the oldest forms, dating back to ancient Egypt. In modern times, it includes newspapers, magazines, and brochures. Despite digital advancements, it retains strong reach in remote areas.
- **Broadcast media**, encompassing radio and television, leverages both audio and visual stimuli to capture consumer attention. Notably, the first commercial radio broadcast aired in 1920.
- **Direct mail** involves sending promotional materials such as postcards and catalogs directly to targeted individuals, enabling a personalized approach.
- **Telephone marketing** or telemarketing, though once popular, is declining due to its intrusive nature and changing consumer preferences.

The effectiveness and choice of traditional marketing channels often depend on company size and budget. For instance, a 30-second ad during the 2012 Super Bowl cost approximately \$3.5 million. Small businesses tend to prefer cost-effective channels like local newspapers or radio ads. In the digital era, the high velocity of data generation has compelled marketers to adopt new methods for swiftly processing information to better align with user expectations. The contemporary challenge lies not in the scarcity of data or the absence of analytical tools, but rather in the **limited attention span** and **impatience** of internet users. Consumers now demand **instantaneous responses**, with little tolerance for delays. As Kotler et al. (2017) note, the average attention span of internet users has significantly declined—from 90 seconds to just 30 seconds over a span of five years. In this context, the brand that delivers a product or service first is most likely to capture consumer attention. However, in an age where data is produced in **terabytes**, achieving this speed of response appears increasingly difficult—if not impossible (Kotler et al., 2017).

This is where **artificial intelligence (AI)** comes into play. With its advanced capabilities, AI has transformed the management of massive datasets into a more efficient and streamlined process. It has opened new avenues for marketers to target users in a **precise and immediate** manner. Despite popular portrayals in American cinema—where AI is often depicted as a dystopian force threatening human existence—the reality is quite different. Rather than posing a threat, AI enhances daily experiences by integrating **predictive intelligence** into the digital platforms people use, making them more intuitive and intelligent.

AI's influence is especially evident in **social media**, which has not remained immune to this transformation. Platforms like YouTube now recommend content based on user behavior and



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search patterns, while Facebook suggests connections based on users' geographic locations. AI is subtly yet steadily becoming ingrained in users' social media routines. We are currently witnessing a **transitional phase**, where artificial intelligence is reshaping our interactions, consumption habits, and expectations on these platforms.

1. Definition of Artificial Intelligence.

John Haugeland (1989) explains that artificial intelligence (AI) has roots not in modern technology alone, but in a long intellectual tradition. He identifies two recurring science fiction themes concerning intelligent artifacts:

- The **“creature characteristic”** genre, which features beings like androids resembling natural organisms but created by humans.
- The **mechanical robot genre**, portraying machines with gears, pulleys, and limited emotions—often more restricted than androids.

Contemporary AI, Haugeland emphasizes, relies not on bioengineering or "chemical magic," but on sophisticated programmable electronics. The core challenges of AI lie not in technology, but in **deep theoretical foundations**. He suggests that if traditional theories hold, future computers might possess an artificial mind.

Nils J. Nilsson (1998) defines AI as the **study of intelligent behavior in machines**, encompassing perception, reasoning, learning, communication, and action in complex environments.

AI, as a term, often evokes mixed emotions—fascination due to its association with intelligence, and fear due to its artificial nature. This fear stems from representations of intelligent machines in science fiction and philosophical concerns about the soul and consciousness (Ertel, 2017).

John McCarthy, a pioneer of AI, defined it in 1955 as the **development of machines that behave as if they were intelligent**. Deyi et al. (2017) offer a more comprehensive definition: AI encompasses various human cognitive functions such as memory, emotion, reasoning, perception, and learning—reproduced artificially by systems or machines.

2. Artificial Intelligence in Marketing

AI in marketing refers to technologies that can **process, analyze, and interpret large volumes of data**—replicating human-like decision-making (Tjepkema, 2018). This enables marketers to:

- Understand consumer sentiment in real time.
- Optimize communication strategies.
- Predict customer behavior based on past interactions.

AI tools compare traditional customer metrics with complex, real-time data streams, leading to **more targeted and effective marketing campaigns**. These tools can:

- Analyze keywords, social media profiles, and online behaviors.
- Customize messages to the right audience at the right time.



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- Build accurate and dynamic consumer profiles.

Ultimately, AI is revolutionizing digital marketing by enabling **data-driven decision-making**, personalization at scale, and real-time interaction with consumers.

3. Characterization of Social Networks

Social networks have evolved significantly in recent years. Originally conceptualized by **John A. Barnes (1954)** as groups of people forming relationships, they now include virtual communities where individuals interact, share content, and form digital relationships (Briard et al., 2011).

Boyd et al. (2007) define social networks as web-based platforms allowing users to:

- Create profiles.
- Connect with other users.
- Display and manage friend lists.

These networks allow free exchange of opinions and product reviews without legal or temporal restrictions (Graham et al., 2007).

4. Social Networks vs. Social Media

Although often used interchangeably, **social networks** are a **subset of social media**.

- Social networks like **Facebook, Instagram, and Twitter** enable social connections and content sharing.
- **Social media** includes broader platforms like blogs, forums, and Q&A sites, all enabling user-generated content and interaction (Rissoan, 2011).

Traditional media (TV, radio, print) are static—they disseminate information but lack interactivity. In contrast, **social media is dynamic**, allowing users to create, share, and interact with content in real time (Balagué et al., 2010; Ziryebe, 2011).

5. Applications of Artificial Intelligence in Social Media

Given the **enormous volume of data** generated on social media, AI plays a vital role in:

- **Filtering and analyzing content** efficiently.
- **Detecting trends** and user behavior patterns.
- **Monitoring brand sentiment** across platforms.
- **Enhancing customer interaction** through chatbots, personalized recommendations, and targeted advertising.

AI enables brands to **engage with consumers in real time**, influencing their decisions and creating more meaningful digital experiences.

2. CHATBOTS

A **chatbot** is an artificial intelligence (AI) software capable of maintaining a conversation or discussion with a user using natural language. These interactions can occur on various platforms, including email applications, websites, and mobile apps (Dagnon, 2018; Frankenfield, 2018).



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Chatbots represent a significant advancement in human-machine interaction. Technically, however, they are essentially an evolution of traditional question-and-answer systems, built on natural language processing (Frankenfield, 2018).

Applications utilizing chatbot technology aim to humanize communication between machines and people, thus enhancing customer experience. For businesses, chatbots offer considerable opportunities to improve customer integration while reducing the cost of customer service operations.

To deliver effective performance, a chatbot must successfully perform two key tasks: understanding user input and providing relevant responses. Moreover, **human support** remains essential at all stages — development, monitoring, and optimization of the chatbot system (Dagnon, 2018).

Chatbots serve multiple functions: they guide users toward brands and products via instant messaging apps, assist in website navigation, and provide a highly personalized experience. They are often integrated into websites to initiate interactive conversations, offer assistance, and follow up with users. Additionally, they can be embedded in order or contact pages to guide users throughout the conversion process (Frankenfield, 2018).

It is important to recognize that marketing goes beyond customer acquisition — it also involves **engaging users** with the brand. Chatbots are ideal tools for this purpose. They track and analyze customer browsing and purchase history, allowing brands to refine and retarget digital campaigns based on insights gathered, thereby boosting conversion rates.

Chatbots also significantly improve the efficiency of customer service. Most inquiries and complaints can be addressed quickly using chatbots, which can respond to FAQs, assist users through various processes, and provide fast, 24/7 support. This automation frees up customer service and sales teams to focus on more complex or strategic tasks.

Furthermore, as **social media marketing** has grown, customers now directly interact with brands through these platforms. Chatbots integrated into social media applications enhance user experiences by maintaining conversations and offering seamless services.

Despite their technological advancements, chatbots cannot fully replace humans. Their capabilities are confined to automating routine tasks, thus allowing marketing teams to concentrate on more creative and value-added work. Regular updates and maintenance are essential to ensure chatbot effectiveness. Their success depends on collaboration between multiple departments — including IT, customer service, marketing, and sales — to develop a solution that addresses core customer issues.

Importantly, human customer service remains indispensable. While chatbots are helpful for solving minor problems, well-designed bots are programmed to escalate more complex issues to human agents when necessary. Therefore, chatbots are not standalone solutions but serve as dynamic and adaptable tools in the broader customer service ecosystem (Dagnon, 2018).

➤ **Predictive Analytics**



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Predictive analytics involves using statistical techniques and machine learning to analyze behaviors and make informed predictions. Human behavior is generally predictable — most people follow daily routines such as waking up, brushing teeth, taking a shower, getting dressed, and having breakfast. This predictability allows marketers to anticipate future behaviors and tailor campaigns accordingly (Stelzner, 2018).

Machines enhance this capability by making predictions more precise. For instance, predictive analytics can inform marketing departments when to increase Facebook Live sessions or reduce ad spending — leading to greater efficiency and cost savings. If marketers can predict consumer behavior accurately, they can optimize their strategies to save both time and resources.

At its core, predictive analytics focuses on **event detection**. In marketing, this means forecasting a sequence of customer interactions over time. For example, a marketer can anticipate the optimal time to engage customer service to handle specific inquiries or actions (Stelzner, 2018).

Surprisingly, predictive analytics is not a new concept. It has been around for more than **70 years**. While many associate it with recent technological advancements, the foundational principles of learning and automation date back decades.

AI-Generated Content

The laws of content marketing evolve each year. Blogs have become longer, while web pages and targeted advertising are now essential. Google continues to roll out new machine learning algorithms, and artificial intelligence (AI) is increasingly supporting marketers by interpreting large volumes of data and enhancing digital campaigns. These advancements aim to better understand the intentions of internet users and recommend content that aligns more closely with their expectations (Kreimer, 2018).

AI allows marketers to automatically generate content for simple narratives such as stock market updates or sports reports. For instance, it is remarkable that a machine, using AI-generated content, could produce a sentence like:

"Tuesday was a great day for W. Roberts, as the junior pitcher kicked off a perfect match to give Virginia a 2-0 win over George Washington at Davenport Field."

AI generates content based on structured rules and requires datasets—such as a match summary—to create a coherent narrative. This capability can significantly reduce the time needed to develop reports, allowing companies to reallocate human resources to more complex and strategic tasks.

However, while AI-generated content is expanding, it still faces significant limitations. AI cannot function autonomously—it requires human input and supervision. Moreover, because machines lack emotional awareness, they are unable to understand or replicate human humor or nuanced sentiment, even if these are programmed into their algorithms (Kreimer, 2018).



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Consequently, AI-generated content is best suited for standardized reporting, such as financial statements, quarterly performance updates, or real-time inventory summaries, where creativity and emotional intelligence are less critical.

➤ **Social Selling**

With the increasing time users spend on social media, they have become more informed and independent. Social selling has emerged as a strategy that leverages these platforms to build brand awareness, identify prospects, and foster meaningful relationships with users.

Social selling refers to the strategic use of social networks to find, interact with, understand, and engage potential customers. It is a modern technique aimed at building strong, trust-based relationships that keep the brand top-of-mind for potential buyers (Newberry, 2017).

Importantly, social selling is not about bombarding people with ads, tweets, or unsolicited content—that would be considered spam. Instead, it focuses on nurturing authentic relationships and actively listening to customers to offer solutions that address their immediate needs and simplify their lives.

Social selling is further enhanced by AI technologies and tools like chatbots, which facilitate real-time engagement and responsiveness. These digital tools help companies maintain consistent presence, provide timely information, and respond to inquiries in a personalized manner.

1.2 Social Media Marketing

Social media marketing involves leveraging platforms such as Facebook, Twitter, YouTube, and Google Ads to promote products, events, and services. It is widely adopted due to its **low cost**, **broad reach**, and **targeted capabilities**. This method particularly appeals to younger and middle-aged demographics who are more digitally active.

Platforms collect user data, including search and purchase histories, enabling marketers to segment audiences by age, location, and preferences. This enhances the relevance of advertisements and improves engagement rates. Social media also facilitates event promotions, user registration, and sharing, increasing organic reach.

1.3 Artificial Intelligence and Society

The emergence of AI has led to misconceptions regarding job displacement. Instead of replacing human intelligence, AI should be seen as a tool to **augment human capabilities**. Organizations can integrate AI into their systems while retraining employees, ensuring human oversight remains central to AI implementation. Through legal and ethical frameworks, businesses can control AI's scope and usage responsibly.

2. Future of AI

The future promises **increased automation**, especially in transportation and hazardous industries. AI will perform tasks like welding, defusing bombs, and handling toxic substances, thus reducing human risk. Additionally, AI will help predict natural disasters through data analysis and may even



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evolve to recognize and respond to human emotions, potentially revolutionizing customer service and marketing.

2.1 AI in Marketing: Impact on Traditional and Modern Strategies

AI's application in marketing, especially within the **Supply Chain and data analytics**, allows organizations to make intelligent, data-driven decisions. AI systems analyze consumer behavior, forecast demand, and recommend strategic actions based on objectives such as cost-efficiency or customer satisfaction.

According to AI pioneer John McCarthy, AI is "the science and engineering of making intelligent machines." In marketing, this intelligence is applied through:

- **Hyper-targeted ads** based on demographics and behavior.
- **Dynamic pricing models** that adjust offers based on consumer intent.
- **Automated decision-making** in real time, improving agility and personalization.

However, challenges persist. AI systems must be:

- **Aligned with organizational goals** (e.g., prioritizing quality over cost),
- **Cost-conscious**, considering implementation feasibility,
- **Scalable**, to adapt to changing market demands. Although AI simplifies routine processes, it does not eliminate the need for human creativity. Instead, it serves as a **complementary force**, enhancing marketing precision and scale.

2.2 AI: Boon or Threat to Employment?

AI is primarily designed to handle repetitive and dangerous tasks, **freeing humans** for roles requiring critical thinking, strategy, and emotional intelligence. Contrary to fears, AI's purpose is to enhance productivity and reduce workplace hazards—not to cause unemployment.

However, complacency may lead to job displacement. Employees must continuously **upskill** to remain relevant. For example, manufacturing roles are increasingly automated due to cost-effectiveness and the non-human constraints of robots (e.g., no sick leave or labor laws). Companies benefit from AI-driven production scalability, especially under suboptimal working conditions.

3. CONCLUSION

Marketing remains a dynamic and essential component across sectors. Historically, it evolved from personal selling to mass media advertising, and now to AI-driven digital marketing. Despite the advantages of **social media and AI**, exclusive reliance on them is problematic because:

- A segment of the population is still **unaware** or **distrustful** of social media marketing.
- Information on these platforms is often viewed with **skepticism**.

Thus, an **integrated approach**—combining traditional and digital strategies—remains most effective. Organizations must **adapt** to technological advances while ensuring their marketing strategies are contextually appropriate, goal-oriented, and inclusive.



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We recognize the value of artificial intelligence (AI) particularly when dealing with vast amounts of data—something that can overwhelm even the most experienced data analysts and marketing researchers. However, thanks to AI, processing large volumes of data has become significantly easier. This advantage extends beyond just social media marketing; AI impacts all facets of marketing.

AI represents the next evolution in marketing campaigns. It enables the generation and analysis of personal data, allowing companies to create more targeted and effective strategies. Businesses can now use AI to profile potential customers, analyze their behavior, track habits, and identify motivations—all with the goal of offering products or services that align with customer needs and expectations.

Social networks are a critical arena for businesses to build personalized relationships with customers. However, these platforms are also heavily saturated. Simply choosing to use social media marketing tools is no longer enough; adopting advanced techniques and technologies is essential. While the term "artificial intelligence" might sound intimidating to some, it is an exciting prospect for forward-thinking companies. AI empowers businesses to design marketing campaigns that are not only more personalized but also more intelligent.

4. AUTHOR(S) CONTRIBUTION

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