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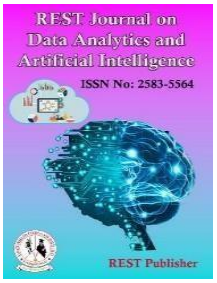

Analytical study of hashtag # at social media platforms in the era of artificial intelligence

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Abstract: *The increasing influence of social networking sites, today instead of the traditional use of communication technology, changes are being seen in certain signs and symbols in the language every day. Among all these symbols, hashtag is at the forefront as a symbol of artificial intelligence. hashtags (#) have become a new way to express your views in an organized manner in the media. The ideas of the Capitol Hill movement in America and the farmers' movement in Delhi were spread through hashtags. hashtag (#) Control is not the answer hashtag (#) Self-control is the answer. This is based on the trend of hastag and its usage at various platforms.*

Keywords: *hashtag activism, Social media, Twitter, fake news, hashtags, Technology, disinformation and misinformation.*

1. INTRODUCTION

Research Methodology: In this research paper qualitative and quantitative methods are used

I. Descriptive
II. Content Analysis

Objectives of the study:

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1. A study is attempting to understand the concept of hashtags.
2. A study of the importance and power of social media activism through hashtag campaigns.
3. Study of negative and positive impact of social media.

Preface: Since technology is changing so quickly these days, it is crucial to consider and comprehend the effects that technology and its ongoing changes have had on society, especially in terms of information flow, social ideals, and international politics. Because technology affects us on a daily basis, the debate about technology's ability to shape news narratives is crucial. The question is whether technology is absolute in and of itself, and communication and technological philosophers have confirmed that technology has a philosophy and is not absolute. Scholars such as Andrew Feinberg have attempted to comprehend technology from a communication standpoint on two levels. First, is technology absolute in and of itself? Secondly, does technology have values that begin to show their influence as.

According to the famous thinker Herbert Marcuse, "Just as science cannot be understood without politics." If we look at this together, then the working method of science and technology cannot be known without its historical background. Technology transformed life's emotions and feelings like happiness, fear, and appreciation into physical things. The emotions that could only be felt can now be measured and counted in the number of likes on social media. A man's personality is becoming dependent on some hits of technology. The changing format of news broadcasting has changed a lot. If a news portal uses multimedia, it also molds the news content in the mold

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of technology. If Twitter limits news to a few words, then it is directly stopping the flow of information. It also needs to be considered what social, economic, and political values the technology is imposing if WhatsApp, news apps, and video news clips are evolving into new tools. This technology is also contributing to the recent discussion of the "Fake News" monster's flourishing.
A substantial portion of the Indian populace is going online. This has led to concerns about the "business" of fake news being raised around the globe. It's also time to review antiquated gatekeeping and news filtering procedures. This restriction presents a challenge on websites such as Twitter, where fake accounts are created with thousands of fake followers to give the impression of legitimacy. People may receive posts or retweets from these fake accounts that contain particular messages linked to a certain ideology. If the technology sector can create a highly encrypted communication environment, at the very least, a system to identify and thwart such false information can be developed.

Hashtag activism: Social media gives both the average person and the unique person means and methods to share their views with a large audience. Hashtags are one such tool, or rather a signal in the language of the Internet, that allows a post to reach a large audience outside a narrow scope. Such conversations, exchanges of ideas, and consultations were made possible by hashtags, which opened up a forum far larger than street corners. One such tool, or rather signal, in the language of the internet is the hashtag. When a post is hashtagged, it becomes a link. These days, the hashtag has emerged as the most effective method of obtaining news, information, and viewpoints from those involved in any significant event occurring globally. A hashtag displays every piece of data in a saved.

Those who change the definition of hashtag:

#Barcamp
This was the first hashtag which was started by Chris Messina and after which Twitter adopted it.

#Black Lives Matters
It was started on Twitter itself and became so popular that now there is an online forum and charity by this name that works against apartheid.
#Ice Bucket Challenge
In 2014, a hashtag for pouring cold water on you was started. Under this, everyone from the world's big personalities to common people poured cold water on themselves and posted videos on social media. It was started to collect funds for people suffering from TB.
#Bring Back Our Girls
After the kidnapping of schoolgirls in Nigeria, this hashtag was used millions of times.
Put Tours Bats Out–
The death of 25-year-old Australian cricketer Phil Hanu in 2014 left the cricket world in shock. After his sudden death, this hashtag became quite popular on social media.

 # Meetoo–
In 2017, this hashtag was created in support of women who experienced physical assault. Time magazine named Rumi Too the 2017 "Person of the Year." With this hashtag, over 47 lakh users posted 1.25 crore posts. Americans made up 45% of the users of this hashtag. A poll indicates that the use of hashtags extends a tweet's reach by 19 to 36 percent. The use of hashtags has become much more popular today. "Hashtag activism" is the term used to describe this hashtag-based advocacy. The term "activism" was coined in the middle of the 1970s. It is able to act, create, and alter history. In order to better society, activism entails direct, cooperative efforts to advance sustainability or improvements in the social, political, economic, or environmental spheres.
Today hashtag has become the face of media. For this reason, hashtag activism has gained strength. During Anna Hazare's movement in 2011, Twitter hashtags like # were trending. After the incident in Delhi on 16th December, the hashtag # trended a lot.

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In this regard, a study of 62,473 tweets shows that in the pre-protest phase (December 17, 2012, to December 21, 2012) there were 20,366 tweets, whereas in the protest phase (December 22, 2012 and December 23, 2012) these were 20,366 tweets. Tweets increased to 25,207 (December 24, 2012 and December 25, 2012). The study also revealed that active consumers played a major role in the content creation process.

Hashtags have shown to be a useful instrument for influencing public opinion and igniting political and social movements. The troubling thing about this is that, according to a research, 0.1 Twitter accounts were responsible for 80% of the transmission of fake news. This suggests that 'hashtags' and Twitter can potentially be used to incite unrest and support anti-social forces. One percent of Twitter users share 100% bogus news, while 0.1% of accounts share 80% fake news.15 Political advantages are made on Twitter by using fake trends. One statistic claims that bots have attempted to influence the politics of 17 different countries in the past few years. Bots propagate misinformation, stifle dissent, and serve as propaganda. Software programs known as bots use the Internet to carry out automated tasks. Additionally, trading.

Bots can also be used to slander a hashtag. We advance a trade without realizing that it is being pushed by bots. The situation with internet trolls is comparable. In online communities, trolls publish offensive, disparaging, provocative, or vulgar content. Trolling has a purposeful goal in mind. On social media, trolls utilize their mass to demonstrate that anyone can be silenced if not by reason, then at least by the power of numbers. 16 Fake news spreads more quickly on Twitter than the truth, according to study from the Massachusetts Institute of Technology (MIT) in the United States. Retweeters of fake news are not only ignorant and technologically illiterate individuals, but also automated software. Researchers tracked about 126,000 news pieces uploaded in order to conduct the study.

Fake news, disinformation and misinformation:

The proliferation of fabricated, synthetic, and deceptive information in the virtual realm has alarmed academics, journalists, and decision-makers alike. The use of the internet and social media platforms for hate speech, fake news, anti-national actions, disparaging messages, and other illicit activity has increased during the past several years. While technology has undoubtedly contributed to social and economic advancement, it has also greatly increased the spread of false information.

The Internet has become a potent weapon for undermining democratic politics. This has led to the emergence of a new problem for our society. Today's lesson of identifying and dispelling false information is excellent. The biggest truth of the modern day is fake news. This "fake news" is the source of several.

2. CONCLUSION

Hashtag Revolution has been used the most in mass movements in India. It has given an important contribution in making India's popular movements to reach the common people. In the year 2014, social media was used to make the common people of India aware during the Anna Hazare movement on lokpal bill. Along with this, the information revolution, social media platforms have contributed the most in providing information to the common people. If we talk on the global stage, be it the movement for intelligence or the revolution in the Middle East or war between Israel and Hamas this hashtag has been used the most used tool to disseminate the information among masses irrespective of its positive or Negative shade, Now the application of technology and CHATGPT is also playing an important role in this campaign. In this era of intellectual intoxication, common people have started understanding its usefulness in colloquial language. Besides, common users who are also using hashtag symbols like Government of India, Prime Minister of India Mr. Narender Modi and many people holding high positions in India. Nowadays people use social media platforms a lot and hashtag is the vanguard as a stature of artificial intelligence, popular cases of the country like Nirbhaya case, Me Too movement etc. are examples of the same. Human emotions that could only be felt in the number of likes on social media along with the emergence of hashtag activism but at the same time there are concerns over the fake news 'business' all over the world and it has also arisen the topic to discuss the responsible role of Artificial intelligence in connection with Mass media tools like hashtag at wider spectrum.

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