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Application of machine learning for enhancing features of social media platforms

[1*]Rajeeb Saikia, [2]Dr. Nansita Thoumoung

[2]Assistant Professor, Department of Computer and Information Technology, School of Engineering, Marwadi University, Rajkot, Gujarat, India
[1]Department of Computer and Information Technology, School of Engineering, Marwadi University, Rajkot, Gujarat, India

**Corresponding Author: Rajeeb Saikia*
Email: rajeeb.saikia178@gmail.com

Abstract:

Network analysis aids management in reducing overall expenditures and maintenance work-load. Social media platforms frequently use neural networks to suggest material that corresponds with user preferences. Machine learning is one of many methods for social network analysis. Machine learning algorithms operate on a collection of observable features that are taken from user data. Machine learning and neural network-based systems represent a topic of study that spans several fields. Com-puters can now recognize the emotions behind particular content uploaded by users to social media networks thanks to machine learning. This study examines research on machine learning and neural networks, with an emphasis on social analysis in the context of the current literature.

Keywords:

Social media; artificial neural networks; machine learning; social networks