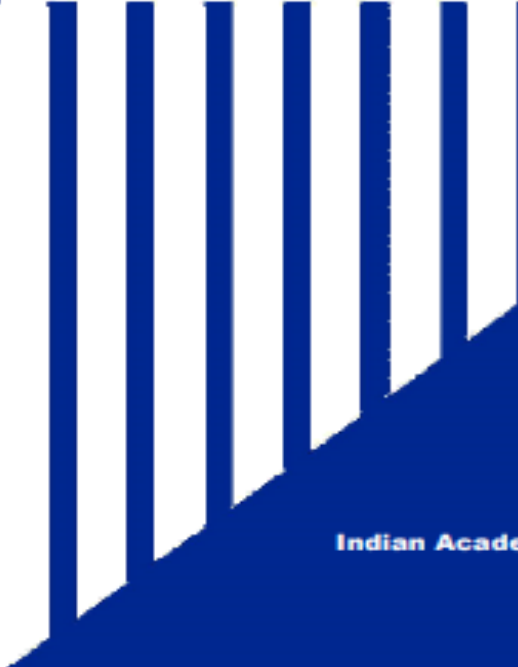


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**PRELIMINARY STUDY ON VERSATILITY AND AUTHENTICITY OF INFORMATION ON  
SOCIAL PLATFORM – CONTEMPLATING USE OF ARTIFICIAL INTELLIGENCE**

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**ABSTRACT**

*Information is one of the most valuable assets since years. Whenever we want to know any domain information about it is the most preliminary thing that we will look upon. Information has also an evolution as in if we look upon certain number of years back the generation, dissemination and view of information was quite on different prospect to what it is today. The major carriers were satellite, radio, newspapers and television. The sources of information have drastically evolved. The paper discusses on the versatility as well authenticity of information with respect to some of major social platforms. The paper also helps to understand the working of sources of information. The paper will focus on any one social platform in brief. There will be suggested proof of concept presented which can be an approach towards social information check and their relevant sources. The paper will discuss the next level approach for the same. With respect to technical aspect the domain of artificial intelligence will be described with a suggested model on how it can play role for the analysis of sources and authenticity of information. The paper on first level may not provide generic model for all social platforms nor for all types of information. The later stage can work on it with some inputs and corrections from the first stage.*

*Keywords : Social media, social platform, Information, authentic information, fake news, Artificial Intelligence , authentic information sources , television , radio , newspaper*

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**INTRODUCTION**

The communication domain has reached a peak where we can have an analogy of information with light. The speed with which the information travels, the globalism of information and its presence irrespective of time are some of the traits to justify the analogy. Social media is a platform where we can find the union of this information. It's a creator, generator and producer of information on a global level. Information from various domains, by various people across the globe unites. Social media has completely changed the perspective of information generation and sharing. The past references of information were narrow with respect to domain, as in there were specialized places like sections of newspaper to view or share information of domains like Politics, Sports, Media, Health and Nutrition etc. Today social platform will serve as a single place to view, share or even create information of varied domains altogether, hence providing versatility. The popularity and usage of social media is increasing day by day. According to a recent social media statistics by Oberlo, there are currently 3.2 billion active social media users. Also 2.5 quintillion bytes of data are created on daily basis.

**PURPOSE STATEMENT**

**To study and find out the outcomes for**

- How versatility of information on social platform can be helpful?
- Can users rely on the information available on social platform? Is it authentic?