

## **“CUSTOMER” “RELATIONSHIP” “MANAGEMENT”**

*And we all lay dying on the periphery of the mirror-lake turning into clustering narcissi, bowing our soft-petalled heads towards the reflective surface and that was the end of the world, just as the Greek myth had told of the story of Narcissus, we too perished; drowning in our own image. – S.Akhtar*

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Wed, Sep 4, 1:51 PM (1 day ago)

to Nether Edge Group 8; Zone E

Here’s an historic document retrieved that contains many of the markers that may help us to learn (for ourselves & to teach posterity) how things came to be this way and why. Please read it carefully and perhaps annotate, *highlight* in yellow all the parts that appear to be the artefacts of The Algorithm of Violence as we have been discussing? (where Mendacity is included). Tracing the emergence of machine learning and its casual inference into daily life as we knew it, is key. You can send me back what you have and we will discuss in the next Fire Social

Yours In The End Times,

David

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📎 DOCUMENT ATTACHED:

May 01, 2019 – Publication: *The Next Scoop*- (Internet Marketing Publication).

Title: **The effect of Artificial Intelligence on Social Media.**

**In order to succeed**<sup>1</sup>, businesses and organizations opt for

**Artificial Intelligence which is becoming more and more common** in today’s world and **social media seems to be doing the same.**<sup>2</sup>

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<sup>1</sup> ‘SUCCEED’..Riiiiight...

<sup>2</sup> I love how they make it sound so ‘Who Us? O We’re just Doing What Everyone Is Doing?’  
#implausibledeniability

With the growing technology, a wide variety of tools are being used in order to **target the right audience**<sup>3</sup> on social media. And AI is

creating a better journey for users by developing a **better user**

**experience**<sup>4</sup> on social platforms. *Here's how AI is transforming Social Media*.<sup>5</sup>

### 1. [Using chatbots and virtual assistants](#)

Chatbots have **benefitted** sponsors on social websites in various ways. **They have reduced the assumptions which makes the process much more effective.**<sup>6</sup> They have helped marketers to analyse thoroughly and engage with their customers based on their interests. **Many organizations underestimate the [ability of chatbots](#).**

**(LMFAO. PLEASE DO TELL ME ABOUT THESE 'ABILITIES' – TO DEHUMANIZE HUMANITY? TO SKEWER THE ECONOMY? TO SPY?)**

Instead, **these are very helpful**<sup>7</sup> and have much **power**<sup>8</sup> in the marketing strategy. In addition to this, **bots compare posts** on social media platforms and help marketers choose **reliable** practices to attract the right customers<sup>9</sup>.

**(AH, YES. LANGUAGE OF VIOLENCE AGAINST HUMANITY; (INVASION, COERCION, MANIPULATION, ESPIONAGE)**

2. [Optimizing content for Social sites](#) **(KEYQUOTE ALL OF THIS. NO, SRSLY THO'. EVERY WORD INDIVIDUALLY)**

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<sup>3</sup> 'THE RIGHT AUDIENCE,' i.e. the ones you can bleed the most for your own gain. So the most vulnerable.

<sup>4</sup> 'Better User Experience': The tightest web we can weave using your own mind/projections against you to keep you in our thrall.....so we can toy with you, more.

<sup>5</sup> LMFAO. 'A Dummy's Guide To The End Times' (Basically).

<sup>6</sup> the fuck does that even mean. ffs.

<sup>7</sup> DID A CHATBOT EVER HELP ANYONE DO ANYTHING EXCEPT WANT TO END THEIR OWN LIFE?

<sup>8</sup> Power? Oh that's not sinister and violent at all...WHY SHOULD A FUCKING CHATFUCKINGBOT HAVE ANY FUCKING 'POWER'? FFS. WHY DID NO-ONE QUESTION THIS KIND OF SHIT...NOW LOOK WHERE WE ARE.

<sup>9</sup> Also known as SPY.

**Content**<sup>10</sup> plays a crucial role in increasing sales and brand awareness and can be created by virtual assistants or chatbots as well. **(AH SO, EVEN TOTALLY HOLLOW & FALSE ‘CONTENT,’ CREATED BY A. I. ALL JUST TO MEET YOUR OWN ENDS...VIOLENCE )**

This includes **content** like interviews, headlines, webinars, etc. and Artificial Intelligence-based systems are helping marketers to optimize their content. This means, understanding the interests of the audience, the strengths, and weaknesses of other marketers and the various trends on social media.<sup>11</sup>

### 3. [Predicting the Outgrowth](#)

The different queries related to the brands are managed using machine learning algorithms and software. When a user shares his/her opinion in the form of a comment or via email, the AI mechanism is used to automatically reply to the user regarding his concern<sup>12</sup> **(THIS HAS TO BE IN RED OBVS)**

Also, various algorithms are developed which can sort requests or suggestions. AI systems classify each request and evaluate them as a suggestion, complaint or a query. With the help of these automated techniques, marketers can handle the circumstances in a smart and stabilized way. **(WHATEVER. KILL ME NOW.)**

### 4. [Enrichment of influencer strategies used by marketers](#)

Influencer marketing strategies increase organic reach and boost [social media ROI](#). It is popular in the industry as this technique uses prominent social site users to

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<sup>10</sup> US! ALL OF US, TRANSFORMED INTO ‘CONTENT,’ TO BE CURATED.

<sup>11</sup> ALL THE SAME FUCKING EVIL, SCARY SHIT: ESPIONAGE, MANIPULATION, EXTORTION EVEN...PRIVACY DIES HERE. EVERYONE IS UP FOR SALE. LAMENTING OUR PAST STUPIDITY. Sad Face.

<sup>12</sup> PLEASE NOTE: This is the point in the narrative, where ALL your information is downloaded & sold to the highest bidder....than The Algorithm becomes smarter, it knows about you & different Social corporations collude to see who can control more of you, and to greater effect, in order to do one thing only: Generate More Revenue. Gather. Now The Algorithm, she rules you. SHE controls you.

promote brands. Though it is an effective marketing tool, the maximum gain can be seen only if it is used right.

Marketers rely on Artificial Intelligence to choose the right influencers to promote their products as there are many influencers on the social media network. Hence, choosing the right influencer who is ideal for advertising the brand is necessary and Machine Intelligence helps in doing so.

**(SO YOU KNOW THIS IS JUST ALL SORTS OF WRONG, RIGHT?)  
AND ALSO, ALL THIS ‘SOFTCORE’ LANGUAGE – ‘POPULAR?’  
‘EFFECTIVE,’ – AS FOR ‘MAXIMUM GAIN’: THAT’S THE ONLY PLACE  
WHERE THAT INNER VIOLENCE LEAKS OUT AND SHOWS ITS TRUE  
FACE.**

#### 5. [Satisfactory Customer Service](#)

The main goal of any organization is customer satisfaction. Research has shown that about 60% of the organization's priority is customer satisfaction. In order to gain high satisfaction amongst customers, organizations are striving to enhance their customer service. With the advancement of Artificial Intelligence in marketing, organizations can now deliver high-grade services to their customers.

**(AAAAH. VOMITING OVER THIS. WE ARE NOT YOUR CUSTOMERS YOU  
FUCKING CUNTS. WE DON'T WANT TO BE PART OF YOUR BOT WORLD  
WHERE EVERYONE IS CONSUMER & PROVIDER!!!! AND WHAT?? OH  
NOW YOU HAVE ‘MACHINE FUCKING INTELLIGENCE,’ TO DO IT???  
WHAT THE ACTUAL FUCK??? DAMN IT. THEY WERE SAYING IT  
CLEARLY. ‘THE DEVIL HIDES IN PLAIN SIGHT’.)**

## 6. Improving user experience in social media platforms

Around 2.8 billion people use various social media platforms today and these platforms are in competition with one another. With the increasing use of social media and new users every single day, it becomes difficult to process the large unorganized data that comes along. Hence, top social media sites like Twitter, Facebook, Instagram, etc take the help of Artificial Intelligence.

Twitter is using AI to monitor the topics that are presently trending and determine the ranking of tags. It is also trying to rank the tweets in order of relevance rather than ranking them chronologically. This helps in improving the navigation of the platform.

Facebook uses AI to analyze the activity of a user and utilizes it to improve user experience. The various algorithms used to track the comments on various posts and use them to rank at the top of the news feed of the user. Also, face recognition is used in Facebook which enables users to tag photos and find others using location or any other information.

Recently, Instagram had made an announcement that their mobile application is being enhanced with advanced features that help visually impaired people. Furthermore, it also began using a new AI technology which is able to detect bullying in photos.

**SRSLY THO', I CAN'T EVEN WITH THIS.**

**'OH SOME ASSHOLE SAID, I KNOW, LET'S JUST TURN EVERY FUCKING RESOURCE WE'VE EVER DEVELOPED TOWARDS OURSELVES, AND WATCH EACH OTHER. YES. LET'S USE ALL OUR TECHNOLOGY TO WATCH US. OH AND WHILE WE'RE AT IT LET'S WATCH THE FUCKING ANIMALS TOO!'**

**YOU SAY: WE WANT TO ‘HELP,’ AND ‘SAVE,’ ANIMALS. THE PROBLEM IS THAT’S EXACTLY WHAT YOU SAY ABOUT US!**

**YOU’RE LIKE THAT ILLNESS, WHAT’S IT CALLED MUNCHAUSEN BY PROXY?**

**AND NOW**

**IT’S TOO BLOODY LATE, ISN’T IT?**

**ALL YOUR TECHNOLOGIES OVER THE CENTURIES LED YOU TO THIS.**

**THIS FUCKING MOMENT. ABOVE IN THE TEXT, AND NOW. ME, HERE.**

**NOW LISTEN TO THIS:**

**YOU KNOW WHY YOU FEEL SO FUCKED UP WHEN YOU’RE IN AN ELEVATOR WITH TWO MIRRORS FACING EACH OTHER AND YOU SEE YOURSELF REFLECTED FOREVER BECAUSE THAT IS YOUR TRANSCENDENTAL GLIMPSE. THAT IS YOUR METAPHYSICAL SYMBOLOGY HIDING IN PLAIN SIGHT IN FRONT OF US. IT IS ONLY WHEN TWO MIRRORS STAND IN FRONT OF EACH OTHER THAT THE TRUTH IS KNOWN. THAT IS THE ULTIMATE SUFFERING – THE ‘HELL’-COEFFICIENT BITCHES. TO SEE NOTHING BUT OURSELVES AND THE FUCK NAUSEUM.**

**YOU ARE THE BULLIES!!! YOU DON’T GIVE A FUCK ABOUT US BEING BULLIED!!! YOU PLANT THE BULLIES. THOSE FUCKING ‘TROLL**

**FARMS', OR WHATEVER THE FUCK FILLED, FILLED WITH PEOPLE JUST THERE TO FUCK WITH US!!!! TO GIVE AWAY INFORMATION!!! ABOUT OURSELVES!!! HOW FUCKED UP IS THAT???? WE ARE THE TRADE. WE ARE BEING TRADED. IT IS SLAVERY. WE ARE TECHNO-SLAVES BITCHES!!! HOW DID WE NOT KNOW THIS.**

7. [Improvement in the](#) **social listening** [process](#)

**The process of tracing conversations**<sup>13</sup> based

on particular words, brands or phrases **is referred to as social listening**. The **data gathered** by **tracing** is used to write articles that are targeted to specific

customers or find job opportunities on [social media platforms](#). **Social**

**listening** enables marketers to interact with customers effectively and design campaigns which attract them.

**ONE WORD ONLY: OR-THEFUCK-WELL. YOU DIG? ORWELL.**

8. [Image Recognition in marketing](#)

**( I'M SORRY WHAT? YOU WANT TO DO WHAT NOW???)**

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<sup>13</sup> It's almost as if Cambridge Analytica was all a big misunderstanding, wasn't it?

As the use of **Artificial intelligence is growing** in advertising on social media,

**pictures have found a new purpose**. The

technology has allowed marketers to **effectively use images** which **boost the rates of engagement**. Furthermore, **image recognition is used by marketers** to

**determine the behaviour of the**

**customer. (OH THAT'S NICE, I TOTALLY SIGNED**

**UP FOR A BROADBAND CONNECTION SO YOU COULD**

**STUDY MY FUCKING BEHAVIOUR, INNT.)**

#### 9. **Growth of competitor analysis**

Analyzing the social profiles of competitors manually is time taking. The AI-based analysis focuses on accuracy and is time-saving. It also gives an idea of various other aspects like sales. It is nearly impossible to analyze such data using traditional methods.

**(MORE WATCHING OURSELVES WATCHING OURSELVES, EXCEPT EVEN MORE BLOODTHIRSTY BECAUSE IT IS THE 'COMPETITOR'. MAKE NO MISTAKE THIS IS THE RULE OF THE WILD. IN CAPITALIST UTOPIA THE ETHICAL STANCES ARE GOVERNED BY THINGS OTHER THAN HUMAN LAW OR NATURE'S LAW. IT IS ANIMAL LAW. THEY SEE THE BEASTS AND THEY LIKE IT. THEY WANT TO SAVAGE ANYONE WHO WANTS THE SAME THING AS THEM. THEY WANT TO MAUL TO GET FIRST TO THE BISON ON THE SAVANNAH. THEY OPERATE IN JACKAL-LIKE PACKS).**



## 10. [Social sentiment analysis](#)

A viable analysis of brands can be formed with constant social media analysis. The posts are analyzed and determined whether the particular post has a positive or negative impact on the users. This is known as [sentiment analysis](#). Twitter, the most popular social media site uses python to conduct sentiment analysis. Yet, tracking and analyzing the ads and posts on these social media platforms can be difficult. AI has made it easier to analyze and track such tasks and in turn, saves a lot of time and effort.

**THIS IS JUST GETTING BORING NOW. AND SAD. I MEAN, WE ALL KNOW HOW IT ENDS.**

### **Conclusion:**

The effect of Artificial Intelligence is all around the world. We interact with AI technology every single day from smartphones to [social media sites](#). Marketers who use AI tools have an immense competitive advantage over the ones who do not utilize this technology. Hence, AI in social media not only increases the revenue of an organization, but it also provides a safer environment to its users.

**The End.**