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(57) Abstract :

The present invention discloses an AI-based tool (100) for real-time monitoring of social media platforms, comprising a data ingestion unit (110), preprocessing unit (120), AI-based analytics engine (130), credibility assessment module (140), alert generation unit (150), and visualization dashboard (160). The system analyzes multilingual and multimedia content, detects misinformation, and provides real-time alerts with interactive visualizations. It enables businesses, governments, and individuals to obtain actionable insights, enhancing decision-making, crisis management, and trend forecasting. The invention ensures scalability, adaptability, and accuracy across rapidly evolving social media ecosystems.

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