

**Department of Artificial Intelligence and Machine Learning**

Dated: 19/02/2025

**REPORT**

**Seminar on “Insightful Talks & Impactful Ideas”**

**Date of Event:** 19<sup>th</sup> February 2025

**Venue:** Smart Room (2202)

**Objectives:** To provide students with insights into how Instagram’s recommendation system functions and the mechanisms behind its content suggestions.

**Organized For:** Second and Third-year students

**Key Takeaways:**

- Understanding of the Instagram algorithm and its influence on content ranking
- Factors such as user interaction, engagement rate, and content relevance
- Challenges like algorithmic bias, shadow banning, and moderation issues
- Real-world examples of how Instagram uses AI and ML for content personalization
- Optimization strategies for content creators and businesses
- Importance of ethical considerations in algorithm design
- Interactive Q&A session to address doubts and practical concerns

**Description:** The Department of AIML organized a seminar on “Instagram Algorithm” on 19th February 2025 in Smart Room (2202).

This report aims to provide a comprehensive overview of the seminar on the Instagram Algorithm, highlighting key concepts, operational mechanisms, and the impact of algorithmic recommendations on content visibility and user engagement discussed during the event.

The seminar aimed to help students understand the technical workings of Instagram’s algorithm and how it determines the visibility of content across feeds, explore pages, and reels. The session detailed the role of artificial intelligence in shaping user experiences on social media and highlighted both the strengths and limitations of the platform’s recommendation system.

Through discussions and real-life examples, the seminar emphasized how content is categorized and delivered, and what strategies creators can adopt to increase engagement.

The talk also encouraged critical thinking about the ethical aspects of algorithm-driven social platforms.

**Outcomes:** The seminar benefited 40 students, enhancing their knowledge of social media algorithms and their applications in real-world scenarios.

**Beneficiaries:** AIML students.

**Photographs of event with title:** Seminar on “Instagram Algorithm”





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Event Organizer

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