

## The Role of Artificial Intelligence in Social Media Monitoring: Assessing Effectiveness, Privacy, and Civil Liberties

RJKKD Ranathunga<sup>1#</sup>, DMTE Dahaneka<sup>1</sup>, DAT Madushanka<sup>1</sup>, CSDSD Kalinga<sup>1</sup>,  
and VGDV Ranadewa<sup>1</sup>

<sup>1</sup>Faculty of Criminal Justice, General Sir John Kotelawala Defence University, Sri Lanka

<sup>#</sup>39-ps-0002 @kdu.ac.lk

### Abstract

The purpose of this research was to understand whether AI poses any threat to privacy and civil liberties in tracking criminal activities on social media platforms, particularly Facebook and Instagram. Secondary data analysis of journals, government documents, and case studies from 2000 to 2024 was used to determine the state of AI implementation in social media monitoring, its effectiveness in crime prevention, and privacy issues arising from the technology. The findings show that the use of AI-based approaches has shown great potential in flagging suspicious activity that may be linked to the commissioning of a crime, while at the same time presenting the potential for privacy violations and civil liberties violations. Such peculiarities of the approach does not allow to strike a proper balance between the potential effectiveness of crime prevention measures and the protection of individual rights in the context of the digital environment. The findings emphasize the importance of well-understood asymmetric relationships, with rules and responsibilities to regulate AI surveillance on SMM. Based on the results of the study, it is proposed to specifically consider the creation of specialized anti-crime AI systems that can monitor citizens' behavioral patterns without infringing their right to privacy. The study calls for future research to continue to examine the societal value of more widespread deployment of AI surveillance.

**Keywords:** *artificial intelligence, social media monitoring, crime prevention, privacy, civil liberties*