

# VICHAR A Multi-Feature Social Media Platform: Developing a Twitter Inspired App with Enhanced Functionality

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**Abstract:** *VICHAR introduces a new social media platform inspired by Twitter, providing resources powered by machine learning (ML) and artificial intelligence (AI). This article explores developing VICHAR using the MERN stack (MongoDB, Express.js, React.js, Node.js) and leveraging AWS cloud services. We introduced two techniques: media analysis using short-term memory (LSTM) networks and sentiment analysis using Python. VICHAR has also integrated the DALL-E 2 API for advanced users to create images based on instructions. The freemium model allows for social interaction, while premium features provide deep content and creative expression. VICHAR targets users who want to learn more and engage on social media*

**Keywords:** social media, Machine learning, Artificial Intelligence, MERN stack

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