

Social media as chaos machine

1. Introduction

Social media has brought chaos to the world in form of polarization, anxiety and disinformation. It can be manipulated to do so because of its design. Therefore, it is vital to tame its chaos.

2. How is the social media a chaotic machine?

a. Social media serves as a tool of propaganda for the populist leaders.

(BJP's Narendra Modi and use of whatsapp).

b. Social media is often used for the manipulation of elections.

(Trump and use of "X")

c. Social media is a medium for the online scams.

(Cryptoscams and work from home scams).

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d. Social media is a tool of capitalism for economic exploitation

(Advertisements and relationship of capitalism)

e. Social media spreads false information regarding sensitive issues.

(PGC Rape Case Lahore)

f. Social media is used to propagate religious hatred

(Blasphemy case of Mashat Khan and use of facebook)

g. Social media posts instill and reconsolidate the gender stereotypes.

("Adolescence" TV show by Netflix)

h. Social media impacts the psychological well-being of an individual.

(WHO statistics regarding the impact of social media on mental health)

3. What are the reasons behind the chaotic working of social media?

a. Social media provides instant gratification which makes it more addictive. (likes on instagram)

b. Social media ~~and~~ algorithms create filter bubble which polarizes the views of user.

(Nancy Fraser study.)

c. Lack of proper mechanism to restrict the ^{religious} hatred and misinformation.
(Design of "X")

d. Social media apps get access to user information and use it for advertisements.

(Integrated market communications model).

4. How can the chaos of social media be controlled?

a. At global level, governments should ensure digital sovereignty to protect their citizens' privacy.

(Estonia's digital sovereignty)

b. Different websites that show the political leaning of the post should be integrated with social media apps.

(Ground News extension on social media websites)

c. Misinformation and propaganda should be countered by fact checking websites and cells.

(India Misinfo Lab)

d. A personalized social media usage limit should be set.

(WHO standards)
(one sec app usage)

5. Conclusion

Social media as a chaos Machine

While waiting in a line for newspaper in front of Gutenberg printing press, no one had ever imagined a medium of communication that could allow them to read and express their ideas to the entire world within seconds. Social media in 21st century has done this wonder. As the river flows it also carries mud, social media has also brought chaos to the world in various forms like misinformation and propaganda. The chaos of social media is spreaded from politics to psychology. Social media is designed in such a way that engages the audience by providing

them with instant happiness. The algorithms of social media keep the user in a filter bubble which leads to the consolidation of his views and stereotypes. Therefore, it is necessary to address the issues by double checking the information before sharing it at individual level. Governments should also impose strict regulations to protect the citizens from such chaos spreaded by social media. This chaos of Zuckerberg is far greater than the chaos ever imagined by Gutenberg.
