

Write From Here

## "Information in the age of misinformation: The battle of truth in digital media"

Improve your arguments

Make a comprehensive outline

1- Introduction:

Propaganda warfare

narrative building

Distortion of truth through

witch-hunting in politics

Ameliorate statistical data

out with such misinformation.

iii- Thesis statement.

2- How it is Difficult finding

Out Truth in the era of

Digital Media.

i- Individuals pretend fake

personalities on social media.

ii- Human emotions are commodified

on social Media.

iii - Framing anyone in criminal activities because of rivalries among people, is a common practice.

iv - Viral incidents on social media often turn out fake.

v - Victories in elections are often portrayed as rigged winnings because of social media influence.

vi - Economic surveys are often exploited to show fake progress.

vii - People become victim of mob justice before any trial in court of law.

### 3 - Conclusion:

#### Essay:

World has become global village. Almost everyone on the planet have access to information. Humankind is witnessing the era of post-modernism. It is the era where everything, if followed by masses, considered truth. So, in such era, it is truly a battle to find out truth. Digital media deepens the crisis more with its weapon of misinformation. In today's world, it is very fortunate to come

across the truth when there is media full of fake personalities and fake emotions. When the emotions and feelings are being sold at the cost of likes and comments on social media, truth is very rare. When digital media becomes a tool to satisfy one's ego, it will definitely curbs the efforts to find truth. Moreover, spread of a bunch of lies in cover of half truth is another challenge in finding out truth in current age. This essay sheds light on how information is weaponized and used as misinformation while acknowledging that truth is difficult to find in the age of digital media.

Discussing the battle of finding truth in digital era, it must be discussed that people do not even show their true colors on social media. They remain constantly in touch with their friends on social media, but in pretended manner. Social media is a platform where people come to pretend their fake personalities and

hide their originality. For the same reason, they tend to interact only on social media. A Meta survey of 2023 found out that 73% of their respondents said they want to continue their interaction on social media. Only 12% respondents showed their desire to meet in person with their online friends. It highlights how fake personalities portrayed by social media is a hurdle towards originality.

Secondly, human emotions are commodified on social media. It looks like someone is hurt, but it turns out the commodification of emotions and feelings in actual. People share their stories just for the sake of likes, comments and promotions of their profiles. Moreover, it has been observed that people also gain financial gains on sharing their emotional moments even though they are not real. For instance, a case of Punjab is a best illustration where one YouTube vlogger has shared his father's funeral video, depicting the commodification of emotions through social media.

Thirdly, it has been observed that people use digital media to frame others in criminal activities, satisfying their egos. It is more prevalent in developing countries where forensic laws are not strong enough. Many people become victim of this trap, as their rivals manage to get revenge this way. For instance, it is common observation that many cases of blasphemy are falsely registered in Pakistan. A very famous case of 15 year old girl, who was accused of blasphemy, later released by court, shows the power of misinformation curtailing the truth.

Another manifestation of prevalent misinformation in the age of digital media is fake viral incidents on social media. These viral incidents affects the overview of general public toward that specific issue. When it turns out fake, the confusion has been spread among public. It becomes a challenge to curtail this evil in age of misinformation. For example, false news by some.

media outlets in recent stand-off between Pakistan and India had confused the citizens. Similarly, a rape incident of foreign girl have reported in Islamabad in 2024 which turned out fake later. These illustrations outlines the implications of misinformation in digital world.

Another implication of misinformation in digital world is that elections are also influenced by this evil.

Especially, social media platforms play disastrous role in this regard. Facebook Cambridge Analytica scandal of 2018 is a case in point. After this scandal, people in USA were in confusion that how the trend of hashtags influenced the electoral process. Many analysts called the 2018 election of US rigged after leaking out of this story. It clearly depicts how the misuse of information can disrupts the political process of a state.

In addition to these evils of misinformation, showing fake numbers to highlight the growth of economy has also become a challenge of modern age. To prolong their tenure, politicians are accused of showing

only nominal growth of economy. For instance, GDP of Pakistan has shown growth of 2.7% in recent economic survey. According to many analysts, this is a growth of just numbers, the condition of public has not been changed altogether. Similarly, facts and figures depicts the growth in agriculture sector, but the condition of farmer remained the same. This illustration paint another picture of curbing truth in the digital world.

Lastly, a horrifying aspect of misinformation is that it has deprived many people of their lives. Mob justice is a culmination of prevalent misinformation in the society. This evil is more dominant in developing countries where law enforcement agencies are weak. India and Pakistan are among those countries. Killing of Mashaal Khan, a student of Mardan University, on blasphemy is a case in point.

Another horrific illustration of mob justice was the killing of two brothers in Sialkot in 2022. It clearly outlines that how

misinformation places hurdles in finding truth in modern digital world.

Concluding the whole argument, information in the age of misinformation has truly misinformed the people. Globalized world has provided information to everyone, but not everyone know how to possess that information. It has resulted in ambiguity, confusion and hasteness in society. Rise of digital media has made the lives of people easier but at the cost of misinformation, which societies are still paying. The battle of finding truth is difficult but not impossible. With efforts of all segments of society, truth may be. The essence of information was not to misinform the masses, it is the misuse of information which has led society to the era of misinformation. Humankind can curb the evil of misinformation and reach to truth by showing unity. As Barack Obama aptly said, "Technology can be a Media is a source of division and unification- choice is ours."