Challenges in Facing a Pandemic in the Age of Social Media
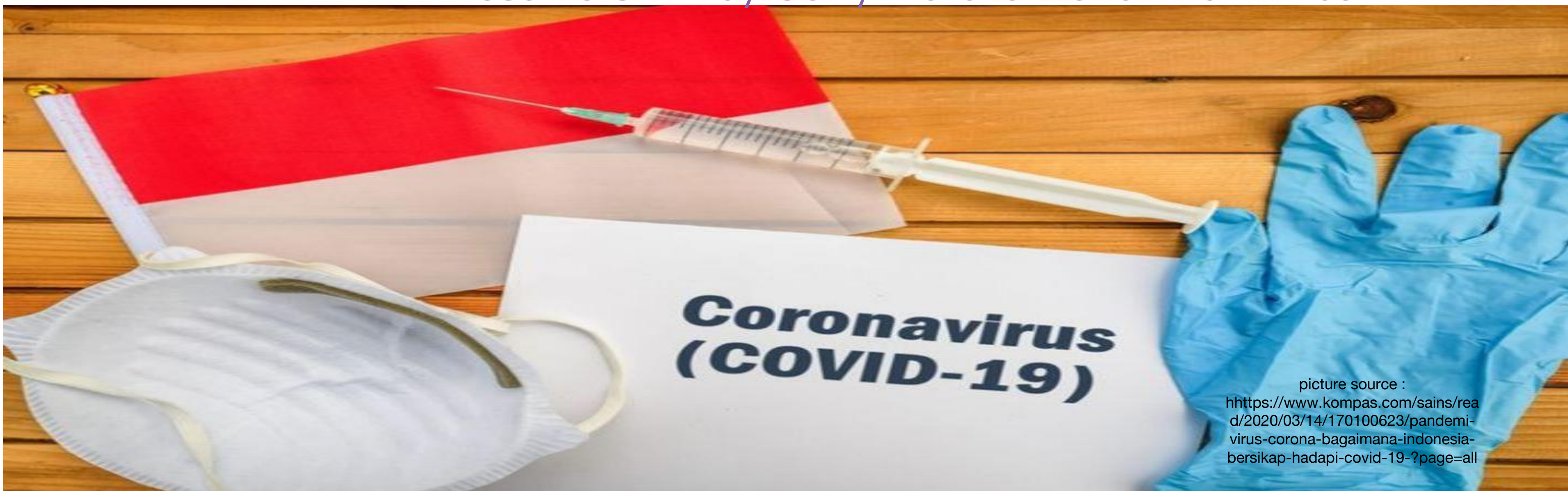
Summer School 2021

Presenters: Andy Corry Wardhani and Andi Windah

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picture source : https://www.suara.com/tekno/2020/05/01/081425/4-cara-hentikan-penyebaran-hoax-di-whatsapp-soal-pandemi-covid-19?page=all

Introduction

- Covid-19 pandemic increases the use of social media among communities in Southeast Asia, including in Indonesia. One of the reasons behind this increase is due to the demand to stay at home, in order to suppress the transmission of Covid-19.
- In a report called Digital 2021: The Latest Insight Into The State of Digital, it is found that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media. The number of active social media users in Indonesia grew by 10 million or around 6.3 percent compared to January 2020 .
- The high growth of social media is not accompanied by an increase in the level of media literacy and critical thinking power so that various problems arise in society.
- This presentation aims to provide an overview of challenges that are faced by society or the country related to the COVID-19 pandemic in the current era of social media and efforts need to be made in dealing with these challenges.

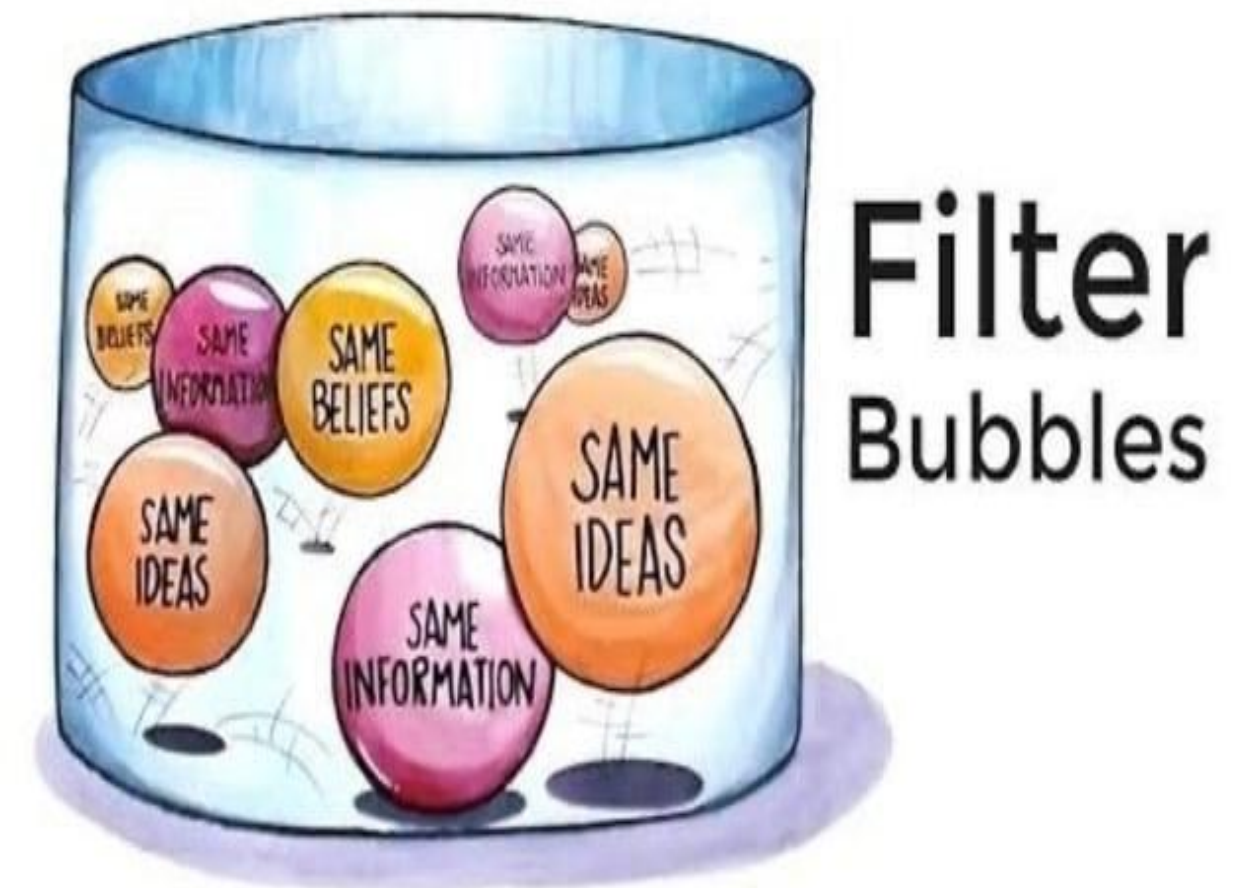picture source : https://www.iom.int/news/iom-ramps-response-covid-19-pandemic-refugees-indonesia

Post Truth

picture source :

https://weheartit.com/entry/336492800

- The coronavirus pandemic coincides with the post-truth, post-truth era, when people no longer believe in facts, but in information they want to believe.

- We often meet people who choose to trust broadcast messages from instant messaging applications, rather than information from official institutions.

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Bubble Filter Effect

- Filter Bubble is an algorithm on social media.
- It displays information that only the user is interested
- In fact, this Filter Bubble allows users to focus on only one side point of view from news that they like and ignore contradictory information.
- During this pandemic, many media are aggressively reporting on the latest updates on COVID-19 cases and sometimes the news is not true.
- Someone who is used to being trapped in a bubble of minimal information is able to make his mindset narrow and short.
- So, this kind of condition can cause a person to feel as if he already knows everything that is being reported, when in fact he doesn't.

picture source : https://kumparan.com/milania-rachma/hidup-dalam-lingkaran-filter-bubble-1uyru3BTVqf

Death of Expertise

- Many people revert to myths, abandoning the scientific tests by leading scientists for centuries, considering that he is the most correct, while others who argue against it are stupid, even though it is a scientific refutation.
- It is often to be found in social media that people listen to certain entities not because they are experts in a field, but because of their great influence on social media.
- The more followers or subscribers on social media, the more he is being listened to and noticed.
- This is where expertise begins to die.
- It's easy to rely on someone who doesn't actually have a credible authority background to be used as a reference, and it's also easy to be provoked into commenting beyond the limits of own expertise

picture source : https://www.ipsos.com/nl-nl/nederlanders-denken-dat-ze-zelf-fake-news-kunnen-herkennen-maar-schatten-hun-medeburgers-laag

The Croc Brain Phenomenon

- The term croc brain, short for crocodile brain, is currently re-emerging.
- This brain work system is considered to be the most responsible for the easy spread of slanted news (hoaxes).
- Croc brain works emotionally not rationally.
- The COVID-19 pandemic has been made into a commodity by some individuals, or even politicized.

picture source : https://timrobertson.ca/designing-for-the-croc-brain-a-new-paradigm/
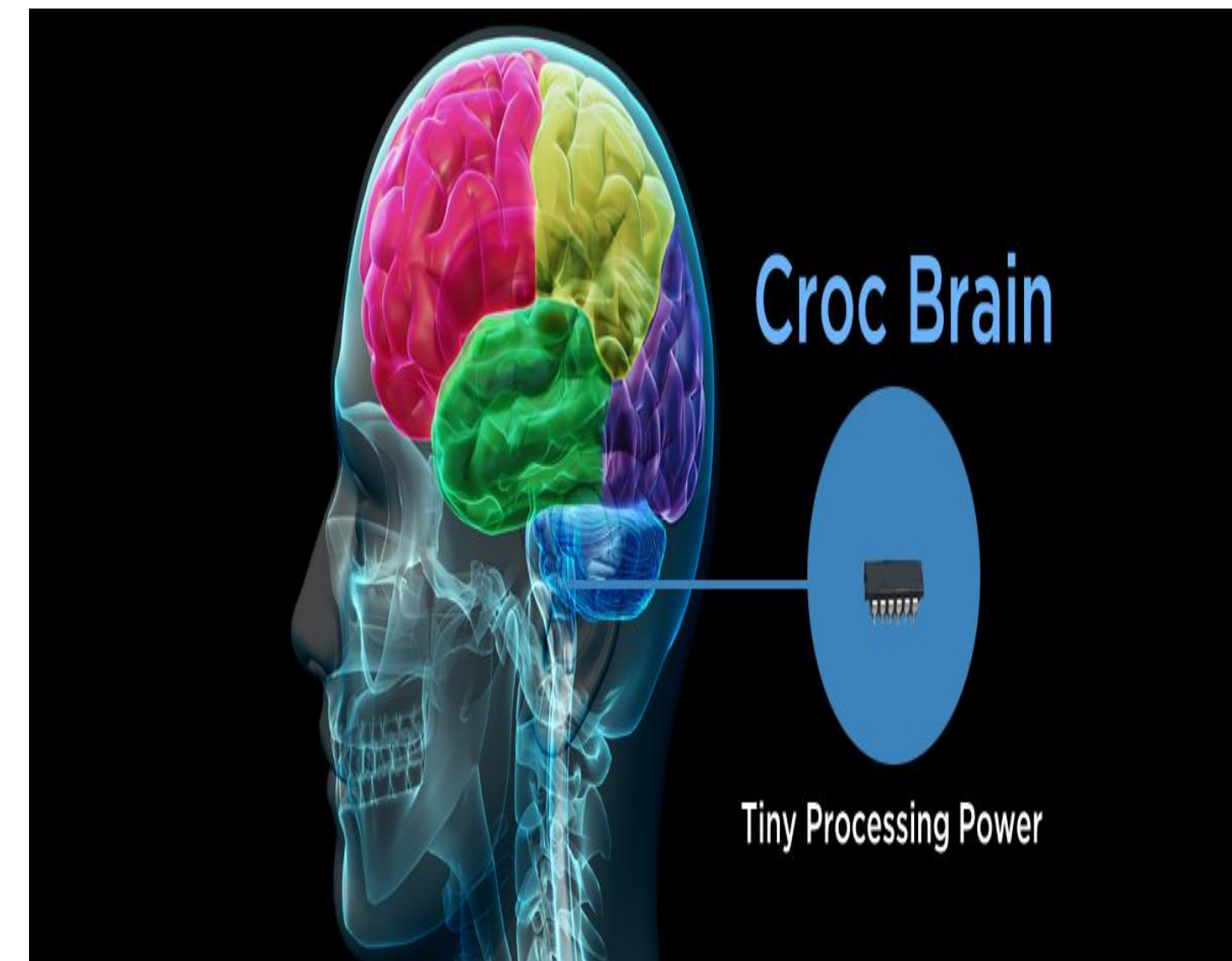
Conclusion

picture source : https://hawpproject.eu/know-your-social-network-media-literacy-bitesize-lesson-1/

- In facing challenges caused by Covid-19 Pandemic in the era of social media, it is necessary to carry out intense media literacy for all elements of society and increase critical thinking skills.
- Critical thinking is the ability to analyze and assess something wisely with full consideration.
- The community must have this ability in order to be able to select and sort out any information needed.

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