DIGITAL DIALOGUES: HOW SOCIAL MEDIA SHAPES CONVERSATIONS

Sweta Shree Rath & Sanskruti Soumya Seth, KIIT School of Law, Odisha

ABSTRACT

Social media platforms have transformed communication in the digital age by enabling people to communicate ideas and information at a speed and reach never seen before. But these voices being amplified have significant social repercussions as well; echo chambers are created when people are only exposed to opinions that conform to what they already believe. This paper focuses on the relationship between the echo chamber and the amplification of voice which affects the societal point of view according to some of the influencers and the applications or website algorithms. Social media is all about earning money and getting popular for today's generation, they just post the things that they think will get popular and not anything else. The formation of an echo chamber just takes people far from reality. This paper also focuses on how to overcome the formation of the echo chamber and the amplification of voice which leads to societal disorder. This will help society to improve more and more and have a developed, well-established society. There are many societal impacts that are in some way punishing to the accused. Getting meaningful information is necessary for the individual as well as societal development. It has a huge impact on the spread of misinformation throughout the country which causes trauma, fear, and in some cases even leads to death. In our society, this misinformation spreading across the country is not a small problem. In many cases, it leads to groupism based on opinion, political ideology, and the information we receive and perceive. Tools like trolls and bots that act as a medium of amplification of voice make it very easy to defame anybody on social media which affects the person and his family mentally as well as financially. These trollers just post anything about a person, whether it is true or false. This paper also contains the laws that provide blanket protection to us from these problems caused by the amplification of voice and also prevent the spreading of different useless content that may cause disorder in society. This paper will help in learning about social media's pros and cons and the different protections provided by the government.

Keywords: social media, amplification, echo chamber, algorithm, societal impact, etc.

INTRODUCTION

Social media has become a need in today's world as it is used for earning a livelihood, having your own voice, and even as a house of information which is needed to know the world today. Social media have their own algorithm to make the content viral or what to show their users so that people can see the content of their own choice easily without any difficulty and suggest similar types of content now and then, due to which the same type of content goes viral which leads to the amplification of voice easily and the formation of echo chambers reinforces their existing beliefs. This raises concerns about the societal repercussions of distorted realities, especially in light of the existence of trolls and bots who manipulate online conversations. Both of these phenomena facilitate the propagation of false information and polarization in society. Trolls and bots just provoke strong emotions and sway public opinion which causes distortions in society that can only be controlled by law. So, amplification of voice and echo chamber formations have good as well as bad impacts on our lives.

AMPLIFICATION OF VOICE

Nowadays, social media plays a crucial role in amplifying opinions by providing a platform for an individual to give his opinion to a wider audience, which leads to a wide spread of opinion throughout the audience in a short span of period. In today's world, it is effortless to use social media to spread fake news or provide misinformation. By giving everyone a voice and influencing narratives, social media changes society. It gives underrepresented voices a global platform to be heard through the impact of viral campaigns and the powerful influence of hashtag activism.[1] The amplification of voice is more likely to reach people and be accepted by them more. Many researchers have found that participants who are more exposed to amplified opinions were more likely to adopt extreme positions compared to those in a control condition with no amplification. Emerging genres like "clickbait," which are nothing more than exaggerated headlines meant to entice readers to click on a link, and hype in online reviews, which are invariably completely positive or negative. Social media algorithms always support content that has more and more engagement. Legitimate hashtags, such as #MeToo or #HeForShe, have the power to go beyond the internet and inspire in-person discussions,

---

[1] Lim, Soo Ling, and Peter J. Bentley, *Opinion amplification causes extreme polarization in social networks*, 12 Sci Rep, (2022).

influence the way topics are discussed, and impact legislative changes.[2] Through the creation of a movement that transcends national and cultural barriers and elevates the voices of individuals calling for social change, hashtags serve as a catalyst that propels important conversations outside of the digital sphere. The audience always chooses to consume those contents that favor their interests, and the algorithms start suggesting to them the same type of content. As more such content is consumed, it is more likely to be amplified. The more they watch a similar type of perspective, the more they just avoid the other perspectives present out there, which leads to the audience living in a world of their own far removed from reality. Opinion amplification refers to a variety of user behaviors that might skew the original viewpoint by emphasizing a certain attitude, either positively or negatively. These kinds of actions include drawing conclusions without sufficient evidence, summarizing or generalizing, selectively citing, editorializing, or misinterpreting. So the amplification of voice should be done keeping in mind the pros and cons of the perspectives that are going viral.

ECHO CHAMBER

Like everything else, social media has its advantages and disadvantages. While it has made communication and access to news and information much easier, it has also contributed to the spread of misinformation, an increase in hatred, and the creation of echo chambers.[3] Echo chambers can be defined as "environments in which the opinion, political leaning, or belief of users about a topic gets reinforced due to repeated interactions with peers or sources having similar tendencies and attitudes".[4] It is a phenomenon where users consume and interact with content that shares the same perspectives as themselves. They can provide a sense of belonging and social support for people with similar views and interests. However, individuals usually interact with only a few news outlets, and those who are more active and have been using social media platforms longer tend to engage with an even smaller number of sources.[5] The similarity in language and sentiments affects the information which is to be exposed to a particular group.[6] Algorithms also play a crucial role in determining which content is shown to users based on

---

[2] UPDEED, https://updeed.co/amplifying-voices-the-impactful-role-of-social-media-in-social-justice-movements/ (20 July 2024).
[3] Daron Acemoglu, Asuman E. Ozdaglar, and James Siderius, *Misinformation: Strategic Sharing, Homophily, and Endogenous Echo Chambers*, SSRN, 1-42 (2021).
[4] Matteo Cinelli, *The Echo Chamber Effect on Social Media*, 112 PNAS, (2021).
[5] Ana Lucía Schmidt, *Anatomy of News Consumption on Facebook*, 114 PNAS, (2017).
[6] Svetlana S. Bodrunova, Ivan S. Blekanov, and Mikhail Kukarkin, *Multi-dimensional Echo Chambers: Language and Sentiment Structure of Twitter Discussions on the Charlie Hebdo Case*, 850 CCIS, 393-400 (2018).

their preferences, behaviors, and interactions on the platform. Biasness has been observed in algorithmic filtering and personalization on platforms like Facebook and Google.[7] Users like partisans and gatekeepers usually produce content with a uniform perspective. Such developments in current trends have increased the phenomenon of echo chambers on social media.

Echo chambers not only create environments where like-minded people interact, but they also silence the voices of minorities. Individuals are pressured to conform to the dominant views and are often discouraged from expressing their views. It reduces exposure to diverse perspectives. A lack of different ideas and opinions can be observed which means people with similar views are not challenged by diverse perspectives and are not able to critically evaluate information to make informed choices. Echo chambers distort public opinion by not accurately reflecting the diversity of opinion within a population. Thus, it hinders people's freedom of speech by creating situations where they are not heard or given an opportunity to be heard properly.

TROLLS AND BOTS

Social media manipulation can be seen all over the world. Trolls are human-controlled accounts on social media platforms that use controversial comments to provoke and spread misinformation. Cyber troops can be observed which are teams employed by governments, military, or political parties to manipulate public opinion on social media. Cyber troops often use cyberwarfare methods like hacking and spying to find people with online harassment and trolling campaigns. They create official platforms, manage social media accounts that may be real, fake, or automated, and produce content like images, videos, and fake news to promote political agendas. Evidence has shown that paid citizens create content to propagate political messages and present them as independent voices.[8] While bots are generally used to amplify existing content rather than create new perspectives. It is quite difficult to differentiate between bots and real human users. A study found that trolls are more effective than bots in influencing

---

[7] Engin Bozdag, *Bias in Algorithmic Filtering and Personalization*, 15 Ethics Inf Technol,(2013).
[8] Samantha Bradshaw, Philip N. Howard, *Troops, Trolls and Troublemakers: A Global Inventory of Organized Social Media Manipulation*, 71 J. Int. Aff, 23-32 (2018).

public opinion.[9] While individuals can spread hate speech, misinformation, or troll someone online, the phenomenon of social media manipulation by major groups has become widespread.

MUTUAL REINFORCEMENT OF AMPLIFICATION AND ECHO CHAMBERS

Amplification not only contributes to the formation of echo chambers but the presence of echo chambers also promotes amplification. Amplification and echo chambers mutually reinforce each other. A study found that the members of echo chambers often play a significant role in rumor propagation and are involved in the initial stages.[10] They tend to interact with those who share their views and favor information that confirms their existing beliefs. Isolated from different views, it leads to political and social polarization. It favors extreme or sensualist content more than the moderate ones, often creating controversy. It may increase hostility by dividing people with extreme views. Through these actions of selective exposure and political and social homophily, their views are often amplified through repetitive and homogenous communication. This creates a closed loop where rumors and misinformation are reinforced within the echo chamber, making them more believable. The spread of misinformation and rumors causes public health issues or critical social movements. Amplified information formed in echo chambers tends to reach a wider audience. To maximize user engagement, algorithms promote strong emotions. Since echo chambers encourage the sharing and interaction of emotionally charged or controversial messages, this frequently results in the amplification of such messages. Content that has been amplified in an echo chamber supports the group's dominant narratives and views. Therefore, similar content is created and shared more frequently which is further amplified through likes, shares, and comments. Echo chambers become resistant to outside information and opinions through this loop. Such a cycle of amplification and echo chambers continues, thus intensifying one another.

Trolls post provocative and offensive content deliberately to trigger strong emotional responses from users and compel them to share or comment which amplifies biased views inside the echo chamber. While bots are programmed to like, share, and retweet content that supports the dominant perspective, creating an illusion of widespread support and further amplifying its reach. Trolls and bots both circulate misinformation.

---

[9] Marco Bastos and Dan Mercea, *The Public Accountability of Social Platforms: Lessons From a Study on Bots and Trolls in the Brexit Campaign*, Phil. Trans. R. Soc. A. (2018).
[10] Daejin Choi, *Rumor Propagation Is Amplified by Echo Chambers in Social Media*, 10 Sci Rep, (2020).

As echo chambers become more ignorant and amplified content dominates the narrative, public discussions can become significantly distorted. A biased portrayal of topics arises from the repetition of identical perspectives and the omission of opposing opinions. This may influence public opinion and policy discussion, causing decisions to be made based on a limited perspective rather than a balanced understanding of the issue.

While echo chambers and amplification are often criticized, they can have positive impacts too. They can provide a sense of belonging, especially among marginalized groups by uniting people with similar views. They also give minorities a platform to raise awareness of topics or issues that are often not heard. As they amplify messages and information, they are effective in mobilizing social movements. Moreover, certain echo chambers can enhance innovation and creativity by creating focused spaces for in-depth exploration and collaboration on a specific topic. By understanding and identifying echo chambers with negative sentiments or misinformation, platforms can intervene early to promote positive and accurate information.[11]

PREVENTION OF ECHO CHAMBERS AND AMPLIFICATION

Rules and regulations are necessary for maintaining a peaceful society. Without these, society would fall into chaos and conflict. Social media needs certain rules to keep echo chambers and amplification under control. The current algorithms on social media platforms generally show content that aligns with the users' views to increase engagement. A software architecture was proposed as a solution that would show different opinions on a topic by collecting information from several sources, like news, scholarly articles, and comments with hashtags.[12] A random dynamical nudge (RDN) algorithm is also suggested, which would show random inputs from agents without constant surveillance.[13] Instead of relying solely on algorithms, platforms can explain the rationale behind recommendations and let users make informed choices about what they see. Additionally, users can be offered options to diversify their feeds. Nurturing curiosity among the users can be effective as a long-term solution. This could include prioritizing perspectives that challenge their existing beliefs and showing topics that are outside their usual interests or are less popular but potentially thought-provoking. Introducing moderate-minded

[11] Yichang Gao, Fengming Liu, and Lei Gao, *Echo Chamber Effects on Short Video Platforms*, 13 Sci Rep, (2023).
[12] Oleksii Stetsyk and Svitlana Terenchuk, *Model Development of the System for Avoiding Echo Chambers in Social Networks*, 57 Management of Development of Complex Systems, (2024).
[13] Christopher Brian Currin, Sebastián Vallejo Vera, and Ali Khaledi-Nasab, *Depolarization of Echo Chambers by Random Dynamical Nudge*, 12 Sci Rep, (2022).

people with specific opinions promotes a healthy exchange of opinions and diverse interactions that would reduce the number of small echo chambers.[14]

Instead of running after user engagement, the algorithm could prioritize factual accuracy by collaborating with credible fact-checking organizations to identify and remove misleading information. They can introduce explanatory short videos or photos by competent and credible users on various topics. Users are also to be made aware of the importance of verifying information before sharing it. As short video platforms often have active communities centered around common interests, they can be used to encourage respectful and healthy discussion. This would include promoting fact-checking mechanisms and rewarding users who interact with a range of opinions, as well as highlighting both sides of an argument within the comments.

Combating trolls and bots on social media platforms is difficult and needs a multi-faceted approach. Proper use of artificial intelligence can analyze user behavior patterns and content to identify bot accounts.[15] The verification process can be made stricter, and accounts can be monitored properly for red flags like generic profiles, repetitive content, and excessive use of hashtags. The influence of trolls can be reduced by ignoring and reporting them. A healthier online environment can be promoted by combining platform efforts with user awareness.

SOCIETAL IMPACT OF SOCIAL MEDIA

Social media is the greatest tool to change the perspective of people effortlessly; it may be positive or negative. In many cases, it helped to provide justice to the victim; it often affected political dynamics; and the spreading of fake news was at the peak of the effects caused by the amplification of voices on social media. The trendiest and most recent was the Porsche crash case, where a 17-year-old, 8-month-old juvenile crashed his car into a bike, which led to the deaths of two adults who were returning from partying at a club.[16] The accused was highly intoxicated; he spent around 68,000 rupees in around 90 minutes. He belongs to a wealthy family that can easily influence the justice of our country with their money. As the case came

---

[14] Prithwish Jana, Romit Roy Choudhury, and Niloy Ganguly, *Reducing Opinion Echo-Chambers by Intelligent Placement of Moderate-Minded Agents*, arXiv, (2023).

[15] Aine MacDermott, Michal Motylinski, Farkhund Iqbal, Kellyann Stamp, Mohammed Hussain, Andrew Marrington, *Using deep learning to detect social media 'trolls'*, 43 FSI Digital Investigation, (2022).

[16] Riyah Shah, The Porsche Crash Case: Social Media Outrage Results In Stricter Actions Over 17-Year-Old, Social Nation (18th July 2024), Netizens Outrage On Porsche Crash Accused: Bail Cancelled (socialnationnow.com)

to the juvenile justice board, they ordered that the young motorist be required to work with the traffic police for fifteen days, produce a fifteen-day "essay on accident," and grant him bail on this heinous crime of killing two innocent people. This day, a social media outrage was observed, and people were against the bail granted to the accused, as under the Juvenile Justice Act, a juvenile between 16 and 18 years old who had committed a heinous crime should be treated as an adult. This question was also raised about whether he should be treated as an adult. Social media is full of this news; every post on this has comments against the decision made by the juvenile justice board, which led to the cancellation of bail, and a review was made on the decision again. Social media's amplification of voice showed its power and, in some ways, helped the justice system be fair enough to the victim's family.

In the case of COVID-19, which is a disaster all over the world, people are mostly relying on social media platforms for guidelines, travel bans, and news on the frequent spreading of the virus, and a lot of the misinformation is also rapidly spreading throughout the world.[17] People believe every piece of information they get on the internet without knowing the source of the information or where it comes from. In the early stages, everyone just wants to live their life, so this fear of dying leads them to do what comes on the internet without thinking for the second time. They believe in the medicines suggested, and they start doing the home remedies that were shown on the different websites and share them among their friends and family, which makes the post go viral and just helps in the formation of an echo chamber. They only start doing the home remedies that were shown on the different websites and share them among their friends and family, which makes the post go viral and just helps in the formation of an echo chamber. They only believe in the remedies that are done by their family and friends, ignoring the actual facts and all that was suggested by the doctors and specialists. But in the later stages, the doctors came to social media platforms, and official websites were formed to help people take care of themselves properly and get protected from the virus. This is how the war on vaccines was handled. People were rushing for the vaccines, but the government made websites for enrolment and booked their slots and different dates. This information was amplified easily through social media, as people most of the time rely on it for reliable information.

Nowadays, social media makes it easy to defame a person with just a few clicks. This is a huge problem in this growing country. The use of AI is also there to defame a person using these by

---

[17] Ryan J. Gallagher, Larissa Doroshenko, Sarah Shugars, David Lazer, Brooke Foucault Welles, *Sustained Online Amplification of COVID-19 Elites in the United States*, SM+S, (2021).

generating fake photos, voices, and videos.

On January 7, 2015, Said and Cherif Kouachi, armed with Kalashnikov assault rifles, forced their way into the office of Charlie Hebdo, a satirical magazine, and started shooting while screaming "We have avenged the Prophet Muhammad" and "God is Great" in Arabic.[18] When the police caught them while they were trying to flee, they opened fire on the squad car. One of the assailants approached the wounded cop on the sidewalk, shot him in the head, and then took off. The chase came to an end when the brothers were surrounded by several armed officers in the printing firm they were hiding in on January 9, 2015. They were shot dead as soon as they came out of the building and started firing at the cops. This horrific attack on the Charlie Hebdo office claimed the lives of 12 individuals. Later, the shooting at Montrouge and the hostage situation at a kosher supermarket at Porte de Vincennes were confirmed to be connected with this attack. These events took the lives of five individuals. This attack accentuated the tension between free speech and religious values. It divided people into those who supported Charlie Hebdo with the slogan 'Je Suis Charlie' which meant 'I am Charlie' and those who condemned the attack but didn't support the magazine's offensive content with the slogan 'Je Ne Suis Pas Charlie' which meant 'I am not Charlie'. Echo chambers can result from language as well as emotions. Evidence was found that #Jesuischarlie led an echo chamber where emotions were mixed, while #Jenesuispascharlie disapproval and negative sentiment led to an echo chamber with negative emotions.[19] It sparked anti-immigrant and anti-Muslim sentiments within the community.

On September 26, 2014, 43 male trainee teachers disappeared in Guerrero State. They were on their way to protest what they believed was discriminatory toward teachers. They were stopped and set on fire by the municipal police. They were reported missing, but it was later revealed that they were allegedly taken to the police station and handed off to members of a local drug gang, Guerreros Unidos.[20] This gang killed the students and dumped their bodies in a nearby stream. The hashtag #YaMeCanse was used, which meant 'Enough, I'm tired.'.[21] People showed their frustration against the unfairness, corrupt politicians, officers, and more. The bots

---

[18] BBC News, https://www.bbc.com/news/world-europe-30708237 (18 July 2024).
[19] Svetlana S. Bodrunova, Ivan S. Blekanov, and Mikhail Kukarkin, *Multi-dimensional Echo Chambers: Language and Sentiment Structure of Twitter Discussions on the Charlie Hebdo Case*, 850 CCIS, 393-400 (2018).
[20] BBC News, https://www.bbc.com/news/world-latin-america-35539727 (20 July 2024).
[21] The Guardian, https://www.theguardian.com/world/2014/nov/09/protests-flare-in-mexico-after-attorney-generals-enough-im-tired-remarks (20 July 2024).

played a huge role in influencing the flow of information and conversations related to the protest movement. Evidence of their presence shows that they manipulated narratives and spread misinformation in the online communities involved in the protest.[22] Such bots often distort public discussion and amplify specific messages while suppressing real people.

LEGAL ASPECT

As we have studied in the abovementioned scenarios, the right to freedom of speech and expression (Article 19(a)) is provided by the Constitution of India, which guarantees the people of India the right to express themselves without any fear but with some limitations.[23] Social media provides a platform for minority voices to also give their opinion at an international level, but the amplification of voices and the formation of eco-chambers just dominate the minority voices, which in most cases is the reality behind the case. The amplification of voices just makes people believe in the dominant one, and they forget about their own perspective and leave behind the other aspects of the case. The dominant voice is enough to dominate the minority ones due to many different reasons, such as the algorithm and the SEO (search engine optimization) used in the videos, due to which those dominant ones go viral easily. Here, the freedom of speech and expression is hampered by the minority as well as the audience, which starts believing their influencer without having their own perspective or disclosing their own ideas and only walking in the crowd blindly, which mostly affects the political dynamics of our country.

So in today's world, social media, as we know, plays a major role in different sectors, from advertisement to politics, terrorist attacks to wars. As we all know, youth of this generation are highly engaged on social media, and youth are the future of the country. They are manipulated here easily because it is easy to do so, as the youth are trusting social media blindly. People make videos in different genres, but under Section 69A of the IT Act of 2000, the central government and state governments have the power to scrape down posts from social media that violate some criteria, like the benefit of India's defense, security, and sovereignty or integrity. If it harms cordial ties with other countries, which are needed for maintaining public order or stopping the inducement of others to commit any crimes that are punishable under these, interrupt the investigation of any offense. People who don't like the government in power

---

[22] Pablo Suárez-Serrato, Margaret E. Roberts, Clayton Davis, Filippo Menczer, *On the Influence of Social Bots in Online Protests*, 10047 LNISA, (2016).
[23] *Constitutional Law -- Freedom of Speech -- Use of Loudspeakers*, 3 Miami L. Rev. (1949).

choose to post videos, photos, and writeups on the works done by them and draw conclusions of their own that were against the government during the surgical strike. The whole of India was proud, but some were there who said the surgical strike was an unsuccessful mission and that it questioned the capability of our defence and government. These matters, and things like anti-religion posts that show a particular religion, are the worst of all. This creates chaos in the country, due to which the governance system gets worse. Under Section 69(A) of the Information Technology Act, 2000, the Ministry of Electronics and Information Technology (MeitY) issued directives to remove specific content from Twitter (a masked site), against which there was a case filed in the Karnataka High Court as well, but the order was approved as it had something against the above-mentioned criteria.[24] Then the same act has Section 79, which provides immunity to intermediaries (like social media platforms) from liability for user-generated content, provided they observe due diligence and do not knowingly host harmful content with central government order.

The Indian Penal Code primarily had several rules pertaining to hate speech. These laws aim to maintain public order and protect the dignity of individuals and communities. They are essential in a diverse society to prevent conflicts and promote harmony.

Section 153A prohibits spreading hatred among groups on the basis of caste, religion, race, place of birth, residence, language, or community. It criminalizes anything that incites conflict, enmity, hatred, or malice among these groups, whether by words, signs, or outward displays. It also covers activities that are harmful to preserving peace and disturb public order, such as planning or taking part in events with the intention of using illegal force or violence against any group or instructing others on how to do so. Section 153B penalizes statements or publications that question the capability of any class of persons due to their belonging to a particular caste, religion, race, or language group, deny their rights as citizens, or cause disharmony among groups. In Bharatiya Nyaya Sanhita, sections 194 and 195 can be found, which are equivalent to sections 153A and 153B in the Indian Penal Code.

Section 295A punishes deliberate and malicious acts intended to outrage religious feelings by insulting a religion or its beliefs. Section 297 in the Bharatiya Nyaya Sanhita is similar to that of Section 295A in the IPC. Section 505 criminalizes making, publishing, or circulating

---

[24] The Print, https://theprint.in/theprint-essential/all-about-section-69a-of-it-act-under-which-twitter-had-withheld-several-posts-accounts/597367/ (21 July 2024).

statements, rumors, or reports that cause mutiny, public fear, alarm, or crime against the state or communities. Section 351 of the Bharatiya Nyaya Sanhita is similar to that of Section 505 of the IPC.

Many such sections can be found in the Indian Penal Code. Section 295A was introduced to address the shortcomings of Section 153A. These sections are often criticized for being vague and not defining terms like 'malicious intent' and 'religious sentiments' properly.[25] Courts play an important role in interpreting and ensuring there is no restriction on speech more than necessary to stop the clash with Article 19.

Bharatiya Nyaya Sanhita also has Section 352 on defamation, which states that anyone making or publishing any imputation about a person intending to harm or knowing it will harm their reputation is said to defame that person.

The implementation of specific regulations has become extremely essential due to the growing impact of digital content. To solve this issue, the government proposed amendments to the Information Technology Act by requiring social media companies to track the source of "unlawful content" and delete it from their platforms within 24 hours of receiving a legal request. Additionally, companies need to actively identify and remove harmful content before it spreads. While these rules aim to improve online safety, some critics claim that they could also increase censorship and government monitoring, which could violate people's rights to privacy and free speech.[26] It is still very difficult to find a balance between regulation and fundamental rights.

CONCLUSION

The effects of amplification and echo chambers are both a blessing and a curse. Truth often gets buried by trolls and bots who manipulate narratives and have political and social consequences. Regulations like Section 69A of the IT Act and several sections of the Bharatiya Nyaya Sanhita have been implemented to tackle these issues. However, there have been several controversies and worries about possible censorship and overreach, as well as criticism about not defining specific terms like malicious intent' and religious sentiments. Continuous attempts

---

[25] Shreeja Utkalika Jena, Aryan Das, *The Ripple Effect of Section 295A IPC*, 26 Supremo Amicus, (2021).
[26] Bala Sundara Ganapathy N and Mohana Prasad K, *The Necessitate of Regulation for Social Media Posting in India*, 37 Advances in Parallel Computing, (2020).

are made to protect the right to speech and prevent the spread of harmful content. A multifaced strategy is needed to minimize the negative impacts of echo chambers, amplification, trolls, and bots. Not only efforts from the government and different social media platforms but also individual responsibility are required to be taken into account to mitigate the issues. Specific new regulations should be introduced to combat this issue, and users need to be made aware of the consequences of their actions. Social media platforms need to improve their content moderation procedures and give transparency a higher priority in their algorithm than user engagement. It is important to motivate users to look for different viewpoints and evaluate information critically. Additionally, preventing the propagation of misinformation can be achieved by cooperating with reliable fact-checking organizations. By fostering a more informed and inclusive digital environment, society can better manage the complexities of the modern information system and ensure that the voices of all individuals, including minorities, are heard and respected.