The Provision of Admired Information by Manipulating People's Knowledge

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Battlefield could be described as a place where most individuals would not like to appear in, and the place where a party with the higher power is more likely to succeed. Would it be difficult to envisage that the world currently appears to be this battlefield? The world where a structure which creates a greater impact with information has the leading power. Malcolm X was one of the intelligent who described one of those structures. “The media is the most powerful entity on earth. They have the power to make innocent guilty and to make the guilty innocent, and that is the power. Because they control the minds of masses.”. For this war, the ambiguous information disseminated through social media becomes the tool TO INFLUENCES THE perception of HOW people SEE the world. With the help of high-tech computers an individuals ARE manipulated.  WAR BETWEEN MEDIA AND INDIVIDUAL.

# **First Argument**

To begin with, an individual’s perception of surrounding the world is being influenced by the propaganda news distributed through social media. The social network provides the accessibility of information to individuals and broadens their mind in their preferable research object. However, this informational privilege causes some threats to receiving ambiguous or propagandic information. The information can be considered propagandic if it is written by unprofessional journalists with the purpose of influence or change moral values and include the content of ideologically extreme ideas or conspiratorial information of political news.(Howard , Gillian, Bence, Samantha& Lisa, 2017)Social media has the ability to disseminate an enormous capacity of information where administrative control does not need to be excessive or expensive resources. Due to this, social media is being considered as a force which democratizes interaction with the possibility to challenge or centralize elite propaganda**. (Castells, 2012; Gerbaudo, 2012; Mason, 2013a, 2013b).**For instance, in excess of 150 social media users were potentially exposed to the Russian propaganda program before 2016 official political election, as indicated by the legislative declarations of Facebook, Google and Twitter individuals. To place it in context, just 20.7 million watchers viewed the ABC, CBS, NBC and Fox stations nightly news communicate in 2016. (Lang, 2017) **.** As the research showed During 2016 US presidential election, the social network is being considered as a crucial source of information for young adults at age 18-29 (Caranana, Broud, & Klaehn, 2018**) T**hus social media is one of the most popular information sources being used as the effective tool of manipulation and dissemination of propaganda.

# **Second Argument**

Furthermore, not only does the technological development of public network provides better access to the information but it becomes a tool for media users manipulation. High-technology computers with artificial intelligence process the information that is being provided to individuals. The crucial fact is that these computers are created to make the browsing process personal. However, according to (Orlowski, 2020) this information personalizing creates an 'informational bobble in which individual get preselected information which applies to his values, perception and his “own truths”. Users who appear in this situation create their own reality where they are easily manipulated. One example could be the results of Pew Research Center which results show how U.S political polarization of Republicans and Democrats changes in in the past twenty years. From 1994 the negative opinion towards the opposite group has doubled for both parties. In 2014, when social media was already rapidly growing, 27 per cent of Democrats consider Republicans a threat of U.S well-being and at the same time, almost 40 per cent of republicans claimed that Democrats are a threat to the nation**. (**Keeter, 2015**)** However, of this Recommendation system, the spread of information is expeditiously increased in social media. This was followed by a few repercussions. One of them is propaganda/fake news on Twitter spreads 6 times faster.**(**Stokel, 2018). The effect of this repercussion can be illustrated by the example of the conspiracy theory of “Pizzagates”. When this conspiracy theory was widely spread through social media platforms by recommendation systems for people who were not aware of “Pizzagates”. This ended up by the person showing in a public place with a gun of the purpose to liberate children from “Pizzagate” basement. (Orlowski, 2020) With these examples, we (avoid this words) can see that the effect of the public network on personas is increased by providing individualized content which reduces or even prohibits objective comprehension of information.

# **Conclusion**

To conclude, the information that is being spread through social media has highly affected society's perception of the surrounding world. With the help of Artificial Intelligence and Recommendation Systems, the data is processed and pre-selected for consumer's individual preferences and interests lead to subjective comprehension of information. This creates a favourable medium for the spread of propaganda and facilitates the process of manipulating individuals. With this power, the public opinion could be readily controlled, and the war would be lost. TEXT crealry delete text aand more interesting conclusion ADD OWN OPPINION HOW TO WIN THIS WAR.

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