Social Media Fuels Polarization in Muslim Countries

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Abstract
The majority of People are Polarize online in Muslim countries of world. It is very easy to create polarize groups with the use of Social Media. The purpose of the study to measures Polarization and the echo chamber feature of Social Media in Islamic Republic of Pakistan. The results suggested that Social Media Polarization extreme form is existed and also confirmed that Social Media new Algorithms creating echo chambers. The interesting results suggested that our respondent wants diversity not echo chamber. People are politically Polarize because of fake and emotional content. It is the responsibility of the Social Media companies to watch for this type of content which makes people divide socially, religiously, and politically.
Keywords: Social media, political polarization, religiously, fake and emotional content

1. Introduction

Social Media connecting the People and it also made people hate each other. The condition is now worse because now it is very easy to propagate polarize views with Social Media. Now there are a lot of Social Media tools are available at the market. So, they can use many accounts at once. The main purpose of these groups is to spread fake and junk news. These fake and junk news acts as fuel to the Polarize groups. Social Media promote that content. It is because of the Algorithm of social Media. The Algorithm of Social Media provides individualized experience to the users. So they never get a chance to know the other side of the story. We are all of us enveloped inside our own personalized bubbles (Lau & Akkaraju, 2020).

Many news media affect voters' behavior and voters' turnout (Teixeira, 1992). Rogers (2002) discussed role of news media in agenda setting and effects on voting choice.

Social Media has tons of mixed bag information. Information is overloaded on the internet. As we above discussed Social Media Algorithms are biased. We have to know which political party or company is doing this. And they divide the whole society. Polarization is not limited to the individual or some distinct group. It can affect the whole country's political system. What if people have no harmony and common ground for people to stand? So, this Polarization can be a threat to democracy. In today's perspective when the situation of coronavirus and people are angry against the government. The state should have to consider that social media data which polarizes society.

There also many other questions are raised by many researchers like "Can Democracy Survive the Internet?" (Persily 2017).

Social Media provides its user an opportunity to publish and communicate in whatever way they like, or whatever they want to, quite easily. Due to this ease of access, the internet users are able to create a huge amount of data. You Tube users upload Seventy-Two (72) hours of videos every minute. 340 million tweets are created on Twitter, by the users. Bloggers submit 500,000 new posts, on wordpress.com, and these posts receives 400,000 comments on daily basis (Jeffbullas).

Social Media is not just used by young and agitated, it is now global and used in every corner of the web. 72% of the internet users are active on social media, 89% of the users are of 18-29 years old, 71% internet users access social media from the mobile. 1.15 billion Internet users use Face Book, 70% of marketers uses Face Book to approach customers. Over 1 billion users uses Google+, with 359 million monthly active users, and on Twitter, there are over 550 million registered users, with 215 million active users (Jeffbullas).71% adults use Face Book, 17% use Instagram, 21% use Pinterest, and 22% of the online adults use Linkedin. 74% of women and 62% of men use social networking sites. It is also revealed that Face Book users are more politically engaged than most people (Pewinternet).

Despite of low penetration rate against the advance countries, Social Media is becoming a powerful tool for information sharing in Pakistan. According to the statistics, the number of Social Network Users in Pakistan is 8007460, and total Internet users are 291298970. 8.5 million Users in Pakistan use Face Book, 28% of the Internet users use Linkedin (1.5 million), Instagram, and Twitter. Nokia, OLX and Ufone have over 1 million fans on Face Book (Reader).

Social Networking sites have become an important tool for Politics. This medium is an important source for news, finding like-minded people, information, and also to approach voters in case of elections (Pewinternet). According to a Report, 22% of registered voters have let other know, on a social networking site, how they voted. 30% of the registered voters have been encouraged to vote for their Favorite Candidate on Social Media, in American General Election (Rainie, 2012). In United States Election 2008, Presidential Candidate Barrack Obama focused mainly on social media, and after that successful campaign, public has a new way to participate in the political process. The use of Social Media for political purpose is not restricted to the United States only, but also in other movements, like the Arab Springs, and the protest in Turkey (Baig, 2013).

Polarization is not limited to a single person. So, it is very easy to create polarize groups with the use of Social Media. Now we can easily create many social media accounts for free and promote polarize opinions easily. These many accounts can handle easily with one account. They are different bots sharing fake and emotional content on their accounts. Most viral content on social media is that fake and emotional content.

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Polarization is never being that easy. So, a single person can polarize millions easily.

The main objective of study is to measure the Political Polarization on Social Media. This study is specified in Pakistan. I also study how Political Parties use Social Media to

There are two hypotheses that we are studying in this research. First is Social Media causes polarization in society. My first hypothesis discusses that Polarization is a threat to democracy. The real problem is that social media polarization is going unaddressed. The division which is done by Social Media is in favor of the Politicians in elections. So, it directly influences democracy. This Polarization is now worse. In hypothesis, we measure Political polarization. In which we discuss the Social Media Algorithms. And different social media Algorithms which are filtering content and creating echo chambers. The boundary between different websites is becoming thick and thick day by day, which should be thin. So respondents can easily jump into other walls and expose to diverse ideas. The second hypothesis discussed that social media's new algorithms are killing diversity. That diversity is the main characteristic of social media which is fading day by day. Our second hypothesis also study is that really we want that new social media algorithm or these are just there to facilitate the big companies.

The next question is that if Political Polarization exists how we can reduce or minimize its effects. My studies focus on just Social Media.

2. Social Media and polarization

Social Media is the new world with new dynamics. The main feature of Social Media is the diversity and plenty of mix bag information is available on the Social Media. When you are using Social Media you were interacting with new ideas. But in the last few years, lots of things are changed. Now internet filters are common things and Social Media platforms itself changing their Algorithm. At first, there is a porous boundary between websites. So users can easily jump into the other side of the opinion. But now that wall is going dense day by day. So, it kills the main feature of Social Media which is diversity. So, result in the user interacting with the world which is not new, it just reinforces their preexisting beliefs. Also, it further results in different blocks in the society. These different blocks have no common ground to stand. Social Media dividing the society day by day. Social Media fuels Polarization.

There is also another side of Social Media that binds the world together. They argue that Social Media is the Platform in which people debate about different topics and issues. The world is a global village because of Social Media. We are not socially isolated even when we are at our homes. You feel connected to the world when you are on Social Media.

So there are different opinions about Social Media and its Polarization. Many studies explain polarization exists on Social Media. And some also argues that Social Media is connecting the ideological Partisan peoples. They conduct different researches on different topics and explain the Polarization between Republicans and democrats.

They measure Polarization on the bases of the following topics.

And there are many more topics like that which explain polarization among these two Political Parties. They have different opinions just because they are following different parties.

The above studies suggest that Social Media creates Polarization by filtering Algorithm and creating Echo chambers. We still can't ignore the fact that Social Media connects the People. Founder of the world phenomenon Facebook, said, "More than 175 million people use Facebook. If it were a country, it would be the sixth most populated country in the world." There are also studies available which talk about which kind of the content cause Polarization.

The content which causes polarization is the emotional and fake content. This is also fact that emotional fake content is more popular on the Social Media as compared to the other content. There also a question rise why Social Media Algorithm promote fake and emotional content. The above journals study different aspects relating to Social Media polarization.

3. Theoretical Foundations
3.1. Mediated Deliberation

In Pakistani society, it has been noticed that because of social media in Pakistan the deliberative quality of media has increased. Pakistani mainstream media is analyzing and discussing on different political issues. Keeping in view above mediated discussion of deliberation, it may be expected that for strengthening the democracy in Pakistan media professionals should move forward towards deliberation. This dissertation provides a platform to gauge whether Pakistani media is deliberative or not. So, the deliberative democratic theory may be observed by placing the news media in middle of public and media professionals.

Page & Shapiro, 1992; Habermas, 2006; discussed process of voters based upon the discussion of the media professionals. For rational thinking of voters, media discussions quality should fulfill the key features of mediated deliberation (Gastil, 2008) and it paved the way for the right voting decisions and choices of voters (Habermas, 2006).

Interpersonal discussions reduce uncertainty about political issues. News media encourages mediation and discourages it for others public forums (Kim, Wyatt & Katz, 1999; McLeod, Scheufele& Moy, 1999).Mutz concluded that deliberative democracy, which is realized by political discussion with heterogeneous others, might not coexist with participatory democracy. Nevertheless, it is recommended that the discussion measure, which only taps into similar others, is still a useful predictor of political participation because voters are inherently prone to engage in a political conversation with homogenous others, such as friends and family (Mutz, 2006; Schudson, 1995). Contrary to deliberative theory assumption, discussion increases the voters' belief that is motivated by self-interest.

Political deliberation and mediation is major part of dissertation which argues that interpersonal discussion process with peers and relatives regarding politics is very important to understant political issues. Several scientific studies (Mutz & Mondak, 2006;

Smith & Zipp, 1983; Scheufele& Moy, 1999 ;) have reported that public discuss about politics to colleagues, families and friends. During elections these discussions mediate with political news that affect voters' behavior regarding knowledge about political issues, interest in political activities, and participation in vote casting process. With the facilitation of news media exposure, the process of deliberation and political discussion can be elaborated by analyzing the media content and surveying the audience. (Waldman ,2000)

Interpersonal political discussion is regarded very natural, instantaneous phenomenon. People communicate with peers and friends, colleagues at job place. Political mediation occurs as routine activity. This dissertation argued that voters discussed political happenings in a daily life. They also get exposure with political information and knowledge from interpersonal political discussion and also through news media exposure. Deliberation of the political news exposure may provide them awareness regarding political issuesand vote casting.

RQ1: How doessocial media polarized the society?

As media consumers have more choices to expose themselves to selected medium and media contents with which they agree, they tend to select the content that confirms their own ideas and avoid information that argues against their opinion. People don't want to be told that they are wrong and they do not want their ideas to be challenged either. Therefore, they select different media outlets that agree with their opinions so they do not come in contact with this form of dissonance. Furthermore, these people will select the media sources that agree with their opinions and attitudes on different subjects and then only follow those programs.

H1. Social media causes polarization in society

Most of the studies are conducted in America and Europe. There are very few studies that are conducted in Asia. There are hardly any studies conducted on Social Media in Pakistan. My study is related to the previous studies and measures Political Polarization in Pakistan, where politics is a hot word and people have very diverse and interesting opinions. My study not just measure Political Polarization caused by Social Media but also educate how we eradicate the differences which cause by Social Media. Every political party publicized their achievements and highlighted the failures of others from television channels, radio, social media and newspapers. People were encouraged to cast their vote as every single vote is critical to change their fate. Media played a crucial role to mobilize voters by inducing among them political awareness. Envisioned the scope and influence of mass media several scholars in them researches incorporated it among the various factors impacting voter's choices. The assumption regarding media's influence strengthened after finding a positive correlation between political news and voting patterns.

3.2. Method and Measures

Survey was conducted both in Urdu and English language for easiness of respondents.

The researcher draws a set of sample on the basis of gender (male and female) and from the rural and urban combination.

Table 5.21: Results Correlation of Correlation Analysis of Political News Exposure and online Political Participation

		How often you shared the post on social media for politial news exposure?	How often you like the post on social media for political news exposure?			How much time you spend on use social media for political news exposure?
How often you shared the post on social media for politial news exposure?	Pearson Correlation	1	.855**			.650**
	Sig. (2-tailed)		0			0
	N	643	643			643
How often you like the post on social media for political news exposure?	Pearson Correlation	.855**	1			.657**
	Sig. (2-tailed)	0				0
	N	643	643			643
How much time you spend on use social media for political news exposure?	Pearson Correlation	.650**	.657**			1
	Sig. (2-tailed)	0	0			
	N	643	643			643

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

4. Findings and Discussion

We found that social media causes polarization in society. In recent years Social Media is new norm and it is now part of life for many. Propaganda on Social Media is common know. This main purpose of this propaganda is to polarize (divide) the society. This division is always existed but the emergence of Social Media it is now very easy to divide. So, social media fuels Polarization.

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