

Communities Influence Social Media in Dealing with 'Filter Bubbles' and 'Echo Chambers' in The Era of Digital Content Among Students

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ABSTRACT

Searching social media and developing an effective communication perspective are two important aspects of managing a positive online presence and impactful messaging. Here are some tips for achieving both of these things by finding the right social media. Looking for goals, determining goals for using social media. Connect with friends and family, build a professional network, promote business, or participate in discussions on user-specific topics. For social media that have different user demographics, learn the key user characteristics of the target audience's platforms by highlighting the features and functionality offered by each platform. Platforms that have a lot of user interaction and engagement are more likely to build an effective online presence. Looking at various points of view, to avoid the digital era with the terms 'filter bubble' and 'echo chamber', you can actively seek information from various sources and different points of view. Follow social media accounts that represent a variety of views and participate in various discussion groups or forums. For steps users can follow to strengthen privacy, improve the quality of public opinion discussions, and build a more positive and inclusive social media environment.

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INTRODUCTION

Community service in facing the problems of the digital era through the influence of social media is an important social platform contribution in the current digital era. Social media has become a primary means for individuals to interact, share information, and the action in society. In the context of community service, the use of social media by individuals or groups can have a significant impact, both terms of public awareness, social change and community empowerment. Study the key user characteristics of the platform you want to use to ensure that the target audience is present there. Feature and functionality evaluation reviews the features and functionality offered by each platform. Choose a platform that provides tools and features that suit your communication needs and preferences. Observe activity and engagement The main focus is on the level of user activity and engagement on the social platform.

Platforms that have a lot of user interaction and engagement tend to be good places to build an effective online presence. There are several social media platforms and see which one best suit your communication style and needs (Griffin, 2008). Don't hesitate to try new platforms and keep changing your strategy based on the response and results obtained. Developing an effective communication perspective in understanding the audience. Get to know the target audience well.

Their communication habits to be able to interact with them effectively. Adapt communication style Adapt communication style to your audience's language, tone, and style to suit their personality and preferences. Relevant content is content that is relevant, interesting and useful for the audience. Providing valuable information, inspiring stories, or interesting entertainment to maintain interest and engagement in communication consistently maintain consistency in communication. Stay active and engaged with your audience by posting regularly, responding to comments and messages, and participating in discussions. Providing added value focuses on providing added value to the audience. Provide solutions to their problems, answers to their questions, or inspiration to motivate them. Listen and engage, listen to audience input and feedback, and engage in meaningful dialogue. Pay attention to their needs and wants, and adapt the response you receive. By choosing the right social media and developing an effective communication perspective, you can build a positive online presence, expand your network, and influence others positively through social media platforms. Seeing various points of view, in order to avoid the digital era with the terms 'filter bubble' and 'echo chamber', users must actively seek information from various sources and different points of view. This can be done by following social media accounts that represent a variety of views and participating in various discussion groups or forums. By implementing these measures, social media users can play a role in strengthening their privacy, improving the quality of public opinion discussions, and building a more positive and inclusive social media environment.

One of the main advantages of using social media in community service is its ability to reach a wide audience quickly and efficiently. Through platforms such as Facebook, Twitter, Instagram, and others, individuals or groups can disseminate information about problems faced by certain communities, promote events or fundraising activities, and invite the public to take part in positive action. Apart from that, social media also allows the creation of a more inclusive dialogue between community service and society in general. Through comments, direct messages, or discussion forums, individuals can interact directly with the communities they support or help. This opens up opportunities to hear different perspectives, gain input, and strengthen relationships between service providers and beneficiaries.

However, it is important to remember that using social media in community service also has its own challenges and risks. The information disseminated may be invalid or even misleading, interfering with sincere devotional efforts. Apart from that, social media often becomes an arena for debate and conflict, so it requires wisdom in responding to and managing these situations.

Dealing with the influence of social media

- In this context, it is important for individuals or groups involved in community service via social media to consider outlining the strategies and approaches they use. This includes ensuring the accuracy of the information disseminated, building strong networks with stakeholders, and maintaining open and empathetic communication with the communities served.
- Overall, community service through the influence of social media is important and has great potential to create positive change in society. By using social media wisely and responsibly, individuals or groups can harness the power of technology to build stronger, more inclusive and sustainable communities.

Community changes the role of media content in playing ideology and discourse studies

- Community service in the influence of social media in the digital era plays an important role, especially among students. In today's digital era, social media has become the main platform for sharing information, building communities, and influencing public opinion. For students, the use of social media is not just for entertainment, but also as a tool to spread ideas, expand networks, and mobilize action. *First of all*, through social media, students can easily connect with communities who have the same interests and goals. They can join online groups or forums that discuss certain issues, from the environment, and politics, to mental health. Thus, the use of social media allows students to collaborate and share knowledge with others, enriching the learning experience outside the classroom. *Second*, social media also allows students to spread messages or campaigns related to community service. They can use platforms like *Instagram*, *Twitter*, or *TikTok* to rally support, collect donations, or promote events or charities. Through creative and persuasive content, they can influence public opinion and mobilize positive action in society. However, in facing the digital era and ever-growing media content, students also need to be careful about the negative impacts of social media. For example, the spread of false information or content that is detrimental can interfere with the goals of community service. Therefore, students need to become critical and wise consumers in using social media and ensure that the content they share has positive value and is beneficial to the community.
- Overall, community service in the influence of social media in the digital era is important for students. By utilizing this platform effectively, they can expand their networks, spread positive messages, and contribute significantly to building a better society.

Problems faced in the digital era

For social media users involved in community service, social media capabilities offer a variety of significant advantages and opportunities. The following are some of the key capabilities that social media has in the context of community service: *First*, creating awareness on social media allows users to disseminate information quickly to a wide audience. In doing so, they can raise awareness about issues that are relevant to a particular community, such as health campaigns, educational programs, or environmental problems. *Second*, mobilization of action through social media, users can invite people to get involved in various community activities or initiatives. They can promote charity events, raise donations, or organize volunteer activities easily and efficiently. *Third*, the formation of online communities, social media facilitates the formation of online communities around certain issues. Users can create discussion groups or forums that allow members to share experiences, exchange information, and provide support to each other. *Fourth*, Social media empowerment advocates provide a platform for communities to support and strengthen each other. For example, they can spread individual success stories within the community, raise the profile of local businesses, or provide moral support to those in need. *Fifth*, collecting funds and donations for social media users can use the platform to raise funds or donations for community interests. By sharing stories and information about projects or programs that need financial support, they can encourage people to make contributions. *Sixth*, increased social media engagement allows users to interact directly with their

community, whether through comments, direct messages, or direct responses to shared content. This can increase the involvement and participation of community members in various activities. *Seventh*, influence public opinion through the content they share, social media users can influence public opinion on certain issues and fight for positive change in society.

By using a powerful narrative and compelling evidence, they can build support for their cause. By utilizing the ability to deal with these communication problems effectively, social media users can play a significant role in serving their communities, helping strengthen social relationships, increasing awareness, and mobilizing positive action to create even more positive desired changes.

PROBLEMS AND SOLUTIONS

Supporting (Anwar & Yoo, 2022; Kumar et al., 2022; Löhe & Legner, 2010; Möller & Svahn, 2004) the effectiveness of communication skills to respond positively to social media involves various conceptual approaches in the field (Morelli, 2006) as psychological communication. There are several theoretical foundations in the order of effective communication theory. In terms of theory, this emphasizes (Knowledge & Course, n.d.; Krumsvik, 2021; Riddle & Souter, 2012) the importance of a good understanding of the audience, clear and persuasive messages, and efficient communication channels to achieve communication goals.

In a positive social media context, the ability (Alt & Smits, 2007; Szekely, 2017) to convey messages in an inspiring, informative and motivating manner can increase communication effectiveness. Discovering the theory of social influence, the emergence of this new theory can describe how individuals are influenced by other social groups, both directly and indirectly (Abdurakhmonov et al., 2021; Kohlmann, 2007). In the context of social media, users who share positive content can influence the positive attitudes of other people in the network, thereby forming a healthy and supportive community culture. Supports the emergence of measures of engagement theory. This new theory emerged by highlighting the importance of involvement or active interaction between users and content on social media. Users who (Aagaard, 2018; Dr. Arpit Sidhu et al., 2019) actively participate in discussions, provide positive feedback, and share useful content tend to build stronger bonds with their (Adhikari & Kunwar, 2023; Marshall, 2022) community, thereby increasing the effectiveness of their communications. Therefore, the problem of reception theory and the influence of this new theory explains the factors that influence how messages conveyed by the media are received and processed by individuals. The ability of social media users to create content (Adeola et al., 2019; Dessart, 2015; Otter et al., 1996) that is relevant, credible and emotionally appealing tends to have a greater influence on their audience. Positive psychology theory, namely new media theory, highlights the importance of focusing on the positive aspects of human life, such as happiness, satisfaction and well-being. In the context of social media, users who share supportive (Chi, 2011; Kangassalo, 1990; OECD, 2003), motivating, and inspiring content can help build a positive atmosphere and improve the psychological well-being of individuals in the community. By understanding how to implement communication effectively, social media users can optimize their communication skills to respond positively to social media. These community participants not only impact messages in building better relationships with their natural communication communities, but also improve the overall quality of online interactions.

METHOD

Implementing effective communication (Chrysikou et al., 2016; Qureshi et al., 2023) based on communication methodology, there are several steps and methods that can be used. Audience Analysis The first step in implementing effective communication is understanding the audience or communication target. This involves identifying (Jiang et al., 2023; McCaffrey, 2012; Soto-Acosta et al., 2018) the demographic, psychographic and behavioral characteristics of the audience. Audience analysis methods

may include surveys, interviews, or market research to gain an in-depth understanding of who will receive communication messages (Graves & Graves, 2021; Mainardi, 2023; Reprint & Georgakellos, n.d.; Roach & Gao, 2023). After understanding the audience, the next step is to compose communication messages that suit their needs and interests. This involves using appropriate language, clear message structure, and conveying relevant information. Methods used in preparing messages may include the use of persuasive writing techniques, storytelling, and analysis of competitors' messages. Choosing a communication channel for this method involves choosing the right communication channel or media to convey the message to the target audience.

In the era of digital content, these terms have two contexts, namely 'filter bubble' and 'echo chamber', which describe phenomena that often occur in the online experience of social media users and search platforms. It is a further explanation of the two terms 'Filter Bubble' refers to the phenomenon where social media platforms and search engines automatically filter content to users, based on their preferences, browsing history and previous online behavior. As a result (Laborda et al., 2014; Li, 2021), users tend to be exposed to content that matches their own views, interests and beliefs, while conflicting or different content is often ignored or does not appear in their information flow. This phenomenon can strengthen polarization and reduce diversity of opinion, as users are only exposed to viewpoints they already support, without any stimulus to explore alternative viewpoints or conflicting information. '*Echo Chamber*' refers to an environment in which an individual or group is only exposed to opinions, views or information that conform to existing beliefs or points of view. In an echo chamber, individuals tend to affirm and strengthen their own beliefs by interacting continuously. continuously with people who share your views, and limit their exposure to alternative points of view or conflicting information. This phenomenon can strengthen divisions between groups with different views, hinder healthy and constructive communication, and (Busch & Seidenspinner, 2007; Hal, 2008; Mazzetti, 2017; Mukrimaa et al., 2016; Rowan, 2002) reduce the diversity of information and plurality of public views.

These two phenomena demonstrate how the use of social media platforms and search engines can influence the way individuals (Mullin, 2010; Sandoval, 2014) interact with online information, potentially creating a less diverse and patterned information environment. Therefore, it is important for users to be aware of the effects of filter bubbles and echo chambers, and actively seek information from multiple sources and perspectives. This may involve the use of social media, websites, electronic mail, or traditional media such as print media and television.

The (Dursun et al., 2011; Robert & Brown, 2004) choice of communication channels should be based on audience characteristics and communication objectives. The use of technology can be a very effective tool in implementing effective communication. The use of technology tools and platforms such as social media analytics, campaign management software, or customer relationship management (CRM) systems can help monitor communications performance, measure its impact, and make necessary changes.

Evaluation and tracking the final step in implementing effective communication is evaluating and tracking the results. This involves using evaluation methods such as post-communication surveys, data analysis, or measuring performance metrics to assess the extent to which the message has been received and understood by the audience. Based on (Altaras & Ozsomer, 2008; Shakil & Majeed, 2018) the evaluation results can be improved and adjusted to increase the effectiveness of communication in the future. By using these methods in a thoughtful and coordinated manner, organizations or individuals (Akkaya, 2021; Conniq.com, 2011; Gebeyehu & Biazen, 2017; Reddy, 2022) can improve their ability to communicate effectively with their target audiences, achieve communication goals, and build strong relationships with their communities.

DISCUSSION

The filter bubble is a concept that refers to the phenomenon where content media used (Batrinca & Treleaven, 2015; Littlejohn et al., 2017) by social media platforms and search engines automatically filter the content presented to users based on their preferences, browsing history and previous online behaviour.

As a (Sadat & Ghorbani, 2004; Schmidt et al., 2017) a result, users tend to be exposed to content that matches their views, interests, and beliefs, while conflicting or different content is often ignored or does not appear in their information flow.

- In other words, *filter bubbles* create an environment where users are only exposed to viewpoints they previously held, and they may lose access or opportunities to explore different information or opinions.
- This can strengthen polarization, reduce the plurality of views, and narrow the scope of discussion of public opinion.
- The '*filter bubble*' phenomenon often occurs as social media platforms and search engine algorithms attempt to provide users with experiences tailored to individual preferences, with the goal of increasing user engagement and retention.
- Although in some cases this can increase user satisfaction, it can also have a negative impact on the diversity of information and plurality of views.
- What is meant by '*echo chamber*' is a phenomenon where individuals or groups are only exposed to opinions, views, or information that match existing beliefs or points of view.
- In an *echo chamber*, individuals tend to affirm and strengthen their beliefs by continuously interacting with people who hold similar views, and limiting their exposure to alternative viewpoints or conflicting information.
- In the context of social media, echo chambers often form because social media platforms reinforce users' tendencies to interact with content that is consistent with their views.

This can (Koch et al., 2006; Lekhanya, 2013; Hefri Yodiansyah, 2019) result in users only being exposed to opinions they support, without any incentive to explore or consider alternative points views. *Echo chambers* can have several negative impacts, including polarization of opinion. *Echo chambers* can reinforce divisions between groups that hold different views, as individuals tend to reinforce their own beliefs and ignore other perspectives.

Restricting openness and plurality for users trapped in *echo chambers* can result in loss of access or opportunities to explore alternative points of view or different information, thereby reducing information diversity and plurality of views (Sudirjo et al., 2023; H Yodiansyah & Jumaulana, 2022). Lack of healthy discussion '*echo chambers*' can hinder healthy and constructive communication between individuals with different views, as users tend (Hatta et al., 2023; Hefri Yodiansyah et al., 2024) to only interact with people who agree with them. In an effort to reduce the *echo chamber* effect, it is important for individuals to actively seek information from a variety of different sources and perspectives, and engage in open, diverse, and open-minded discussions.

This can help broaden the scope of information and increase understanding of various points of view in society. Regarding discussions about social media networking agencies and messages that influence the company's communication image. Discussions about social media network agents and corporate communication images can provide valuable insights into how messages are delivered and received in social media environments (Krüger & Teuteberg, 2018; Petrescu, 2010). There are several aspects that need to be considered regarding the relationship between the two.

A social media networking agency is an entity or company that provides social media management services to its clients.

- They are responsible for designing, executing, and monitoring social media campaigns to achieve their clients' business goals. The agency has expertise in content strategy, data analysis and interaction with audiences on various social media platforms.
- Corporate communication image for corporate communication image which includes the public's impression or perception of the company based on the messages and interactions conveyed by corporate communication.
- This includes brand identity, values, reputation, and relationships with various stakeholders.

A company's communications image can be influenced by several factors, including social media campaigns, responses to criticism or crises, and message consistency. The influence of social media network agencies on agency messages for various alternative social media networks can influence the messages conveyed by companies through various methods.

Can help design a content strategy that fits the company's brand image and business objectives. It can guide how to interact with audiences, respond to comments or questions, and manage crises well. Matters that influence the company's communication image regarding messages.

On the other hand, the company's communication image can also influence the messages conveyed by social media networking agencies. If the company has a strong and positive image, it may be easier for a social media agency to develop appropriate content and build engagement with the audience. On the other hand, a negative or inconsistent image can be a challenge for agencies in conveying effective messages.

Overall, the (Alt & Smits, 2007) relationship between social media networking agencies and a company's communication image is an important part of an organization's communication strategy.

Good collaboration between the two can help ensure that the messages conveyed via social media are in line with the company's goals, values and brand image, thereby creating positive relationships with audiences and stakeholders.

Community service in influencing social media and facing the digital era of media content among students plays an important role in forming awareness, improving skills, and mobilizing action in society (Flyverbom et al., 2016; Rae et al., 2006). The following are concrete steps that can be taken in this context. The first step in forming a student community is to build a student community that cares about certain issues, such as the environment, education or mental health. This can be done through forming student clubs or organizations, online discussion groups, or social activities on campus. Education and training provide education and training to students on how to use social media effectively to disseminate information, build communication skills, and influence public opinion. This can take the form of workshops, seminars or practical training on the use of social media platforms and good communication techniques. Creating quality content encourages students to create quality social media content that is relevant to the issues they care about. This could be an article, video, infographic or any other visual campaign that can attract attention and influence its audience. Raising support and action using social media as a platform to gather support and mobilize action in society. Students can organize online petitions, fundraising events, or awareness campaigns to reach more people and create a bigger impact. Advocacy and policy change uses social media as a tool to advocate and fight for necessary policy changes in society.

- Students can use their influence to pressure governments or other institutions to take action on issues they consider important. Collaboration and networking collaborate with other student organizations, NGOs, or individuals outside campus to expand networks and create synergies in community service efforts. This can increase the impact of the activities carried out and expand the scope of the messages conveyed. Evaluation and learning evaluate the activities carried out and learn from experience.
- Students can see what is working and what needs to be improved, and adapt their strategies according to the response of the community and the environment. By taking these steps, students

can play an active role in influencing social media and facing the digital era of media content in a positive and beneficial way for their community and society at large.

Social media networks have a complex role in relation to communication privacy and public opinion. On the one hand, social media allows individuals to communicate openly and convey opinions quickly to a wide audience (Beck et al., 2017; Jenkins & Plasencia, 2017; Möller & Svahn, 2004). But on the other hand, this can also raise concerns regarding privacy and the influence of public opinion that is less controlled.

Several relevant considerations. *First*, privacy communications with social media networks often give rise to debates about privacy for their users. Even though the platform provides privacy settings features, such as post privacy settings and profile privacy settings, there is still a risk that personal information could be exposed to the public or third parties. Users should be aware of the information they share and manage their privacy settings wisely to protect their privacy. *Second*, controlling personal information for social media users must understand that whatever they share online has the potential to become public information. Therefore, it is important for them to consider the long-term impact of any information they post, especially as it relates to personal privacy or security. *Third*, transparency and trust. To maintain user trust, social media platforms need to increase transparency in their privacy policies and data management practices. Users should be provided with clear information about how their data is collected, stored and used by the platform, and given adequate control over their privacy. *Fourth*, the influence of public opinion on social media has a big influence on the formation of public opinion. Information opinions shared through these platforms can quickly go viral and influence people's perceptions and attitudes towards various issues. Therefore, it is important for social media users to be critical consumers, verify information before sharing it, and engage in healthy, open-minded discussions. *Fifth*, the emergence of new terms regarding 'Filter Bubble' and 'Echo Chamber' is also a concern appears related to the filter bubble and echo chamber phenomena on social media, where users tend to be exposed only to views and opinions that match their own beliefs (Kaplan & Norton, 2000; Langset et al., 2018; Lemmetyinen & Go, 2009; Rambe, 2012). This can strengthen polarization and lead to greater dissent in society. It is important (Riddle & Souter, 2012; Zhou et al., 2016) for users to actively seek information from multiple sources and consider different pointviews. Taking these aspects into account (Balakrishnan et al., 1999; Manuel Castells, 2020), social media users can utilize (Susanti et al., 2013) the platforms more wisely, strengthen privacy, and contribute to a more meaningful diverse discussion public opinion.

CONCLUSION

In (Jumadi et al., 2021; Otter et al., 1996) terms of paying attention to the purpose of these aspects, it can be concluded that social media users utilize the platforms more wisely, strengthen their privacy, and contribute to a more meaningful and diverse discussion of public opinion.

Here are some (Shahidur et al., 2010; Wolf & Sukhatme, 2004) concrete ways users can implement this.

- Manage privacy settings wisely, users should regularly check and manage the privacy settings of their accounts on social media platforms.
- This includes choosing who can see posts, controlling access to personal information, and updating privacy preferences to suit their needs.
- Share information with caution Before sharing personal or sensitive information, users should consider the impact and whether the information needs to be shared publicly.
- Thinking twice before uploading photos, statuses or other personal details can help protect user privacy.
- Verify information before spreading it before spreading information or news on social media, users need to verify the truth and reliability of the information.

This can be done by looking for credible sources, checking facts, and comparing information from various sources before concluding. Engage in healthy discussions and be open-minded when participating in discussions or debates on social media, users should try to remain calm, respect other people's opinions, and communicate effectively.

Building open and constructive dialogue can enrich the user experience in creating inclusive social media. Seeing various points of view, to avoid the digital era with the terms '*filter bubble*' and '*echo chamber*', users must actively seek information from various sources and different points of view.

This can be done by following social media accounts that represent a variety of views and participating in various discussion groups or forums. By implementing these measures, social media users can play a role in strengthening their privacy, improving the quality of public opinion discussion, and making social media more positive and inclusive.

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Writers can carry out community service by following alternative social media accounts that represent agencies with various points of view and participating in various groups or discussion forums that implement these steps, with social media users playing a role in strengthening their privacy and improving the quality of public opinion. discussions, and social media that are more positive and inclusive.

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