

# The Threat of Virality Manipulation in Social Media Towards Deliberative Democracy



THE 1<sup>st</sup> BALI INTERNATIONAL CONFERENCE ON SOCIAL AND POLITICAL SCIENCES

The Future of Social and Political Sciences in a Networked Society for Sustainability

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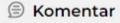
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> > HARVARD Web of Science INDEX COPERNICUS CARUDA Concertainte Science Sinta

Liliek Budiastuti Wiratmo (<u>liliekbewe@yahoo.com</u>) Universitas Diponegoro, Semarang 502753 Do you remember these cases?

### **Viral Setelah Diprotes Bima, Pemda** Lampung Akhirnya Perbaiki Jalan Rusak

Adi Mirsan - Viral Sabtu, 15 April 2023 16:29 PM



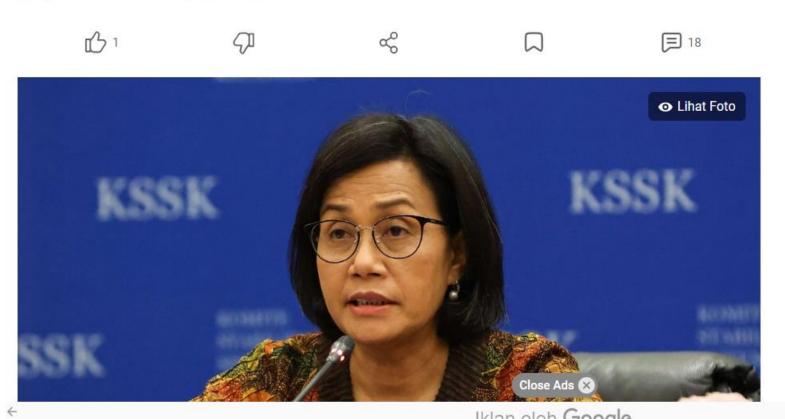




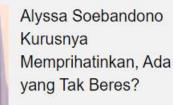
## Do you remember these cases?

Kompas.com - 27/02/2023, 08:10 WIB

### Sri Mulyani dan Buntut Panjang Kasus Mario Dandy Satrio



#### **KONTEN PROMOSI**





Meredakan Diabetes di Segala Umur hingga 99%, Nyesal jika Tak tau



Baru Menang Indonesian Idol, Salma Langsung Kena Gossip Netizen!



Apa Kaitan Suami

Do you remember these cases?

Anak buah Ferdy Sambo, Hendra Kurniawan divonis tiga tahun penjara, terbukti halangi penyidikan kematian Brigadir Yosua



Social media users as interest groups and pressure groups

• Pressure groups are groups that try to influence the government (Gabriela, 2015).

• Both groups aim to influence policy (Lagadec, 2014)

• Pressure groups and interest groups are modern phenomena in democracy (S. Singh, 2015).

### Virality and manipulative virality

 Solving problems based on virality is a pattern that keeps repeating itself.

People deliberately create virality to get what they want.

 However, virality no longer occurs naturally, but through social media manipulation.

Virality developed into a manipulative industry.

### Unethical way of virality

- 1. Creating fake accounts to amplify content from feeders. Fake accounts are social media accounts intentionally created using false identities. Researchers have revealed that fake accounts are used in cyber attacks, information-psychological operations, and social opinion manipulation.
- 2. Using bots on social media platforms where software controls the content to influence public opinion. Bot accounts can shape public opinion and manipulate public discourse as if it is a widely discussed topic, thus undermining deliberative democracy.
- 3. Achieving virality by paying buzzers. Paid buzzers manipulate democracy for business interests rather than social responsibility. While individuals have the right to promote issues based on their own awareness, promoting issues for business motives is unethical.
- 4. Achieving virality through the creation of hoaxes. Hoaxes are false information or news spread with specific motives to manipulate public opinion. Hoaxes manipulate deliberative democracy, which emphasizes rational arguments in discussions.

### CONCLUSION

 Fake accounts, bots, paying buzzers, and hoaxes threaten deliberative democracy.

• In deliberative democracy, manipulation should not exist.

 The government needs to formulate regulations to prevent the creation of fake accounts, the use of bots, the payment of buzzers, and the creation of hoaxes.

Thank you very much