



Role of Social Media in Promoting Peace and Peace Education

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ABSTRACT

Education is the means to generate individuals with self-confidence and authorize them by consciousness to live with respect and pride in peace and harmony with all. If we wish to create a peaceful environment and harmony within human societies which we need, Peace education becomes very essential. Education is only possible when there is a peaceful environment. Now the question arises how and who can make a peaceful environment in the present time. It is the responsibility of educated youth and also it is the responsibility of social media with which our youth are connected. This article enhances the progression of peace education and peace in the present scenario. It concludes with recommendations to boost the success and visibility of this work and to prop up peace education in India. In the present time role of social media in promoting peace, and education is necessary.

Keywords: Media, social media, Peace, peace Education, Conflict

INTRODUCTION

Social media has long been used as a power tool in the field of peace education with even the United Nations (UN) making use of several social media platforms including Facebook, Twitter, and Instagram to not only highlight their work in the field but also to help convey their pertinent messages to the world. In 2021 there were an estimated 4.55 billion social media users in the world according to the annual Global Digital. When used correctly, social media can be used with great success in terms of peace promotion. Media plays an important role in communication through a mass communication medium, provides information to the public, creates awareness among the public, and educates the common man. Especially at the time of communal riots and wars, media is thus one of the principal





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agents for societal development, democracy, and good governance. Media can be an instrument for peace and conflict management, which promotes messages and strategies that can lead to peaceful agreements and tolerant behavior in a given society. Policymakers, journalists, and social scientists are involved in creating peace. These advances, such as printing, the telegraph, the telephone, the radio, television, the computer, and the internet, however, were in large part also touted as promoting understanding and even peace. A government could use the media to help defuse crisis social media has changed the resources available to engage conflict parties, civil society, peace activists, and the universal public in large-scale peace and war efforts. It has created opportunities in the early stages of the peace process, including assistance in data collection and analysis, strengthening peace, messaging, and an array of dialogues. But it also brings dangers. vicious conflicts have become increasingly complex and protracted, and more difficult to prevent or resolve. Information and communication technology, including social media, has added complexities in new ways. Social media can create new rankings by discounting access to the Internet or promoting propaganda and hate speech.

Social media may be used efficiently, in promoting peace education across the world through meaningful communication which can nurture the universal values and behaviors in people on which a culture of peace is predicted. Peace education could be measured as a social process, through which peace is accomplished. It includes the learning skills of non-violent conflict resolution and respect for human rights. Peace education needs to be included in the curriculum and should carry forward from the primary stages to higher education. ICT offers immense opportunities to make the process of teaching and learning about peace more effective and valuable. Efficient use of ICT in teaching and also learning peace education will provide abundant information which could act as a medium for both personal and national development. The thought of peace building through ICT brings to mind the perception of customized messages to meet specific needs or solve particular problems. The current generation is at ease with rapidly changing technology as technology is all-pervasive with smartphones in the pockets of today's youth. As a valuable goal of humanity, peace has to be accomplished and in all possible ways.

Peace and Peace education

Peace is an occurrence of harmony characterized by lack of violence, conflict behaviors and the freedom from fear of violence. Commonly understood as the absence of hostility and retribution, peace also suggests sincere attempts at reconciliation, the existence of healthy or newly healed interpersonal or international relationships, prosperity in matters of social or economic welfare, the establishment of equality, and a working political order that serves the true interests of all.

Peace education is a process of attaining the values, gaining the knowledge, and mounting the attitudes, skills, and behaviors to live in peace and harmony with oneself, others, and the natural environment. Social media deviates the way of people; especially young people perceive the world, communicate and interact.

Role of social media in promoting peace:

Social networking sites are created to help in online networking. These sites are generally communities created to support a common theme. Since the creation of social media such as Facebook, Myspace, LinkedIn, Instagram, google meet, skype providing individuals opportunities to meet new people and friends in their own community, country and across the world. In India there are diversity of religions, communities, languages social media did a great role in providing peace and bind them in a single rope of love and harmony. Information distribution across the internet and social media, telling their stories which may gain world-wide recognition and turn viral, as many videos on the internet have. Locally, we expect that recipients of this effort will spread information and stories about peace through word-of-mouth to others in the community, creating a buzz that will bring peace on local and national level. Communication, using interpersonal contacts, emails, blogs, the dominant social media Facebook, Twitter and YouTube, and mobile applications. Conventional internet emails and blogs for long-term sustainable relationships between our clients and government officials for peace.

Social media Facebook for maintaining communications and building "friends" and groups who share peace building information and ideas. Twitter for engaging individuals and groups across borders, and for gaining recognition for

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achievements in peacebuilding. YouTube for video distribution, sharing stories for peace building. Mobile applications that will give ensure instant access among the people for peaceful coexistence. social media can provide lists with photos, reports, and videos in their places, these sources can affect the balancing of the reports, as it can be from one side against the other which can affect the peace process.

Need/Rationale

Social media are the platform where people across borders can communicate and discuss common themes, topics and ideas. This communication and discussion help in building relationships between one community with another community, state to another state, and country to another country. Mostly the young educated generation is connected with social media it is their responsibility to foster peace with each other. Steady advances in ICT propelled education and expansions of new media of communication have enhanced expectations of laymen in almost all spheres of their activities, including long-lasting peace. ICT offers enormous opportunities to make the teaching as well as the learning process smooth towards peace. Efficient use of ICT in teaching and also learning peace will provide abundant information which could act as a catalyst for both personal and national development.

The thought of peace building through ICT brings to mind and provides the notion of customized messages to meet specific needs or solve particular problems. The current generation is at ease with rapidly changing technology as technology is all-pervasive with smartphones in the pockets of today's youth. The quintessence of using digital media is to communicate peace. As a valuable goal of humanity, peace has to be accomplished and sustained in all possible ways. Technology and social media may be used effectively, in promoting peace and peace education across the globe, have meaningful communication, and nurturing the universal values and behaviors in people on which a culture of peace through peace education is predicted.

Review of Related Literature

Social media plays an important role to promote peace and harmony. Print media, electronic media and web media provides foster to that news which is useful for promoting peace. During conflicts, Andolans and so, wars, media spread the message of peace. Whenever there comes the barrier in relation between India and Pakistan, social media published news related to shantivarta, for development of peaceful relation. Social media in India always takes a stand for promoting peace and harmony with other countries. Social media played a central role in building a better relationship among individuals, communities, and countries. A number of articles, editorials, and columns features are frequently published in newspapers, magazines and blogs by various web portals for advancing peace. In social media different panel discussions are planned by the government, private TV channels, and radio for promoting peace. During the Mumbai attack, Godhra, Ram Mandir, Babri Masjid, and other communal riots, the media took precautions against publishing disheartening news, and photographs and broadcasting aggressive visuals on TV channels and radio. They only broadcasted useful news about the same. Media is also aware and poses information about the possibilities of terrorist attacks. Media also broadly covers nonviolence as the birthday of Mahatma Gandhi on the 2nd of October every year. Media also covers various symposiums, seminar conferences, workshops, cultural activities, and other kinds of events on nonviolence, which are organized by various religious, social, educational, national as well as national organizations and institutions. So, we can say media plays a positive role in promoting love, peace, happiness, bliss and purity.

SOCIAL MEDIA AS A SPACE FOR PEACE EDUCATION

Social media is a place for peace and social self-renewal, we are well aware that the same place is being used to recruit young people, spread hate messages and writings and spread their violent ideologies among other violent groups. ISIS is an important issue they have skillfully used social media to engage young people from almost all parts of the world, including Canada. It has also used social media to spread fear and violence (Blaker, 2015; Farwell, 2014). The limitations of social media were also clear on numerous levels during the so-called Arab Spring (Arshad-Ayaz, 2014). However, we know that whenever the advances in social media and the social rejuvenation of peace building through them cannot be as rapid and astonishing as the use of social media by extremists and haters, now it is also a place where there are peaceful social bridges where citizens can and do emerge.





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Youth, Technology, and Peace

Though technology is for all, the involvement of youth with technology is probably insurmountable. Youngsters and technology are considered to be thoroughly entwined and interrelated. The innovative skills of youth stand them in good stead for utilizing the power of these media and mechanisms to create a better society with improved systems. Be it social welfare, economic upheaval, or political processes, the youth can be seen everywhere making apposite use of ICT and social media. But the fact remains that the youth are also the worst affected when it comes to the drawbacks of technology. Dangers of being involved in cybercrime, mental harassment, persecution on political and religious lines, cyber-bullying, threats and lures from organized crime and other extremist groups, are rife for the youth who may possibly constitute the largest chunk of social media users. Specifically in regions marred with constant conflicts, the youth exhibit a greater proclivity towards being recruited to a life of crime, in recent times, more a game played by social media. While it poses a risk, on the contrary, it also holds the power to mitigate risk and spread peace and tranquility, provided its potential is exploited with care. Indeed, in a bid to make the youth truly participate in peace building, it would be essential to integrate them into the broader policy-making. Today, even though policymaking is driven by the public opinion generated through the influence of messages targeted through social media, the youth become vital to the process.

social media can be profound in enhancing the awareness of youth vis-à-vis the need for peace at the local as well as global level. The hate campaigns, the trolling, and other such activities aimed at disrupting societal peace can be overcome to a large extent by the integration of youth.

Social media users

In world 4.66 billion were active internet users as of October 2020 which is 59% of global population. The smart phones user in world estimated to reach over 3.8 billion in year 2021. The mobile smart phones users in India were estimated to reach over 760 million in 2021. As social media expert Craig Smith says, Facebook has become a continent on its own, with roughly 2.8 billion monthly active users and near about 1.69 billion Facebook users are right now in world. In India near about 320 million are using Facebook in year 2020. Google+ has 1.5million active users right now, Twitter pulls 340 million in 2024, and there are 2 billion YouTube users in world. This shows just how many people's lives are influenced by social media and online engagement



Facebook in promotion of peace

They are so many of pages related peace on Facebook such as "peace has 172 thousand followers, peace having 1.1m followers. Facebook takes on peace tracks and smoothes the ways towards peace. Social media connections bridging ethnic or religious divides — between, Christians and Atheists, Sunnis and Shiites, and, Israelis and Palestinians just to name a few. With 2.8 billion Facebook users, is already showing to be a fascinating, real-life laboratory. Complete with line graphs, the site continuously flashes different data points collected over the last 24 hours: 9,401 Albanian-Serbian connections, 8,039 India-Pakistan connections, 82,555 Muslim-Christian connections, and even 31,518 Republican-Democrat connections here in the United States. The numbers are high enough to make an impression

Facebook, Stanford asks — can social networking promote world peace?

Facebook launches portal to promote world peace <http://techxav.com/facebook-peace/>

In an effort to bring together conflicting sides in some of the most bitterly divided areas of the planet, cheering online friendships between Indo-Pak people. Jews and Muslims, Turks and Greeks and US liberals and conservatives, social networking giant Facebook launches the "Peace on Facebook" hub as a part of the "Peace Dot" movement. The Internet Company believed it's passionate about "promoting peace by building technology that helps people better understanding each other" and "by enabling people from varied backgrounds to easily communicate and share their ideas, we can decrease world conflict in the short and long term.

The Peace on Facebook website features several interesting graphs and a live stream widget which allows Facebook users to share their opinions and thoughts about peace. This chart highlights the volume of friendship connections





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created each day between people of different countries, religions, and political groups. In the past 24 hours, the site revealed that there had been 5,189 Israel-Palestine connections; 8,088 Albania-Serbia connections; 6,809 India-Pakistan connections, and 12,824 Greece-Turkey Connections. Surprisingly, according to the results of Facebook's daily poll, only 8.97% U.S users believe world peace is achievable within 50 years. Meanwhile, 35.0% and 29.5% users from Colombia and Taiwan are optimistic. In addition to the data of online friendships, Facebook also search results to the assessment question (asked 500 users of Facebook every day) "Do we think we will accomplish world peace in 50 years?" Right now, only 7 percent of U.S. respondents replied "yes." The figure is higher in all of the other polled countries, with Colombia at 38 percent. Notably, the most developed nations — the U.S. and Germany — have the least reported faith in world peace, while Egypt and Colombia have the highest. Other features on Facebook are designed sites that include a series of comments on the project, which are updated every 10 seconds by Facebook users. Most of them are positive: "show your brothers as you love your loved ones and yourself and PEACE is possible" and "Think this is the next generation of the peace movement." There is also a link to a good, fan page for Facebook, a group that reports in various ways that Facebook has been helped to do good deeds, such as searching for a lost thing or forming a support group. On April 1 each year, the One Billion Acts of Peace campaign reviews every Act of Peace that has been added to our website in the past year. The Website look at the impact and scope of each Act, and 10 are chosen as the Billion Acts Hero Award semi-finalists representing 5 categories: Best Non-profit Act.

Best Youth Act Best University Act Best Business Act Best Up and Coming Peacemaker Beginning in mid-April, all 10 semi-finalists are featured on this website and social media channels reaching more than 1 million worldwide for one month giving supporters and peacemakers worldwide the chance to learn more about each, and cast their votes for their favorite Acts, projects, and initiatives. Voting for an act rises a semi-finalist's "impact rank", but impact only counts for half of the award, the other half of the award is juried by the Nobel eminent serving on our board. During the month of May, five winners are selected by our Board representatives based on the impact rank and merit of each project. Our Board consists of 13 Nobel Peace Prize Winners. Five of the projects are awarded and then privileged at the Hero Awards ceremony in MonteCarlo in June, receiving their Hero Award from a Nobel Peace Laureate. This year's honored guest Laureate is Oscar Arias!

Twitter

Twitter is an online news and social networking service Founded: 21 March 2006, San Francisco, California, United States through which sophisticated users post and interact with messages, "tweets," restricted to 140 characters. There is a page of Peace and Justice Institution on Twitter on which people can post quotes for promoting peace, upload videos which spread harmony, and follow the campaigns promoting peace.

You Tube

YouTube is an American online video-sharing whose headquarter is in San Bruno, California, created in February 2005 by three former PayPal employees namely Jawed Kareem, Steven Chen, and Chad Hurley. On YouTube, there are a lot of videos, channels and webinars related to peace and peace education.

WhatsApp Messenger

More than 1.5 billion people in over 180 countries uses WhatsApp to stay in touch with friends, class fellows, teachers and family. They can share messages, photos, videos anytime and anywhere through WhatsApp. And remains in touch with the groups of people that are most valuable for user, like your family or co-workers. With group chats, you can share messages, photos, and videos with up to 256 people at once. You can also name your group, mute or customize notifications, and more. Message your friends, class fellows, teachers and family and your loved ones for free. With WhatsApp, photos and videos send quickly even if you're on a slow connection. This App is not only helpful in sharing information but is very helpful in various educational purposes for example sharing information among educationists through groups. It is very popular these days the sharing of messages, lessons,





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quotes of great personalities, pictures and videos and even animations among young people through this App. So this is very helpful in Sending Messages of Peace, harmony and unity. Because through these App we can reach large population in a very short of period time.

SOCIAL MEDIA AND CONFLICT PREVENTION

Pre-Conflict

Peace is directly correlated to conflict, in that, the need for peace is the most where conflict prevails. Peace-keeping and –building operate at different levels considering the prevalent conditions, as to whether it is a pre-conflict or post-conflict situation. Before a conflict is triggered, there can be measures directed at preventing such a thing from happening. The possible roles that social media can play in conflict prevention have been discussed by Betz (2018) as

- Bring together different groups for discussion
- Help improve governance
- Increase knowledge of complex issues
- Provide early warning
- Outlet to express emotions
- Motivator for peace One of the best examples of social media fomenting mutual discussion and dialogue across different ethnicities is that of Iraq, where SalamShabab.com (Peace Youth) - the first real-life TV program for youth in Iraq, complemented by a website and Facebook group of about thirty thousand active users - registered a change in behavior regarding ethnic tolerance among them. (Zenko, 2013)

Post-Conflict

Research establishes that modern digital media (interactive systems with audio-visual and textual components), which are the quintessential elements of social media, are yet to be applied with full force in the social media enabled peace processes. Best, Long, Etherton & Smyth (2011) capture how the rich digital media have been used by Liberia, a country that emerged from a long-drawn civil strife. They conclude that through the use of these media to foster reconciliation and trigger process of truth, the citizens experienced a feeling of self-efficacy, which ensues forgiving, healing and development of understanding. Thus, social media can effectuate peace in true sense in post-conflict situations. Baitiyeh (2019) asserts that conflicts have a direct bearing upon the social and economic capital. In conflict-prone settings, social media is addressing the issues of bridging gaps and stimulating dialogue, thus supporting communities in post-conflict recovery. Although the use of social media is continuously on the rise, yet its efficacy in peace initiatives so far remains largely unexplored. Acting as a great unifying factor among groups, it has also been found beneficial in helping handle mental health issues like Post-Traumatic Stress Disorder (PTSD), which are very common in residents of conflict-battered regions.

CONCLUSION

As a social media user, you have the power to manipulate a lot of people with what you post. One of the biggest evils of social media today is one who breeds the most hatred and spreads fake news. Social media can contribute to peace and peace education by engaging incredible representation and representing balance opinions on its page, content, article, audio, and videos and by opening up communication platforms among parties in conflict. Social networking with all its means and type can do a significant role and can influence the conflict area positively by applying its influence towards ending the conflict and enhancing the peaceful environment, promoting peace, and driving youth toward peace. Information distribution on the internet and telling the stories which may gain global recognition will spread information about peace through word of mouth to others in the community, creating a buzz that could bring peace on local and national level. While the topic of peace is often considered highly emotional, you don't always have to feel compelled to use social media as an affecting medium. Instead, it is important to deliver dynamic, personalized messages to people at appropriate times. When it comes to social media, visually engaging content is much more popular than text-based content. Instead of posting a long story on Facebook, record a video to post on YouTube. All you need is a good video recorder and a heartfelt, clear message to resonate well with your





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target audience. In the case of Facebook, you can either join existing communities focused on peace education or try to create your own. This can be achieved by creating a global message across all platforms, either by creating Facebook pages or Facebook groups or by linking to your other social media accounts. Political media is a very powerful tool and whether it is natural Good or bad is considered entirely up to you how you use it. By combining your passion with the power of social media, you can reap great benefits in bidding to promote peace education among the people.

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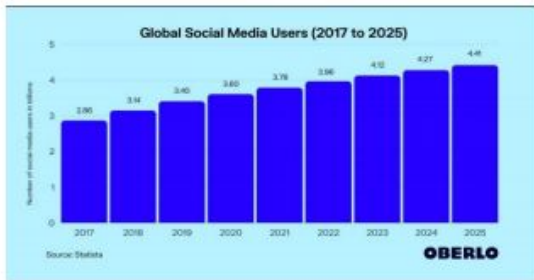


Fig.1. Global Media Source



Fig.2. Facebook in promotion of peace

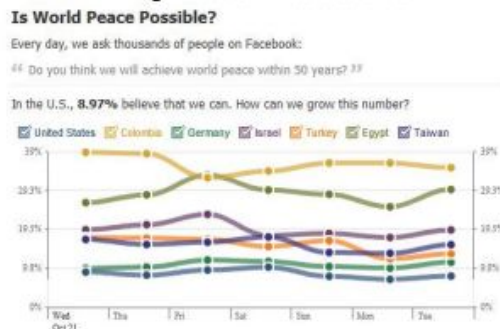


Fig.3. Peace on Facebook website features

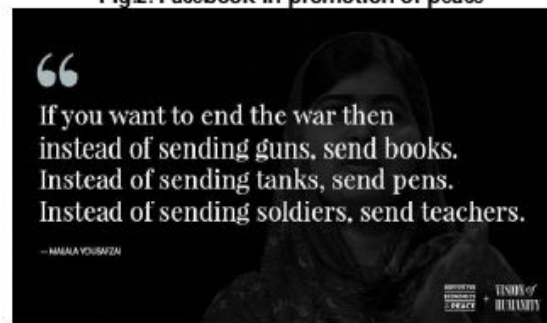


Fig.4.

