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The Impact of Social Media and Post-Truth in Building Public Opinion Regarding Government Policies: A Model Study Based on the Views of Current Students and Alumni of Rammohan College

Manabendra Saha[1], Santi Ranjan Day[2]
[1]*Assistant Professor, Department of Political Science, Rammohan College, Kolkata*
[2]*Assistant Professor, Department of Zoology, Ramohan College, Kolkata*

Abstract: ***With the continuous development of the Internet, social networks are emerging and gradually entering everyone's life. Instead of giving peoplea chance to listen, social media platforms allow the truth to get lost in the ocean of information. Large and scattered information makes it difficutfor netizens to immediately detect the truth and purpose. Instead, they are tempted by some interesting information and amomentlaterisactuallymore. As people spend more time in the virtual world, the boundaries between the virtual world and the real world will continue togrow. Thus, when virtuality becomes a part of reality, a part of virtuality also becomes reality. The position of public opinion in the field of communication media has changed from offline to online. Although it can be determined whether it is necessary or not after considering the impact***
of social media on online public opinion. Fashion is also about trust in the media and government and the happy life of all citizens. Therefore, this article discussed the impact of social media on online public opinion in the post-truth era and found that negative social media will promote the creation of truth and the growth of online opinion. That's why it's especially important to carefully steer social media toward some form of success.
Keywords: social media, opinion, online, public opinion, post-truth era, development.

I. INTRODUCTION

The development of Web 2.0 is necessary for large businesses and the creation of relationships based on the business process it successfully develops. If internet users are not more active, social media will lose its appeal, technology, and foundation. The time after the truth is quietly approaching, the number of netizens is increasing, and social media is having more and more influence on the expression of public opinion. The "Luo Yixiao" incident in 2016 and the "Red, Yellow, and Blue" kindergarten incident in Beijing in 2017 are two examples of how public opinion lost touch with reality over time and eventually turned into defensiveness. Even when the media finally reports the facts and tells the facts, the facts are overlooked or ignored. Many innocent people have also been harmed by online violence, and the wounds are difficult to heal.

With the introduction of mobile social media, the media audience status of media professionals has gradually diminished. This is also the case in the age of traditional media. Due to today's media and the development of public attitudes, thoughts, and behaviors in the media process, the public is faced with more problems than before. In the new communication environment, the media attaches more importance to the functioning and thought of the media and focuses on ensuring that the audience sees the truth of the situation from many perspectives. People can quickly expand and spread information through social media, making it an important part of social communication.

In this regard, the main news should not exceed the purpose of the news and should not go to the end. The use of good behavior can lead the public to reveal the truth. People now have higher expectations when reading news from frontline journalists. [Xiaoying, 2019.] Internet users are important sources of dissemination and reception of information. These are also the beginning and end of media opinion, which creates online opinion. Therefore, it is important to investigate how journalists, mainstream media, and internet users contribute to the media ideation process online. Although recent research on social media theory, post-truth, and online social theory has proliferated, this study focuses on the topic from one perspective, demonstrates its validity, and offers recommendations.

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The purpose of this article is to examine how social media affects public opinion online and how online exchange of views can creat e change in the postfact period. Three things to consider are how the truth happens after it comes out, how bad news media affects p ublic opinion and how to manage online opinions, and how social media affects online opinion in the posttruth era and how it will af fect public opinion.

II. DECISION MAKING

A. Communication after the Fact

The term "after the fact" describes how emotions and feelings influence the public's view of what is true. Following the UK's depart ure from the EU and Donald Trump's election as US President in 2016, this word was chosen as the word of the year by the Oxford Dictionary. William Davis, a professor at the University of London, said in his article for the New York Times in August 2016: "Th e 'truth' that we once admired has now lost sight of the good and lost its power to maintain social consensus. The post-truth era has begun" [Lu, 2018].

Lippmann believes that everyone has “simple stereotypes,” that is, “plain and simple ideas and opinions that people have about something, usually positive, negative, or helpful.” It can "give simple instructions," giving people a sense of understanding things, but it also inhibits the acceptance of new things" [Chunbo, 2012]. To be clear, stereotypes are an important element of support in the aftermath as facts develop. In other words, eliminating stereotypes can be the first step in preventing later facts. Obviously, once the stereotype system is fully formed, people tend to focus on the facts that confirm it and ignore the information that confirms or contradicts it [Sha &Danchao, 2020]. Tom is behind the truth; it arises when it is understood from definition when groups use stereotypes as quick solutions to describe the world and solve problems in knowledge first comes first. So the aim is actually to try to "read through the blue glass, "to be the eternal and invisible moon in the water, or to engage in psychological behaviors such as group polarization, pluralistic ignorance, shepherding, and the spiral of silence.

B. Internet users

Internet users are affected by external variables when they encounter events such as the number of likes and retweets of the topics on the page. However, the "public environment" may not be representative of many opinions in society. They tend to choose to side with the dominant voice or share with the majority because they mistakenly believe that the information presented is the generally accepted truth.

Risk transfer, another name for group polarization, is when decisions made by a group attract more attention or risk due to deciding on an issue, regardless of whether previous members agree or not. Those who initially chose not to care showed greater caution after the group discussion, while those who chose to take risks performed worse. Therefore, there will be no common meaning between the two groups. American sociologist Sunstein believes that on the Internet and in new communication, “relevant groups will discuss and debate each other and eventually create the same ideas as before, but in a more serious form” [Xin, 2018]. A combination has created a "spiral of silence" in online communities. Internet users have a hard time feeling like other people when they get involved in online relationships. Observers use the online “opinion scope” as a standard of reference when expressing their opinions and only participate when they agree with the majority of opinions. Those who disagree with the majority will choose to remain silent for fear of being attacked and isolated, thus making the majority more valuable and relegating the minority to a quiet place. It is important to understand the influence of thought leaders on the internet when it comes to sharing information. When information taps into the public's blind knowledge or the public's lack of background knowledge, business opinion leaders will have more power, and more people will blindly follow [Jinglu&Fengfeng. 2021].

Changes in public opinion due to the influence of negative emotions on social media create a type of news called "reverse news," and as a result, the truth of what actually happened is revealed. In the age of social media, the production and dissemination of information face new challenges. Researcher Niu Wenyuan integrated the natural combustion process into health research, social research, and social theory. According to this theory, the combination of physical and chemical reactions forms the basis of the combustion phenomenon in nature, and the combination of flammable substances, combustion accelerators, and ignition temperature is the one appropriate to the outcome of the phenomenon. This theory compares the consequences of the following events: The result of the relationship is the burning of natural things, while the events that cause conflict are "fire hot fire." He also compared “combustion accelerators,” according to media reports, events, misleading the public, and creating rational opinions. Reverse media must first create a positive public opinion and rely on that opinion.

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Media cooperation and poor journalism. Second, neither the type of event nor the number of withdrawals alone can act as a powerful public opinion-raising force; rather, both must work together to make this possible. In addition, many withdrawals from noncontroversial issues are needed to create a positive public opinion. It is not clear how recovery efforts affect this process. Finally, media involvement often appears as “high media involvement” in the crossgenerational consensus, whereas it often appears as “low media involvement” in the negative opinion consensus, indicating that media involvement has a significant impact. The effect of creating public opinion is important. Appreciate the opposite. This shows that media participation reduces the use of negative media [Guochao& Cheng,2021].

C. Online Public Opinion Management

Online public opinion is a new type of public opinion created in a network environment. In the age of all media, the challenge of managing public opinion online has emerged [Lee, 2019]. Today, the internet has become an important platform where people can share their thoughts and feelings. On the other hand, online public opinion has begun to gain importance as a general expression of public opinion and need. Online opinions are linked to certain concerns. Changing public opinion not only shows the importance of governance but also shows the effectiveness of the government and people's eating habits. As public control and capacity continue to strengthen, develop, and become powerful and important for progress and social development, public control of the Internet will only change for the better. [Wang, 2022]. Therefore, people should focus on these three tasks: strengthening the control and direction of online emotions and reducing the fermentation of emotions that are good for society.

D. Mainstream Media

In order to protect national security and promote science and technology, mainstream media should primarily show accurate and objective reporting behavior in health management, highlight important ideas, and prevent propaganda and public opinion. Therefore, if the mainstream media wants to promote new media, they must create a “watchdog” force, strengthen the control of misinformation, reduce the discourse of oppression, and increase content analysis and detailed analysis. Secondly, business models and media need to be strengthened to increase the credibility and effectiveness of the media. Additionally, monitoring of the Internet should be strengthened, and any person or organization that spreads rumors will be investigated and punished by law once identified. To prevent public dissemination due to the lack of important information, authorities need to take measures to inform the public about the situation and correct the emergence of inconsistent rumors [Hanqing&Gong.2022].

Secondly, journalists should report news and state their ethical and social responsibilities to prevent many adverse situations. To prevent the spread of false and inaccurate information, journalists need to ensure the accuracy of their news. Among other things, this can be done by verifying the reliability of the news and the significance of the event before sending the news. Journalists have a responsibility to protect the truth, prevent misinformation, and legitimize information [Hao. 2022].Finally, Internet users need to understand freedom of expression and improve media literacy. Nowadays, when online news spreads so quickly, people need to comply with ethical and legal rules when expressing their opinions on social media. We must also encourage and educate others to exercise their right to freedom of expression in cyberspace responsibly. In addition, the public needs to examine the issue thoroughly and from different angles and have more information about the source and accuracy of the information while becoming stronger against misinformation. The establishment and development of online public opinion monitoring and early warning should be the top priorities of agencies. Second, create a resume for each social media marketing matrix. On the one hand, online opinions are expanding rapidly, making it difficult to quickly model public opinion. On the other hand, rich text, image, and video contents are also useful for public opinion analysis and research, helping to prevent inaccurate measurement of public opinion and eliminating the need to take precautions to deal with different information. Creating a social media marketing matrix can make it easier for visitors to find and accept legitimate information and prevent them from being misled and stressed by online rumors. People are more likely to believe a popular message when they encounter it for the first time. Government agencies that wish to influence online public opinion must act quickly and effectively, as failing to do so at the precise moment when the public is most interested in learning the truth or responding in an unsuitable manner can seriously damage the government's reputation.

III. MATERIALS AND METHODS

The analysis has been made by asking specific questions using a Google Form. Respondent numbers were 167, age group between 23 and 28, postgraduate students of Rammohan College or ex-students of Rammohan College, who completed a Masters degree. Most of them were unemployed youth force members active in social media.

As per the family income, they were classified into HIG (high income group), MIG (medium income group), and LIG (low income group). The respondents were from rural or urban areas, either Hindu or Muslim in religion, and male or female.

SPSS23 software has been used to evaluate the results. The purpose of the multivariate study is to comprehend how social media influences the formation of opinions. Multivariate statistics refers to a branch of statistics that includes multivariate random variables, or the simultaneous observation and analysis of many outcome variables. Understanding the various goals and histories of the many types of multivariate analysis, as well as how they connect to one another, is the focus of multivariate statistics. In order to comprehend the relationships between variables and their relevance to the topic under study, the practical application of multivariate statistics to a given situation may require a variety of univariate and multivariate analyses.

Because the analysis is done by taking into account the (univariate) conditional distribution of a single outcome variable given the other variables, some problems involving multivariate data, such as multiple regression and simple linear regression, are not typically thought of as special cases of multivariate statistics (MVA).

IV. RESULT

A. Principal Components

	Male, HIG, URBAN, HINDU	Male, MIG, URBAN, HINDU	Female, HIG, URBAN, HINDU	Female, LIG, RURAL, HINDU	Female, HIG, URBAN, MUSLIM	Female, HIG, RURAL, HINDU	Female, LIG, RURAL, MUSLIM	Male, LIG, RURAL, MUSLIM	Male, LIG, RURAL, HINDU	Female, HIG, RURAL, MUSLIM	Female, LIG, URBAN, MUSLIM	Female, MIG, URBAN MUSLIM
FinancialHelp: yes/no	-1.60	-0.69	0.00	0.94	-1.12	-1.27	1.63	-0.41	0.84	-0.95	0.41	0.12
FamilyProfessionOf Candidate	5.49	-1.20	-4.35	1.30	-0.14	-0.15	-0.61	-0.03	-0.33	-0.21	-0.15	0.00
StudentStipend: Yes/No	-6.17	0.60	1.03	0.30	-0.73	-1.58	-0.68	0.09	-0.91	-0.71	-0.97	0.15
Inflation: Yes/No	-1.11	-0.19	-0.11	-0.52	0.65	0.60	0.71	1.77	-0.88	-0.23	0.19	-0.74
GDP: Yes/No	-2.00	-1.47	-0.57	-0.94	-0.58	-0.11	1.24	0.29	0.27	-1.40	-0.77	0.41
FuelHigh: Yes/No	-0.22	-0.03	0.59	-0.52	0.01	-1.10	0.01	-0.01	-1.04	-0.26	0.84	1.02
Peace: Yes/No	-1.42	-0.27	0.77	0.92	0.96	1.70	0.61	0.79	-1.50	0.62	0.35	0.14
WhatsApp	9.41	4.02	0.07	-1.42	-0.51	-0.35	0.38	-0.01	0.29	-0.17	-0.22	0.02
Property: Good/Bad	-3.32	2.11	0.36	2.62	-1.15	-0.08	0.11	-0.32	-0.16	0.99	0.67	-0.29
Face Book	-3.63	-1.23	-0.65	-2.48	-1.38	-0.78	-0.76	-0.38	0.52	-0.03	0.85	-0.35
Twitter	-0.45	-0.57	0.43	-0.38	0.29	1.69	0.38	-1.81	-0.49	-0.25	-0.51	-0.50
Quality:Honest/Dishonest	9.23	-2.56	2.89	0.64	0.49	-0.75	-0.69	0.05	-0.06	0.44	0.07	-0.12

B. Key Findings

Individuals from low-income groups (LIG) tend to receive financial help, as evidenced by their relatively higher negative scores compared to other income groups. Interestingly, individuals with family professions tend to have mixed scores across demographics, suggesting varied economic backgrounds and opportunities. The data indicates that student stipends are predominantly received by individuals from rural areas, particularly those from low-income groups. Urban individuals generally display negative scores for inflation and GDP, indicating a perception of economic instability or dissatisfaction with economic policies (Inflation and GDP). Individuals seem to favor WhatsApp over other social media platforms, with notably high positive scores across all demographics.

The perception of property differs significantly across demographics, with individuals from urban areas generally holding more positive views compared to their rural counterparts.

C. Implications and Insights

1) *Economic Disparities:* The data underscores the presence of economic disparities, with individuals from low-income groups facing challenges such as limited financial assistance and opportunities.
2) *Regional Disparities:* Disparities between urban and rural areas are evident, particularly concerning perceptions of inflation, GDP, and property.
3) *Social Media Preference:* The widespread use of WhatsApp suggests its significance as a communication tool, potentially influencing social and economic interactions among individuals.

D. Limitations And Future Directions

1) *Sample Size and Representation:* The dataset's sample size and representativeness may impact the generalizability of findings to larger populations.
2) *Causal Inference:* While correlations exist, establishing causal relationships requires further investigation through longitudinal studies or experiments.
3) *Additional Variables:* Incorporating additional variables such as education level, employment status, and health indicators could provide a more comprehensive understanding of socioeconomic dynamics.

Through a detailed analysis of the dataset, we've gained valuable insights into the socioeconomic factors shaping individuals' perceptions and experiences. This study highlights the need for targeted interventions to address economic disparities and promote inclusive growth across diverse demographics.

V. CONCLUSION

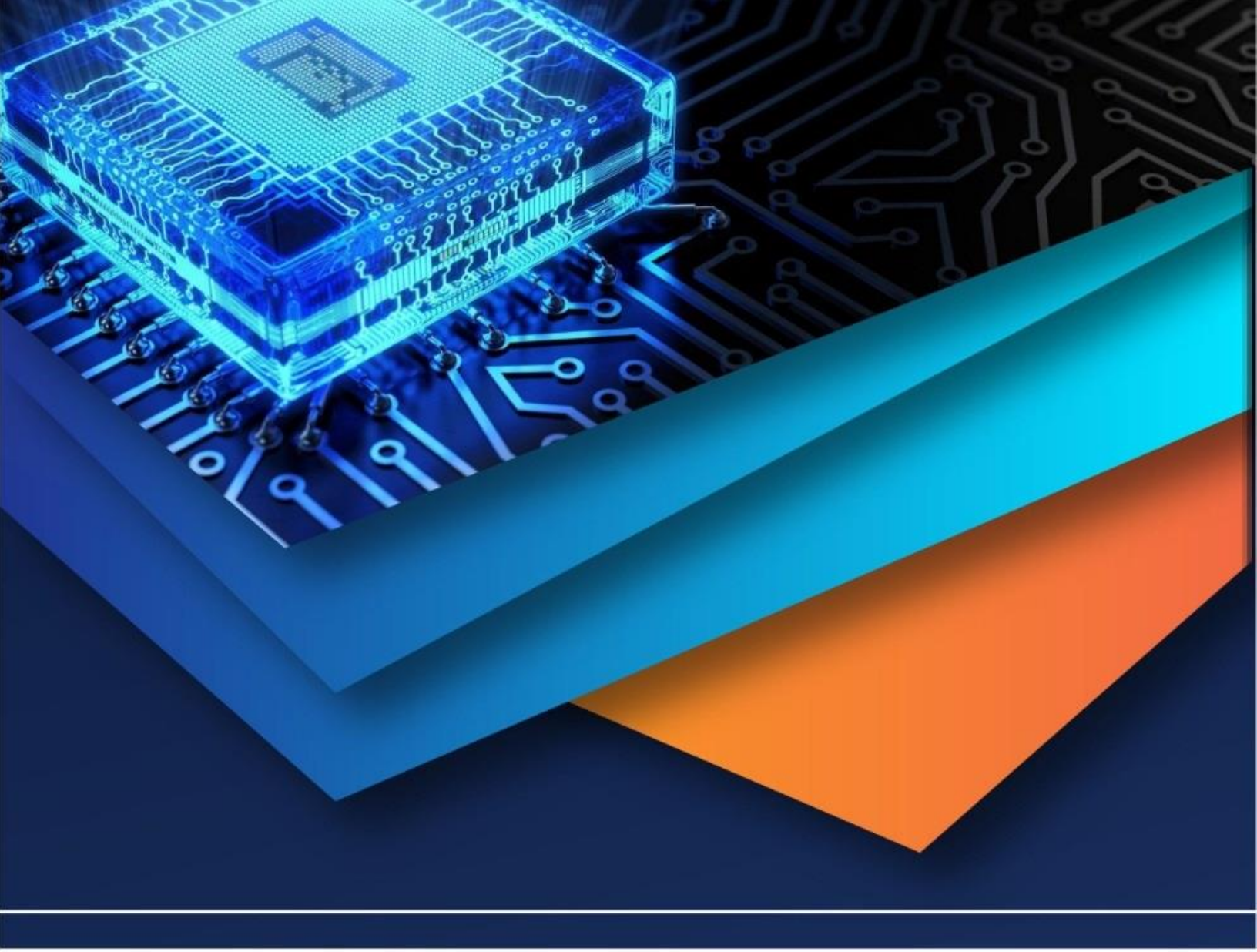
Social media has become an important place to create and spread public opinion in the media, and the internet has become a new and important source of news and opinions for the public. In the age of new media, people's lives have become richer, more colorful, and easier, but the fact that everyone can spread information has also created an environment for the polarization of online thought. The idea of the Internet has had a huge impact on people's lives. Failure to comply with the laws will affect people's beliefs and thoughts and cause conflicts.

Therefore, one of the most important issues to consider in new media is how to handle online thinking. The challenge for journalists in the post-truth era is to passionately pursue the truth and use social media to subtly influence online opinion formation while adhering to the rules of media neutrality. Journalists should set an example for others by not only providing good content that meets standards but also by showing how dissemination can be prevented. Share your thoughts online and comment [Zvavahera,2023]. Currently, online public administration lacks focus and is “one size fits all." All the way." Moreover, there is still a lot of work to be done in this area, as the laws, regulations, and standards are not perfect. This article explores the evolution of post-truth, the impact of negative opinions on social media, and the management of online public opinion. This article discusses the implications, evolution, and solutions of social view management and offers additional recommendations to support the effective growth of online views. To date, most research has focused on the impact of media attention and the reasons behind it. Our future research should delve deeper into this issue and provide detailed and practical information. We should also strengthen collaborations with big data, artificial intelligence, and other sectors to keep up with the times[Kurukhetra,2022].

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