

HOAXES AND ECHO CHAMBERS: THE PHENOMENON OF CONFIRMATION BIAS IN THE DIGITAL SPACE

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Abstract

The phenomenon of hoaxes and echo chambers in the digital space is becoming increasingly worrying as social media algorithms that reinforce user confirmation bias continue to develop. This study aims to analyse the patterns of interaction between hoaxes, echo chambers, and confirmation bias, as well as their impact on social polarisation in the post-truth era.

Through literature review and analysis of social media comment interactions, it was found that individuals tend to only be exposed to and believe information that aligns with their beliefs, while differing views are often ignored or even rejected. Filter bubble algorithms reinforce information isolation and create homogeneous echo chambers, allowing hoaxes and misinformation to spread unchallenged. The combination of these three phenomena contributes significantly to social fragmentation, deepens polarisation, and reduces the quality of public discourse. This study emphasises the need to improve digital literacy and algorithm transparency to minimise the negative impact of hoaxes and echo chambers and encourage the creation of an inclusive and dialogic digital space.

Keywords: Hoaxes, Echo Chamber, Confirmation Bias Phenomenon, Digital Space.

Introduction

The development of information and communication technology has brought changes in the patterns of social interaction within society. Digital media, particularly social media, has now become the primary space for the exchange of information and the formation of public opinion. However, the ease of access and speed of information dissemination in the digital space are not always accompanied by an improvement in the quality and validity of the information that circulates. The phenomenon of hoaxes or false information has become one of the main challenges faced by digital society today.

Hoaxes are not merely incorrect information but are often deliberately produced and disseminated for specific purposes, such as influencing public opinion, creating unrest, or even achieving political and economic gains. The spread of hoaxes in the digital space has become increasingly widespread due to the high level of digital literacy that is not yet evenly distributed among the public. This is exacerbated by the low ability