The Relationship Between Social Media Usage and Responses to Hoax and Hate Speech in Padang

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Abstract

The popularity of social media in Indonesia is currently on the rise, and recent trends indicate that social media usage is associated with the dissemination of various factors contributing to the development of news and information within society. Most social media users utilize their social networks to meet their news needs, even though these sources are not always accurately verifiable. Unfortunately, there is a significant amount of misinformation and hate speech found on social media, compounded by the low media literacy rates in Indonesia, leading to rapid and widespread dissemination of information. This study aims to analyze the relationship between individual behavior in consuming media (media consumption) and their responses to hoax and hate speech on social media. The theory employed is selective exposure. The research method used is a quantitative approach utilizing correlational research methods. Sampling was conducted using a questionnaire, selecting two districts as the research sample through simple random sampling. The total number of respondents included in this study was 110, determined based on Taro Yamane's formula with a precision/tolerance error of 10%. The research findings indicate that the majority of respondents emphasize the importance of selecting information free from negative content such as insults, hate speech, and fake news on social media platforms. Significant differences in respondent perspectives reflect variations in the assessment of accessed information, while differing opinions regarding the validity and freedom of information from certain negative elements are also evident in this study. Some respondents exhibit uncertainty regarding the objectivity and consistency between titles and content of information obtained through social media. The analysis reveals a connection between the intensity of social media usage and respondents' reactions to hoax and hate speech information. Although the relationship is relatively weak, it indicates an association between the frequency of social media usage and the way respondents respond to information containing hoaxes or hate speech.

Keywords: hate speech, hoax, media consumption, selective exposure, social media

1. Introduction

The widespread growth of the internet enables media content to be available in online formats, offering numerous options to users (Treem, J. W., Leonardi, P. M., & Van den Hooff, B., 2020; Anwar, A., Malik, M., Raees, V., & Anwar, A., 2020; Hacker, J., Vom Brocke, J., Handali, J., Otto, M., & Schneider, J., 2020). The availability of content across platforms provides users with more freedom and flexibility in shaping their consumption patterns by allowing content to be available on demand (Martens, B., Aguiar, L., Gomez-Herrera, E., & Mueller-Langer, F., 2018). This benefits users who can access media content according to their desires and needs without being bound by schedules and content determined by media entities. As noted by Napoli (2011), this phenomenon reflects the increasing level of autonomy users have in choosing and consuming media that aligns with their needs and preferences. Therefore, technological advancements have opened doors for the creation of more flexible and personalized media consumption patterns for society.

Internet Penetration in Padang

Building on this understanding, Padang, as the capital of West Sumatra Province, stands out as a particularly interesting case. It is a developing city with a high level of internet penetration. Data from BPS indicates a considerable number of internet users in Padang City. Furthermore, BPS Padang has released data concerning the purposes of internet usage among the population of Sumatera Barat, showing that most of the populace uses it for social media purposes and

entertainment. This aligns with the findings of the APJII (2022), which indicate a general inclination of Indonesians toward social media usage. Given the high internet penetration and the prevalent use of social media in Padang, the city presents a relevant case study for understanding the impact of social media.

Table 1. The percentage of people in Padang accessing the internet

Percentage of Population Aged 5 and Over Accessing the Internet in the Last Three Months in Padang					
Accessed the Internet			Not Accessed the Internet		
2020	2021	2022	2020	2021	2022
63,61%	76,54%	72,45%	36,39%	23,46%	27,55%

Source: BPS (2022)

Social media facilitate swift interactions and communications Yohanna, A. (2020). However, social media use can also have adverse effects, particularly concerning the rapid and unfiltered dissemination of hoax and hate speech information Hui, J. Y. (2020). One of the most heavily used social media platforms among the populace is WhatsApp. Features within this application enable users to create chat groups, facilitating mass information dissemination. Nevertheless, this also serves as a primary factor in the propagation of hoaxes, particularly in the form of forwarded messages.

Several pieces of hoax and hate speech information circulating on social media primarily concern local content. The current wave of hoaxes and hate speech largely targets political candidates, especially amidst the campaign period leading up to the February 2024 elections. According to reports from kominfo.go.id, the government has been overwhelmed by the incessant emergence of hoaxes. To manage this, a specialized task force named "Drone9" has been established to monitor online content. It's noted that this task force has identified over 700 pieces of content classified as hoaxes, including written material, photos, and videos.

Table 2. Purposes of Internet Usage among the Population of Sumatera Barat

Purpose of Internet Usage	Percentage of Internet User
Social media and social networking	78,63%
Entertainment	78,04%
Accessing information or news	77,94%
Product or service information	20,37%
Purchase of products or services	14,83%
Online Learning	14,57%
Sending and receiving emails	12,04%
Financial services	6,22%
Selling goods and services	2,76%

Source: BPS (2022)

As a technologically savvy society, it's crucial for us to understand the influence and impact of social media, particularly in the dissemination of misinformation. By heightening awareness and understanding of social media, we can mitigate the negative impacts of hoax and hate speech dissemination. Hate speech constitutes a form of verbal violence directed towards minority ethnic and religious groups, immigrants, LGBTQ+ individuals, women, and other marginalized groups in contemporary society. In recent years, there has been a noticeable increase in scholarly attention towards issues of racism and hate speech on the internet. Academics from various disciplines have been conducting extensive research to understand the prevalence, impact, and dynamics of these harmful phenomena in digital spaces. This growing concern is driven by the recognition that online platforms, while offering unprecedented opportunities for communication and information sharing, also serve as breeding grounds for discriminatory and offensive content. Researchers are investigating the ways in which racist ideologies and hate speech proliferate across social media, forums, and other online environments, as well as the real-world consequences they entail for individuals and communities. Additionally, scholars are examining the effectiveness of existing regulatory frameworks, technological. From August 2018 to December 31, 2023, the AIS Team of the Ministry of Communication and Information Technology identified a total of 12,547 hoax

issues (Kominfo: 2024). According to their categorization, the most prevalent hoax issues related to health, amounting to 2,256 cases identified by the AIS Team. Hoax issues associated with government policies were also widely prevalent, with 2,075 cases identified since August 2018. In the third-highest category, there were fraud-related issues, totaling 1,823 cases. This content was largely comprised of phishing links and scams involving mobile phone numbers.

Individuals' analytical thinking abilities, as proposed by Pennycook and Rand (2021), can help differentiate hoaxes from genuine news. Hence, it's crucial to observe how individuals can select the information they receive. Previous research on selective information found that individuals tend to choose and acknowledge news that confirms their existing beliefs while avoiding unwanted news (Metzger, Hartsell, & Flanagin, 2015; Hogg & Vaughan, 2017). Finding from Ali, D. J., & Eriyanto, E. (2021) each group interacted with fellow users who had the same political choices and shared the same message content. Users with certain political choices tend to receive the same information as their political choices and ignore information from other political parties. Another interesting finding from this study is how this polarization was sharpened using hashtags. Each party (supporters and oppositions of Jokowi) uses hashtags to create solidarity and mobilization from each supporter. Research also proves the validity of the selective exposure and filter bubble hypothesis in the Indonesian context. Despite extensive documentation on the impact of technological advancements on media consumption, significant gaps remain in understanding the psychological effects of misinformation and the effectiveness of countermeasures. Furthermore, there is limited research on how social media algorithms influence content dissemination and how demographic variations affect media consumption patterns. Addressing these gaps, this study investigates how social media is utilized by the citizens of Padang, their behaviors when exposed to hoax and hate speech, and the relationship between the intensity of social media use and these behaviors.

2. Literature Review

Selective Exposure Theory

The consumption of news that reinforces existing attitudes significantly heightens the prominence of an individual's political identity. This phenomenon, as described by Stroud (2010), leads to cognitive and behavioral patterns that distinctly reflect their political party affiliation. This process, known as selective exposure, plays a crucial role in the polarization of opinions on contentious issues. When individuals consistently engage with media that aligns with their preexisting beliefs, they are more likely to adopt extreme positions that mirror their party's ideological stance. This is particularly evident in the realm of environmental policy, where exposure to partisan news sources fosters increasingly polarized viewpoints that are consistent with the individual's political allegiance (Y. Kim, 2015; Stroud, 2010; Westerwick, Johnson, & Knobloch-Westerwick, 2017).

Selective exposure theory posits that individuals have a propensity to favor information that confirms their existing beliefs while avoiding contradictory information (Adams, J. M. et al: 2018). This cognitive bias not only reinforces their current attitudes but also contributes to the entrenchment of their political identity. As individuals become more entrenched in their views, they are likely to exhibit behaviors and opinions that are more in line with their party's platform, thereby intensifying political polarization. The implications of this are profound, as it suggests that media consumption patterns can significantly influence political behavior and societal division.

According to Sears, D. O., & Freedman, J. L. (1967), the strongest form of the selective exposure proposition is   that people tend to prefer exposure to communication that aligns with their pre-existing opinions. Therefore, individuals are presumed to actively seek material that supports their opinions and actively avoid material that challenges them. Lazarsfeld et al. hypothesized: "The desire to reinforce one's own perspective is anticipated." Klapper (1960) defines the hypothesis of exposure selectivity as a concept explaining how individuals tend to select and process information. For instance, someone leaning towards conservative politics might prefer to read or watch news that aligns with their political views. The hypothesis of exposure selectivity explains that individuals tend to avoid deviating information. This occurs through three sub-processes (Klapper, 1960:1) of the exposure: 1) they avoid interacting with anything inconsistent with their attitudes; 2) selective   perception, when faced with unpleasant things, they ignore or shape information to fit their initial opinions; and 3) selective retention, tending to forget information inconsistent with their attitudes.

Hoax

According to MacDougall (1958), a hoax is defined as deliberately false information created to conceal the truth. Kusman (2017) further emphasizes the role of social media in disseminating hoaxes, noting its power to provoke audiences to act in ways that serve the creator's interests. Research by Van der Linden (2015) and Roozenbeek & Van der Linden (2020) highlights that political ideology significantly influences individuals' perceptions of information, affecting whether they view it as real or a hoax. The overwhelming abundance of information today complicates the public's ability to discern truth from falsehood, contributing to phenomena such as polarization and echo chambers, where individuals preferentially seek and engage with information that confirms their preexisting beliefs (Gumilar et al., 2017). Social media algorithms,

particularly on platforms like Instagram and Facebook, exacerbate this polarization by reinforcing exposure to like-minded viewpoints. Interestingly, higher education levels do not necessarily protect individuals from believing in hoaxes. A survey conducted by Nadzir et al. (2019) across nine Indonesian provinces found that frequent internet usage often leads to greater exposure to hoaxes. This suggests that simply having access to more information does not necessarily improve media literacy among users.

Hate Speech

Before the internet, discussions of ethnicity, religion, intergroup relations biases were usually limited to interpersonal, face-to-face interactions within small, limited circles, continually evolving and discussed. The internet's presence has shifted existing stereotypes from private to public spaces. A study in Finland (Oksanen et al. 2014) found that 67 percent of 723 Facebook users were exposed to hateful content targeting sexual orientation, physical appearance, ethnicity, and religion. In Poland (Winiewski et al. 2017), a survey showed that social media became the primary source of hate speech, especially among young users. In 2016, 85 percent of Polish teenagers witnessed homophobic hate speech online, compared to 77 percent in 2014. The study also indicated an increase in Islamophobic content, with 41 percent of adults and 80 percent of teenagers reporting exposure in 2016. Most teenagers experienced hate speech on the internet, with TV, daily conversations, and radio broadcasts also serving as exposure sources. This study highlights that the internet is where contemporary youths frequently encounter insulting language towards minorities, and the number of young people witnessing hate speech online is increasing.

3. Methods

The type of research used is explanatory correlational and comparative research with a quantitative approach. Explanatory research aims to explain the relationship between one or more variables using inferential statistics and is often associated with the question "how" (Prasetyo & Jannah, 2012:42). Correlational research is used to determine the relationship and degree of relationship between two or more variables without manipulating the variables (Fraenkel & Wallen, 2008:328). This study uses a quantitative method to analyze data and selects probability-based sampling, a technique that gives equal chances for each member or element of the population to be selected as a sample (Sugiyono, 2013:82). The sampling method used is cluster sampling. The minimum sample size for the collected data is 110, as calculated by Taro Yamame.

The research object to be studied is the society of Padang, considering the highest internet penetration rate in West Sumatra after Bukittinggi, and Padang being the capital of West Sumatra, which is also the governmental center. The demographic target is the community of Padang with various backgrounds. Given the difficulty in identifying the social media-using community and the broad population area, the researcher chooses to group the community based on the districts that are the research focus. The researcher selected 11 districts in Kota Padang through drawing, and two districts, *Pauh* and *Kuranji*, were selected. The researcher used a Google form and met respondents who met the predetermined criteria, providing them with the research questionnaire to fill out until reaching a sample size of 110 respondents.

Data was collected using a Likert scale consisting of five points, ranging from "strongly disagree" to "strongly agree." We began by designing a descriptive online survey to gather information about contemporary news consumption through social media. We also explored the extent to which respondents' behaviors respond to hoax and hate speech information and their reactions to it. Subsequently, participants were asked to share the survey with their friends and acquaintances in their respective cities, and this process was repeated. Finally, this study used the Statistical Product for Social Sciences (SPSS) to determine the relationship between independent and dependent variables, using Spearman's rank test as a tool to test variable relationships. The Spearman test was chosen because the research data consisted of interval data, evaluating categories of media usage with responses to hoax and hate speech information. Descriptive analysis was used to explain respondent characteristics in terms of demographic data and social media activities. Data was collected using a Likert scale consisting of four points, ranging from "strongly disagree" to "strongly agree." In September 2023, this study finally utilized the SPSS application to determine the relationship between independent and dependent variables.

4. Results and Discussion

4.1 Respondent Characteristics

Based on the distribution of questionnaires to 110 respondents in *Pauh* and *Kuranji* districts, different characteristics were obtained in terms of age, gender, education, and ownership of information media.
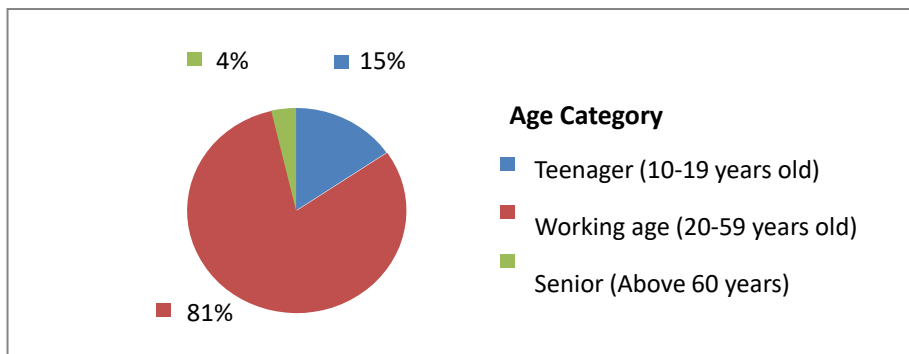
Figure 1. Respondent Characteristics

Source: Data Processing 2023

The diagram above illustrates diverse characteristics among the respondents. For Adolescents (10-19 years old): A total of 15% or 17 individuals from the overall respondents. This indicates that a small portion of the respondents falls within the adolescent age group, forming subjects of this research. For the Productive Age Group (20-59 years old): A total of 81% or 89 individuals from the overall respondents. This age distribution reveals that the majority of respondents belong to the productive age group, likely more engaged in social mediausage. And for the Elderly (60 years and above): A total of 4% or 4 individuals from the overall respondents. Within this research, respondents in the elderly age group constitute a minority. This categorization aligns withthe age categories set by the Indonesian Ministry of Health in 2009.

This distribution of respondents' ages provides an overview of the age groups under study, with the majority stemming from the productive age group. This might reflect a higher trend of social media usage among the productive age brackets. Nevertheless, the presence of respondents from both the adolescent and elderly groups offers crucial insights into the impact of social media usage on responding to hoax and hate speech information across various age demographics. The distribution of gender indicates that the majority of respondents are female (54%), while males also represent a significant proportion (46%).
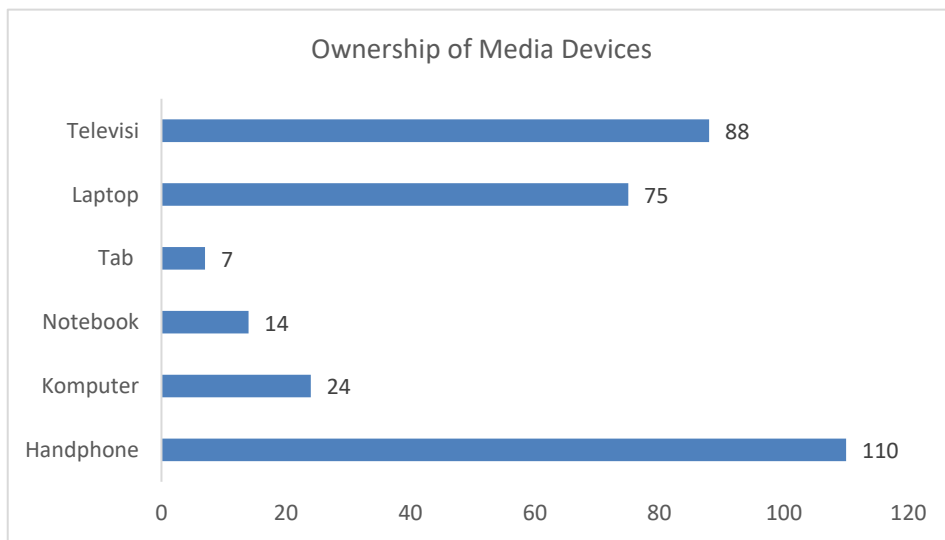

Figure. 2 Ownership of Media Devices

Source: Data Processing 2023

The research findings indicate that 100% of the 110 respondents own a cellphone, reflecting how technology,particularly cellphones, has become an essential device in the daily lives of modern society. The ownership of cellphones by all respondents signifies the importance of mobility in choosing communication tools. This could also imply that understanding and responses to hoax and hate speech information on social media are highly relevant to cellphone usage. Global trends also illustrate a shift in communication tool usage from personal computers to smartphones (McPhail, T. L.:2010). While the majority ownership of televisions reflects that television still plays a significant role in delivering news and information to the public, which in turn may influence how hoax and hate speech information spreads through television media.

4.2 Intensity of Social Media Usage

a. Duration of Social Media Usage

The questionnaire distribution results show diverse durations of social media usage among respondents, which could be a significant factor in the relationship between the intensity of social media usage and behaviors in responding to hoax and hate speech information. Specifically:

Duration

23%

37%

40%

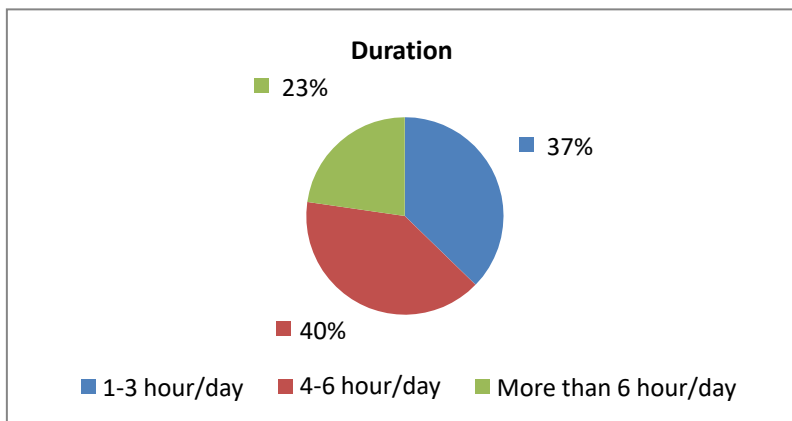■ 1-3 hour/day   ■ 4-6 hour/day   ■ More than 6 hour/day

Figure. 3 Duration of Social Media Usage

Source: Data Processing (2023)

A total of 41 individuals or 37% of respondents use social media for 1-3 hours per day. Meanwhile, 44 individuals or 40% of respondents use social media for 4-6 hours per day. Subsequently, 25 individuals or 23% of respondents use social media for more than 6 hours per day. Respondents who spend more time on social media might be more susceptible to various information, potentially affecting their digital literacy level and their ability to discern between true and false information.

b. Frequency of Social Media Usage Per Week

Platforms Frequently Used to Obtain Information

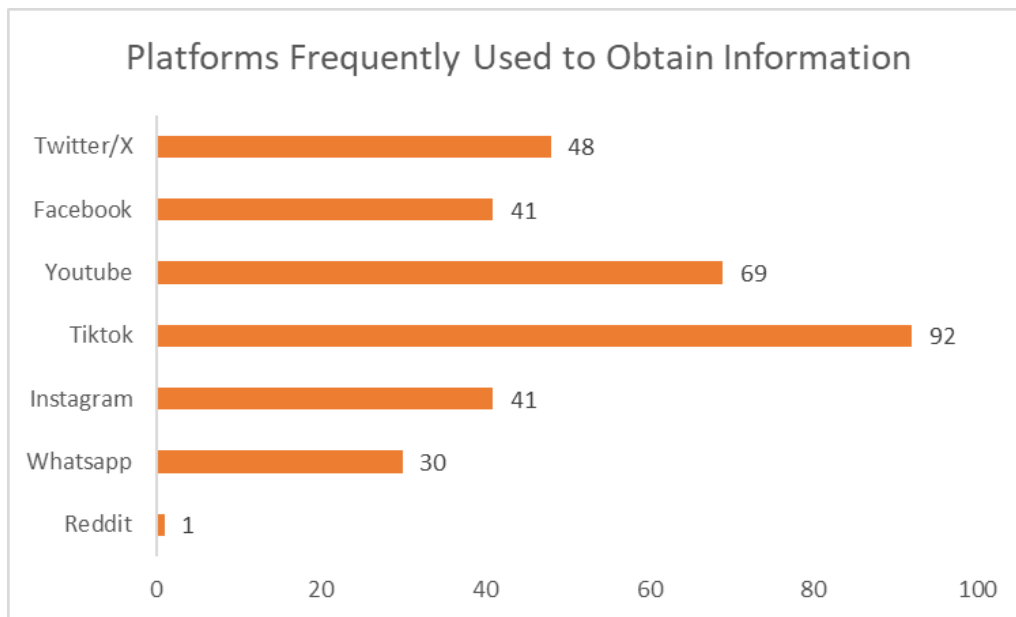| Platform	Value
Twitter/X	48
Facebook	41
Youtube	69
Tiktok	92
Instagram	41
Whatsapp	30
Reddit	1

Figure. 4 Frequency of Social Media Usage

Source: Data Processing (2023)

The data indicates that 100% of the total 110 respondents use social media every day in the last week, signifying the significant role of social media in the daily lives of the respondents. The constant presence of social media in respondents' daily activities suggests a potentially strong impact on their understanding of the information they receive on these platforms.

c. Types of Information Frequently Accessed on Social Media

This data provides a comprehensive overview of respondents' interests in various information topics. The detailed results based on respondents' interests are as follows:

Table. 3 Types of Information Accessed via Social Media

Information Type	Number	Percentage
Politics	34	30.9%
Economics	30	27.3%
Socio-cultural	41	37.3%
Entertainment	92	83.6%
Tourism and Culinary	69	62.7%
Education	41	37.3%
Science	48	43.6%
Motivation/ Life Development	58	52.7%
Health	40	36.4%
Sports	43	39.1%
Information Technology	40	36.4%
Religion	53	48.2%
Fashion	3	2.7%

Source: Data Processing (2023)

This data demonstrates the diversity of respondents' interests in seeking information on social media, encompassing various aspects of life, from politics and economics to entertainment, tourism, education, health, sports, information technology, religion, and fashion.

d. Platforms Frequently Used to Obtain Information

The TikTok platform has the highest number of users (83.6%), indicating its significant potential as a tool for disseminating information. Due to its popularity, TikTok could be an effective medium for spreading hoaxes or hate speech to a large audience. WhatsApp, with 27.3% of users, although not as extensive as TikTok, still holds significant potential due to its inherently private nature. Messages circulated in groups or private conversations on WhatsApp can be an effective means of spreading false information without public oversight. TikTok is renowned for content that can quickly go viral. Short videos that capture attention can rapidly circulate on this platform, including false information. Similarly, with WhatsApp, where messages can easilybe forwarded from one user to another quickly, without strict public scrutiny. Both platforms have limitations in verifying information. TikTok, especially used for visual and short content, often lacks detailed explanations or in-depth fact-checking. Similarly, WhatsApp messages forwarded often lack clear sources and can easily spread without verification. TikTok and WhatsApp have lower content oversight compared to other platforms like Facebook or YouTube, given their private nature. This makes them more susceptible to the spread of false information because content is not always verified or assessed for accuracy before publication. The combination of limited verification space, attention-grabbing content characteristics, and a lack of content oversight is a key factor that facilitates the easy dissemination of fake news on TikTok and WhatsApp.

Baker (2015) underscores the significant role of social media as a source of unverified information. In this context, user-generated content does not always go through the verification process as news done by journalists in traditional media. For example, in the current era of social media, news or viral information on platforms such as Twitter, Facebook, or YouTube often originates from unofficial sources, not officially verified by news agencies or experienced journalists. As a result, information presented through user-generated content can be unreliable, and in certain cases, can be fake news or hoaxes. For instance, during an election period in a country, widely circulated information claiming unofficial voting results that have not been verified by the election commission. Such information, sourced from social media users, often leads to misleading the public and triggers confusion and uncertainty regarding the actual situation.

4.3 Response Behavior to Information

a. Selective and Avoidance

This data provides a deeper insight into respondents' views on various indicators of behavior in responding toinformation encountered on social media. Here are the detailed results:

Table. 4 Selective and Avoidance

Indicator	Respond				Total (%)
	Strongly Agree	Agree	Disagree	Strongly Dis-agree	
The selected information does not contain insults, defamation, blasphemy, unpleasant acts, provocation, hate speech, incitement, or false news.	67 (61%)	34 (31%)	7 (6%)	2 (2%)	110 (100%)
The information does not contain insults, defamation, blasphemy, unpleasant acts, provocation, hate speech, incitement, or false news.	59 (54%)	49 (45%)	2 (2%)	0 (0%)	110 (100%)
The selected information is presented fairly andimpartially (from both sides).	56 (51%)	43 (39%)	11 (10%)	0 (0%)	110 (100%)
The selected information is presented objectively.	45 (41%)	55 (50%)	9 (8%)	1 (1%)	110 (100%)
The selected information, upon reading its title, isbelieved to have provided complete information.	31 (28%)	37 (34%)	35 (32%)	7 (6%)	110 (100%)
The information is believed to provide a platform for the audience to participate and add value to a content.	29 (26%)	62 (56%)	18 (16%)	1 (1%)	110 (100%)

Source: Data Processing (2023)

These findings indicate that the majority of respondents strongly agree or agree that the information they believe in does not contain certain negative elements. However, there is a small number of respondents who disagree, and none strongly disagree. This reflects that a small portion of respondents might harbor doubt or disbelief regarding certain information they believe to be free from negative elements.

Research, as mentioned by Garrett (2009), discusses the phenomenon of selective exposure in politics among new internet users. This phenomenon speaks to individuals' tendency to seek information consistent with theirpolitical views or beliefs. In this context, new internet users tend to expose themselves to content or informationsources that support their political views, while avoiding information conflicting with their perspectives.

Regarding hoax and hate speech information on social media, this selective exposure phenomenon can be a driving factor in the dissemination of fake news or hate speech on social media platforms. Internet users exposed to political selective exposure tend to confirm and spread information that aligns with their political views, regardless of the truth or accuracy of that information. This can create an environment where unverified information, hoaxes, or other harmful content can spread rapidly because they are accepted by individuals whoalready hold similar political beliefs.

Moreover, this selective exposure phenomenon can reinforce the "echo chamber" effect, where individuals tend to be trapped in a limited information environment, only exposed to views that align with theirs andavoiding alternative perspectives or information. This can trigger the spread of hate speech because individualsin an "echo chamber" tend to support and reinforce the same views without listening to others' perspectives. On the question of whether the chosen information, upon reading its title, provided complete information, 35 respondents stated their disagreement that the information they received corresponded to the title they read,with 6% strongly disagreeing with irrelevant news titles and information. This phenomenon is oftenencountered, especially in online media as clickbait when the title and content do not align. Sensationalheadlines create curiosity, drawing readers to open the page.

According to Bazaco, Á., Redondo, M., & Sánchez-García, P. (2019), ambiguity or inaccuracy in headline writing aims to instill doubt in readers. Sometimes, misleading wordplay, phrases containing intrigue and tension, or confusingly constructed phrases with prominent elements are used.

b. Selective Perception

Table. 5 Selective Perception

Indicator	Respond				Total (%)
	Strongly Agree	Agree	Disagree	Strongly Disagree	
The information is interpreted as not containing insults, defamation, blasphemy, unpleasant actions, provocation, hate speech, incitement, or false news.	37 (34%)	66 (60%)	6 (5%)	1 (1%)	110 (100%)

Source: Data Analysis 2023

The received information is interpreted as not containing insults, defamation, blasphemy, unpleasant actions, provocation, hate speech, incitement, or false news. Around 37 individuals or approximately 34% of respondents strongly agree with this statement. Meanwhile, approximately 66 individuals or about 60% of respondents agree with it. Approximately 6 individuals or around 5% of respondents disagree with this statement. And approximately 1 individual or about 1% of respondents strongly disagree with this statement. This data also reflects the level of trust the respondents have in the information they receive and how much they believe that this information does not contain certain negative elements. This can be a crucial factor in their assessment of information and in understanding how they interpret the content they consume.

c. Selective Memory

Table. 6 Selective Memory

Indicator	Respond				Total (%)
	Strongly Agree	Agree	Disagree	Strongly Disagree	
The information does not contain insults, defamation, blasphemy, unpleasant actions, provocation, hate speech, incitement, or false news.	32 (29%)	46 (42%)	26 (24%)	6 (5%)	110 (100%)

Source: Data Processing (2023)

The information remembered does not contain insults, defamation, blasphemy, unpleasant actions, provocation, hate speech, incitement, or false news. This is reflected in the responses collected from the survey. A total of 32 individuals, which accounts for approximately 29% of the respondents, strongly agreed with this statement, indicating a high level of confidence in the accuracy and appropriateness of the remembered information. Meanwhile, around 46 individuals, representing about 42% of the respondents, agreed with the statement, showing a general agreement and positive perception among a majority of the participants. On the other hand, approximately 26 individuals, roughly 24% of the respondents, disagreed with the statement. This suggests that a significant minority might have reservations or have encountered some discrepancies or negative aspects in the information they remember. Lastly, around 6 individuals, constituting about 5% of the respondents, strongly disagreed with the statement, highlighting a small portion of respondents who are particularly critical or dissatisfied with the information they recall.

This data not only reflects the respondents' perception of the quality and nature of the remembered information but also gives insight into their confidence and trust in the received information. The high percentage of agreement (71% when combining 'strongly agree' and 'agree') suggests that most respondents find the information to be free from negative elements such as insults, defamation, and false news. However, the 29% of respondents who disagreed or strongly disagreed indicate that there is still room for improvement in ensuring the reliability and positivity of the information being disseminated.

4.4 Analysis

Table. 7 Correlation between Social Media Usage Intensity and Responding Behavior to Hoax and Hate Speech

Correlation Coefficient	0.205
Significance (alpha value of 0.05)	0,032
N	110

Source: Data Processing (2023)

Based on the output from the conducted Spearman's Rank test, it can be stated that there is a correlation between the intensity of social media usage and responding behavior to hoax and hate speech. The significance value is 0.032, which is smaller than 0.05, thus accepting the research hypothesis. The strength value of the relationship is 0.205, indicating it falls within the weak category. The correlation is significant and in the same direction. Research regarding the correlation between social media usage intensity and responding behavior to hoax and hate speech provides an understanding of how social media users' behavior correlates with responses to invalid information or hate messages. Processed data indicates a relationship between how often someone uses social media and how they respond to hoax or hate speech information. These findings provide an insight that the more intense someone's social media usage is, the more likely they are to be involved in spreading or reacting to inaccurate or hateful information.

5. Conclusion

The findings from this research underscore the significant influence of social media on daily life, particularly focusing on usage intensity and individual responses to hoax and hate speech information. Key results can be summarized as follows: social media has rapidly transformed interactions, information sharing, and communication. However, these advancements have introduced challenges, notably the proliferation of false information (hoaxes) and hate speech on social media platforms. Consistent with the studies by Soral, Bilewicz, and Winiewski (2018), and Pennycook, Cannon, and Rand (2018), this research confirms that repeated exposure to hate speech and false information significantly alters individuals' perceptions, leading to desensitization and increased susceptibility to misinformation. These findings highlight the critical need for enhanced digital literacy and critical evaluation skills to effectively filter the content encountered on social media.

The diversity in respondents' interests, which range from politics and economics to entertainment and fashion, is reflected in their use of multiple social media platforms to obtain information. The research also reveals varied attitudes towards information encountered on social media. Most respondents emphasize the importance of selecting information that does not contain negative elements such as insults, hate speech, or false news. However, there is a notable diversity among respondents in assessing the truthfulness and objectivity of the information they receive, with some expressing doubt or distrust.

Furthermore, the research identifies a correlation, albeit weak, between the intensity of social media usage and how respondents react to information containing hoaxes or hate speech. This suggests that while frequent social media usage may influence responses to misinformation, the impact varies among individuals, indicating a complex interplay between media consumption habits and perception of content quality.

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