

Promoting Peace Education through Social Networking.

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ABSTRACT

Education is the means to create individuals with self-reliance, and empower them by awareness to live with respect and dignity in peace and harmony with all. If we wish to create a culture of peace and harmony within human societies which is the need of the hour, peace education becomes very essential. Peace education could be considered as a social process through which peace is achieved. It includes the learning of skills of non-violent conflict resolution and respect for human rights. Peace education needs to be included in the curriculum from the primary stages, and carried forward till the higher ones. Steady advances in ICT propelled education and expansions of new media of communication have enhanced expectations of the common man in almost all spheres of their endeavours, including long-lasting peace. ICT offers immense opportunities to make the teaching and learning of peace more effective. Efficient use of ICT in teaching and learning of peace education will provide ample information which could act as a catalyst for both personal and national development. The thought of peace building through ICT brings to mind 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 smart phones in the pockets of today's youth. The quintessence of using digital media is to communicate peace. As a precious goal of humanity, peace has to be accomplished and sustained by all plausible ways. Technology and Social Networking can be used effectively, in promoting peace education across the globe, have meaningful communication, and fostering the universal values and behaviours in people on which a culture of peace and non violence is predicted.

1.1 Introduction

A **social networking service** (also social networking site, SNS or social media) is an online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections. The variety of stand-alone and built-in social networking services currently available in the online space introduces challenges of definition; however, there are some common features:[1]

1. social networking services are Web 2.0 internet-based applications[1][2]
2. user-generated content (UGC) is the lifeblood of SNS organisms[1][2]
3. users create service-specific profiles for the site or app that are designed and maintained by the SNS organization[1][3] and
4. social networking services facilitate the development of online social networks by connecting a user's profile with those of other individuals and/or groups.[1][3] Most

social network services are web-based and provide means for users to interact over the Internet, such as by e-mail and instant messaging and online forums.

Peace education is the process of acquiring the values, the knowledge and developing the attitudes, skills, and behaviours to live in harmony with oneself, with others, and with the natural environment. Social Networking is transforming the way people; especially young people perceive the world, communicate and interact. To cite Danah Boyd's latest publication on the topic,

It's Complicated: The social Lives of Networked Teens, "As teens turn to and help create networked publics, they begin to imagine society and their place in it. Through social media, teens reveal their hopes, dreams, struggles and challenges."

Social networking sites are created to assist in online networking. These sites are generally communities created to support a common theme. Since the creation of social networking sites such as MySpace, LinkedIn, and Facebook, individuals are given opportunities to meet new people and friends in their own community and across the world.

1.2 Need /Rationale

Social Networking sites are the platform where people across borders meet and discuss common themes, topics and ideas. People get a good chance to know each other's perspective on the same theme. This communication and discussion help in building relationships. Mostly the young generation is more involved in social networking. Steady advances in ICT propelled education and expansions of new media of communication have enhanced expectations of the common man in almost all spheres of their endeavours, including long-lasting peace. ICT offers immense opportunities to make the teaching and learning of peace more effective. Efficient use of ICT in teaching and learning of peace education will provide ample information which could act as a catalyst for both personal and national development. The thought of peace building through ICT brings to mind 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 smart phones in the pockets of today's youth. The quintessence of using digital media is to communicate peace. As a precious goal of humanity, peace has to be accomplished and sustained by all plausible ways. Technology and Social Networking can be used effectively, in promoting peace education across the globe, have meaningful communication, and fostering the universal values and behaviours in people on which a culture of peace and non violence is predicted.

1.3 Review of Related Literature

Few studies on the role of social media in promoting peace:-

Role of Media Promoting Peace in Global Political Contexts Dr. Ramesh Kumar Rawat
HOD-Department of Journalism and Mass Communication Manipal University Jaipur

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Media plays an important role in promoting peace. Print media, electronic media and web media giving wattage to that news which is helpful for promoting peace. During aandolans, wars, India and Pakistan relationship, media published news related to shanti varta, negative result of Aandolans, wars and violence for building of better relationships and curbing Aandolans, wars etc. Number of articles, editorials, columns features is regularly published in newspapers and magazines and podcast by various web portals for promoting peace. In electronic media various panel discussions are organized by government and private TV channels and radio channels. During the Mumbai, Godhara, Ram Mandir and other communal riots, media took precautions against publishing negative news, photographs and broadcasting violent visuals on TV channels and radio and only broadcast informative news about the same. Media also provides information about the possibilities of terrorist attacks, precaution and thus creates awareness about these kinds of attacks. Media also widely covers non violence day as birthday of father of nation Mahatma Gandhi on 2nd October every year. Media also covers various conferences, seminar, symposium, workshops, cultural activities and other kind of events on nonviolence, which are organized by various religious, social, educational, national and international organizations and institutions. So we can say media plays a positive role in promoting peace, love, happiness, bliss and purity.

PEACE 2.0: SOCIAL MEDIAAS A SPACE FOR PEACE EDUCATION

THE 2014 ARNHOLD SYMPOSIUM

Martina Schulze

In his key note address on the connection between young people, social media and civic engagement, Howard Rheingold highlighted that, understanding how social networks work is part of “essential 21st century literacy”. Calling on educators and those engaged in promoting peace education, he said “encourage young people to turn media production skills that they are naturally attracted to because they are experimenting with their identity, because they want to communicate with their peers on issues that affect their lives and their communities whatever they are”.

The Role of the Media in Promoting Peace

Articles Thursday, 15 April 2010, Amb. David Newton, Middle East Institute:

Every great information or communication advance in history has been seen in its time as furthering education a benefit that has certainly proved to be correct. 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. In some cases one could argue a benefit. A government could use the media to help defuse s crisis, as the Kennedy administration did during the Cuban missile crisis.

The role of social media as a tool for peace building and conflict prevention in Kenya The case of Nairobi county: The penetration and popularity of social media among the Kenyan youths and young adults has shown that social media has the potential to be a great tool that can foster democratic dialogue and freedom of expression. However, owing to the unrestricted nature of internet and social media, users without ethical standards and professionalism can use the tools to circulate misleading information. Such information can lead to destabilization of peace and ignite violence. Few studies have shown the role of social media in escalating political unrest while some have shown its role in crisis management in Kenya. There is inadequate information on the potential role of social media for conflict prevention and peace building. This study sought to bridge this gap by conducting systematic research with the following objectives; to evaluate the strengths and weaknesses of social media as a tool for conflict prevention and peace building; to analyze the contribution of regulatory mechanism of social media in promoting peace building; to examine the potential role of social media in generating social and political tensions that might result into violence; and to identify the early warning social and political signals through social media and ICT in conflict prevention. The research study covered four locations in Nairobi's Eastland's areas; Dandora ward three, Dandora ward Four, Kariobangi North and Mathare Mabatini. Stratified random sampling was used to select 90 respondents aged from 13-50 years. Two key informants were indentified through purposive sampling; one a social media expert and the other a peace studies expert. The researcher used questionnaires, key informant interview and focus group discussions to collect data. The study found out that over 80 percent of the respondents were on social media. Majority of the respondents had a circle of social media friends of about 101-1000. The study also established that mainstream media (televisions and newspapers) was used by respondents to complement social media in giving political updates. The study revealed that government regulation of social media would result into the users mostly using it for social reasons. The study also showed that social media is still an unpopular tool for early warning and for reporting violence.

1.4 Role of social networking in Promoting Peace

Social media is affecting not only private enterprises, but also governments and policy decision makers, creating a stir that has an impact on the global political arena. People who didn't use to have access to internet, including those who can't afford computers or laptops, nowadays are able to connect through devices such as cell phones, According to the World Bank, Sub-Saharan Africa now has approximately 650 million mobile phone subscribers, a number that exceeds the United States and European Union, and this signifies an outstanding boom in the growth, use and popularity of new communication technologies in the developing world. **“Social media can help spread peace, encouraging dialogue among people from different ethnic backgrounds and nationalities”**. It can affect perception on ethnicity, change attitudes, and promote tolerance and

mutual understanding. Thus it can bridge the divide between ethnic groups that wouldn't otherwise communicate with one another.

Facebook in Promoting Peace

As social media expert Craig Smith says, Facebook has become a continent on its own, with 1.06 billion monthly active users and 680 million mobile users as of February 2013. Google+ has 343 million active users, Twitter pulls 500 million, and there are 800 YouTube million users generating 4 billion views per day. This shows just how many people's lives are influenced by social media and online engagement.

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

KIM-MAI CUTLER OCTOBER 27, 2009 2:01 PM

Peace on Facebook



Come Together

Facebook is proud to play a part in promoting peace by building technology that helps people better understand each other. By enabling people from diverse backgrounds to easily connect and share their ideas, we can decrease world conflict in the short and long term.

[Learn More about Peace Innovation >](#)

The People's March Against Knife Crime

Facebook and a Stanford University lab specializing in persuasive technology have launched <http://peace.facebook.com>, an experiment in social networking data with a warm, fuzzy premise: Can online friendships translate into greater collaboration and reduced conflict in the world?

The site is part of a broader PeaceDot Initiative, which is a volunteer-run, distributed movement to create peace sub-domains across the web. It's meant to showcase new data-sets and new tools for creating peace. (Hat tip to commenter Mark Nelson below — who refers interested readers to this Facebook Page.)

Facebook's take on peace tracks social networking connections bridging ethnic or religious divides — between Israelis and Palestinians, Sunnis and Shiites, and Christians and Atheists, just to name a few. With 300 million users, Facebook is already proving to be an interesting, real-life laboratory. Complete with line graphs, the site continuously flashes different data points collected over the last 24 hours: 8,431 Albanian-Serbian connections, 7,339 India-Pakistan connections, 71,555 Muslim-Christian connections, and even 30,518 Republican-Democrat connections here in the U.S. The numbers are high enough to make an impression.



In addition to the data on online friendships, the site also tracks results to the survey question (asked to 500 Facebook users everyday) “Do you think we will achieve 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, Colombia have the highest.

Other features on the simply-designed site include a stream of comments on the project, updated almost every 10 seconds from Facebook users. Most of them are overwhelmingly positive: “Love your Brothers As you Love Yourself and PEACE is Possible” and “Thinks this is the next generation of the peace movement.” There is also a link to the fan page for Facebook for Good, a group that reports on the various ways Facebook has been leveraged to do good deeds, like finding a lost cat or forming support groups.

PEACE DAY NTX

★★★★★★★



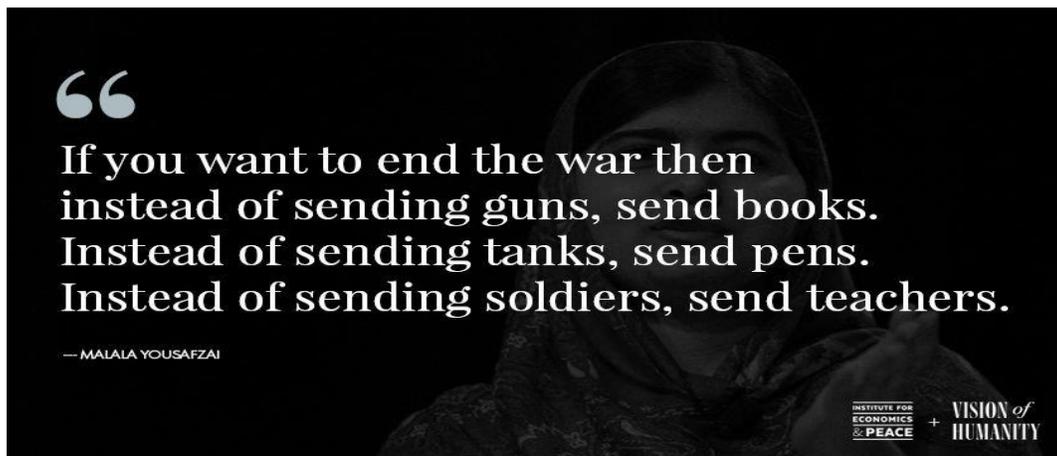
Photo Credit: Andy Chung

**SPECIAL APPEARANCE BY DALLAS CITY COUNCILMEMBER
B. ADAM MCGOUGH, DISTRICT 10**

PEACE DAY NTX 2016

- 2.2 Billion** people reached by Peace Day messages globally
- 1,000** in attendance
- 15** musical acts
- 14** local non-profit organizations represented
- 5** media partners

3/4/2017 7



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 favourite Acts, projects and initiatives. Voting for an act raises a semi-finalists "impact rank", but impact only counts for half of the award, the other half of the award is juried by the Nobel Laureates serving on our board.

During the month of May, five winners are juried 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 honoured at the Hero Awards ceremony in Monte Carlo in June, receiving their Hero Award from a Nobel Peace Laureate. This year's honoured guest Laureate is Oscar Arias!

Google+ on Peace

Google + is a social networking website on which people across the world create their accounts follow people, events campaign etc. There are pages on this website such as Green Peace International, Dalia Lama Peace, Peace One Day and many more. These pages promote peace building programme online. There are videos and documentaries uploaded on these pages related to Peace.

Twitter

Twitter is an online news and social networking service where users post and interact with messages, "tweets," restricted to 140 characters. Registered users can post tweets, but those who are unregistered can only read them.

Founded: 21 March 2006, San Francisco, California, United States

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 video-sharing website headquartered in San Bruno, California.

The service was created by three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—in February 2005. This is a social Networking website which is especially concerned with sharing videos. There a large number of videos uploaded on You Tube which promotes Peace such as 1 One hour Peace, Your Peace in Your hand, The Prince of Peace: Jesus Christ,, Mantras for deeper inner peace,, Principles of Peace: Faith.

WhatsApp Messenger

More than 1 billion people in over 180 countries use WhatsApp to stay in touch with friends and family, anytime and anywhere through WhatsApp.

Message your friends and family for free*. WhatsApp uses your phone's Internet connection to send messages so you can avoid SMS fees.

Keep in touch with the groups of people that matter the most, 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.

With WhatsApp on the web and desktop, you can seamlessly sync all of your chats to your computer so that you can chat on whatever device is most convenient for you. Download the desktop app or visit web.whatsapp.com to get started.

With voice calls, you can talk to your friends and family for free*, even if they're in another country. And with free* video calls, you can have face-to-face conversations for when voice or text just isn't enough. WhatsApp voice and video calls use your phone's Internet connection, instead of your cell plan's voice minutes, so you don't have to worry about expensive calling charges. Send photos and videos on WhatsApp instantly. You can even capture the moments that matter to you most with a built-in camera. 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, jokes, quotes, pictures and videos and even animations among young people through this App. So this is very helpful in Spreading Messages of communal harmony, unity and Peace .Because through these App we can reach large population in a very short span of time.

1.5 Conclusion

The social networking websites can contribute to peace and in peace education by engaging in credible representation and representing balance opinions on its page, content, article, audio and videos and opening up communication platforms among parties in conflict. The social networking with all its mean and type can play a significant role and can influence the conflict area positively by applying its influence towards ending the conflict and enhancing the peace environment, promoting peace and driving youth towards peace. Information distribution across the internet and telling the stories which may gain worldwide 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.

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