

First Annual International Conference on Religion, Culture, Peace, and Education.
Department of Peace Studies Religion, Culture, and Peace Laboratory Faculty of
Humanities and Commun, Chiang Mai,, 2022.

Communication, Disinformation, Internet and Development.

Quiroga Sergio Ricardo.

Cita:

Quiroga Sergio Ricardo (2022). *Communication, Disinformation, Internet and Development. First Annual International Conference on Religion, Culture, Peace, and Education. Department of Peace Studies Religion, Culture, and Peace Laboratory Faculty of Humanities and Commun, Chiang Mai,.*

Dirección estable: <https://www.aacademica.org/sergio.ricardo.quiroga/214>

ARK: <https://n2t.net/ark:/13683/pgPS/y2n>



Esta obra está bajo una licencia de Creative Commons.
Para ver una copia de esta licencia, visite
<https://creativecommons.org/licenses/by-nc-nd/4.0/deed.es>.

Acta Académica es un proyecto académico sin fines de lucro enmarcado en la iniciativa de acceso abierto. Acta Académica fue creado para facilitar a investigadores de todo el mundo el compartir su producción académica. Para crear un perfil gratuitamente o acceder a otros trabajos visite: <https://www.aacademica.org>.

Proceedings of the First Annual International Conference on Religion, Culture, Peace, and Education April 28-29, 2022 Blended Onsite and Online Conference Singtoh Changtrakul Seminar Room Sirindhorn Learning Resource Center Payap University

Editor: Dr R. Ty Department of Peace Studies Religion, Culture, and Peace Laboratory Faculty of Humanities and Communication Arts Payap University Chiang Mai, Thailand

Creative Commons 2022

Conference Proceedings Published by: Department of Peace Studies Religion, Culture, and Peace Lab Faculty of Humanities and Communication Arts Payap University Chiang Mai, Thailand

Communication, Disinformation, Internet and Development

Quiroga, Sergio Ricardo

Free Thinker
ICAES, Argentina

Introduction

This work seeks to relate problematic aspects of today's society such as citizen concerns about global warming, the growth of deforestation, the increase of the world population, fuel consumption, diseases and viruses, the climate crisis, in the middle of a culture of hyper consumption, the catastrophe of public health and the aspiration of a new communicational order that mitigates the differences between the different actors and the development of a public Internet.

On the other hand, it is the idea to initially raise some relationships between social uncertainty, environmental and disaster communication, and climate urgency in the midst of the irruption of information and communication technologies.

The Internet and these emerging technologies are undermining the indispensable resources of reliable information, insightful analysis, rational debate, and fairness and diversity of representation.

The COVID-19 crisis has demonstrated the relevance of the so-called public service media. Communication is a right and also a service. Audiences have often turned to the public service media for trusted sources of objective and unbiased, high-quality educational materials for homeschooling and entertainment.

The challenges raised illustrate the extent, complexity and attention that governments and citizens must pay to a crisis of many years without a solution. Probably this agenda loaded with challenges constituted by the communication-technology-climate change triad will accompany humanity in the next fifty years.

Amid climate and biodiversity crises, the way we meet and communicate, the natural world we know is changing. Human creativity, increased technological capacity, accessibility and connectivity have enabled a proliferation of content, platforms and consumption of digital

visual media. Citizens seek to be informed, but information flows and is excessive and there is also news that is not true. The so-called false news (fake news) has been present throughout humanity; only now social networks accelerate their spread.

On the other hand, we are witnessing restless and diverse citizens, some expressing conformism and disinterest in the goods that democracy and its crises are bringing us, and others that are more active, fragmented, that demand more active and personalized public policies in various fields (Quiroga, 2021). In this sense, governments, regardless of their size, seek to strengthen these processes by promoting good environmental governance in the face of the growing demand from citizens to participate in decision-making that affects their environment, and on the other hand, publicity and transparency of government acts constitutes a fundamental pillar in democratic institutions, whose institutional quality rises to the extent that citizens can receive complete, truthful, adequate and timely information.

Good environmental governance must enable a communion between strategic environmental agendas, government management, public communication and citizen participation. Governments must seek to strengthen their communication processes and interaction mechanisms, given the growing demand of citizens for information and participation (Quiroga, 2021).

In terms of information, as expressed in "The Public Service Media and Public Service Internet Manifesto", an enormous contribution to global communication edited by Fuchs and Unterberger (2021), we need to have a public broadcasting service financed with public resources, it is In other words, it is about a good, a service that is independent of the government and accessible to all, that provides truthful and reliable information, that expresses the multiplicity of voices and that is a support for the analysis of issues that are of common interest.

1. Climate, Climate crisis and Covid

Biologists from the University of Hawaii and the Muséum National d'Histoire Naturelle in Paris have detected that the Earth is experiencing the Sixth Mass Extinction, taking the disappearance of invertebrates as a preliminary step. The scientific statements are supported by the research data that was published in the scientific journal *Biological Reviews*, where it is also reported that this extinction is due entirely to human action (Cowie, Bouchet, and Fontaine, 2022).

In this sense, Robert Cowie, the main researcher of the report, expressed that "species extinction rates have increased dramatically and the decline in abundance of many populations of animals and plants is well documented, but some deny that these phenomena amount to a mass extinction" (Cowie, Bouchet, and Fontaine, 2022, p. 3). This data provided by scientists "is based on a biased view of the crisis that focuses on mammals and birds and ignores invertebrates, which of course constitute the vast majority of biodiversity" (Cowie 2022, p.4).

With these statements, it becomes easier to assume and perceive an interrelation between the climate, the climate crisis and Covid. Climate change would have influenced the emergence of SARS-CoV-2 and its passage from animals to humans (Beyer, Manica and Mora, 2021). According to this work, global warming and the increase in greenhouse gases could have caused barely perceptible changes in the vegetation of the Chinese province of Yunnan over the last century. These incipient transformations in nature could have allowed bats to extend the borders of their traditional habitats and live in new territories. Their closeness to humans could be associated with a higher number of coronaviruses. Bat bites,

their saliva on partially eaten fruits, and hunting bats in China for food are all potential ways to get infections.

The world and the states, with dissimilar degrees, are proposing, with increasing emphasis, care for the environment, the protection of animals in their habitats, and the reduction of greenhouse gas emissions. A collateral effect of the lack of action on these issues could increase existing diseases or generate new ones, a situation that would cause the health systems of different countries to be significantly collapsed.

2. Warming and deforestation

The last decade was the warmest on record. In Argentina, the hottest week of the year was recorded between January 10 and January 16, 2022. According to García Marín, María Eulalia. (2016) deforestation is a pressing issue and is among the ten major environmental problems that the planet has at this time and is characterized by the decrease in forest areas throughout the world that are lost for other uses. These forested lands or the result of massive fires are generally used for agricultural and livestock production and for real estate speculation.

3. World Population

Overpopulation is one of the main causes of most of the world's problems that coexist with food shortages, lack of drinking water or energy shortages. The number of inhabitants is increasing in all countries. Three countries make up half of the world's population: China, India and Japan.

4. Fossil fuel consumption

The world faces two energy problems: most energy production still produces greenhouse gas emissions, and hundreds of millions lack access to energy altogether.

There is a link between access to energy and greenhouse gas emissions. The world has another global energy problem as hundreds of millions of people completely lack access to sufficient energy, with dire consequences for life and the environment. The invigorating development is necessary in having renewable energies, friendly to the environment and this is contradictory with the data that the consumption of fossil fuel, which has tended to increase significantly in the last two decades.

5. Digital technologies

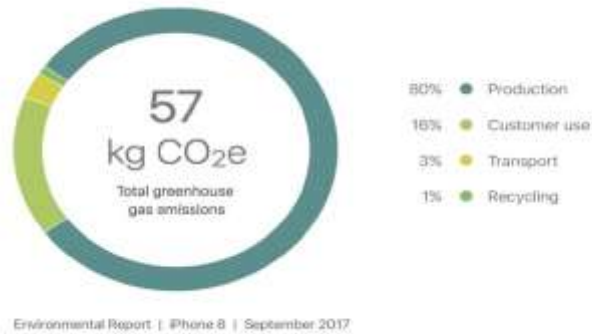
Digital technologies are also contributing to environmental degradation, in a context of climate emergency and pandemic. Along with the appearance of new emerging technologies, digital poverty is growing, characterized by large millions of people, who cannot access the goods of digitalization in an unequal world.

In these times it is necessary to adopt appropriate environmental management methods in response to the drastic changes in the production systems of the industries; of the commercialization channels for the products and in the distribution networks of the services (Peñaloza Acosta, Arévalo Cohén and Daza Suárez, 2009).

First, as a rapidly expanding set of infrastructure and devices that consume scarce resources, use energy and generate waste. Second, as the main driver. Most phone emissions are generated in production. Greenhouse gas emissions from a smartphone have these numbers: 80% production, 16% customer use, 3% transportation, 1% recycling

Figure N°1 (Gas Emissions from the Iphone 8,64B – Greenpeace)

Greenhouse Gas Emissions for iPhone 8—64GB model



In addition, the key moments in the life cycle of a smartphone: material, production and assembly, transportation of the finished product, energy consumed in use and data storage, accelerated replacement and availability cycles, and increased volumes of waste from both devices such as packaging.

6. Internet Traffic

Increased many activities es digital was motivated by the lockdowns and restrictions caused by the coronavirus pandemic. Internet traffic grew with the practice of teleworking, education in digital media, streaming, video calls and online purchases.

In our daily lives, not many things may happen in a minute. Nothing can happen in a minute, but when you measure the depth of Internet activity that happens all at once, it can be extraordinary. Currently, there are about five billion Internet users around the world. This annual infographic from Domo shows how much activity occurs in a given minute and how much data users generate.

Figure N° 2 One minute of Internet – Dome



At the heart of the world's digital activity are the everyday services and applications that have become staples of our lives. Collectively, these produce unimaginable amounts of user activity and associated data.

These are just some of the key figures of what happens in a minute:

- Amazon customers spend \$283 billion dollars
- 12 million people send an iMessage
- 6 million people buy online
- YouTube users stream 694,000 videos
- Facebook Live receives 44 million visits
- Instagram users share 65,000 photos
- Tiktok users watch 167 million videos

As these facts show, big tech companies and social media have a huge influence on our lives.

7. Metaverse, Artificial Intelligence and Blockchain

Faced with these urgencies and key issues of the societies of the present that will inscribe the future as human beings, as academics and global citizens we should pay attention to three things: the Metaverse, artificial intelligence and the Blockchain.

Technological leaders, led by Mark Zuckerberg, seek to create a parallel and virtual world, where we can be who we really want to be, without physical barriers to try any kind of experience. The metaverse will propose to be an extension of our own lives, but on the Internet. The virtual will have a presence, it will no longer be only auditory and visual.

These advances and developments come from the ninety's experiments with virtual worlds and the use of three-dimensional environments to improve skills and learning. John McCarthy offers the following definition in his 2004 article: "It is the science and engineering of making intelligent machines, especially intelligent computer programs. It is related to the similar task of using computers to understand human intelligence, but AI does not have be limited to methods that are biologically observable" (McCarthy 2004, p. 6). The blockchain is a database, a chain of blocks that stores information in digital format.

8. Carbon emission of the equivalents of a Bitcoin transaction

According to Digiconomist's Bitcoin Energy Consumption Index, a single Bitcoin transaction can consume up to 1,752.79 kilowatt hours (KWh) of electrical energy on average to complete. This is equal to the amount of energy consumed by 1.2 million VISA transactions. The article "Bitcoin less green than ever before (2022)" highlights that the average carbon intensity of electricity consumed by the Bitcoin network may have increased from 478.27 gCO₂/kWh on average in 2020 to 557.76 gCO₂/kWh in August 2021. This would mean an increase in the carbon intensity of mining by 17%.

According to Digiconomist's Bitcoin Energy Consumption Index, a single Bitcoin transaction can consume up to 1,752.79 kilowatt hours (KWh) of electrical energy on average to complete. The report highlights that this is equal to the amount of energy consumed by 1.2 million VISA transactions. Bitcoin platforms are currently located in countries where the main source of electricity generation is the burning of fossil fuels.

9. Hyper-consumption

Hyper-consumption has been built into a hegemonic parameter of modern societies and is the modern and western representation of happiness as it has been built in the consumer society (Lipovetsky, 2006). Faced with an uncertain and threatening future (precariousness, unemployment, fragility of human bonds), the society of hyper-consumption offers unbeatable goods: momentary moments of tranquility and happiness. Lipovetsky (2006)

speaks of "paradoxical happiness" to the idea that the society of hyper-consumption permanently highlights images of happiness, of well-being as opposed to the chaotic, stressful and sad reality of our society.

"Hyper-consumption" (Lipovetsky, 2006), still called "consumerism" (Bauman, 2007), "coordinates (...) social integration, social stratification and the formation of the human individual" (Bauman, 2007, p47). Scolari (2020) points out that the liquid metaphor, which was so successful after the publication of Sigmund Baumann's ideas, liquid modernity, is no longer the best when it comes to describing contemporary social life and culture and proposes the idea of a gaseous society generated by the multiplication of the media, the quantity of texts and textual formats in circulation. The competition for attention, among other factors, contributed to the birth of a diversity of short textual pieces that Scolari (2020) calls snack culture: clips, tweets, memes, trailers, webisodes, teasers, sneak peaks, information capsules, tik tok, that also contribute to the exacerbation of a culture of consumption.

Precisely, the consumption of liquid modernity managed to displace the articulating role that employment fulfilled in society as producers of solid modernity (Bauman, 2007). We use the term employment, because in underdeveloped societies, employment is scarce and the work to be done is immense.

Hyper-consumption promotes the purchase of more goods than the strictly basic and necessary, in subjects who live (or suffer) a culture saturated with advertising that has almost perpetual persuasions, in which there is full availability for online purchases, credit is instant and compulsive buying is encouraged. Often, the goods offered have other materials (less durable and replaceable), within the framework of a market logic that constantly works between permanent innovation and less durable products.

10. Fast food: a public health catastrophe

The fast-food business and the synergies between health and the environment are recently being exposed. The so-called fast foods that have attractive flavors are harmful to the body when they are regularly incorporated into the diet, since these foods do not provide nutritional value, but they do provide calories, sugar, unhealthy fats and other anti-nutrients. These expressions of contemporary gastronomic culture "express cultural imperialism and the force of economic homogenization that McDonald's represents" (Anaf, Baum, Fisher, 2017, p.5).

Despite the existence of company actions, recent citizen movements and reactions, and public concerns of governmental and non-governmental organizations with the purpose of raising awareness about the consequences of these diets and their actions aimed at producing food that is more friendly With health, the food industry in general and consumers in particular, need government regulations, action frameworks that should result from the social conversation between states and citizens to mediate negative impacts on health.

11. Re-imagine public provision in technologies

These technologies have arrived at this time to accompany human development and their proper and responsible use, and it is possible to promote critical digital literacy by those who participate and celebrate their assets (Quiroga, 2020). However, the center must be placed, the recognition of the new forms of power that underlie neoliberalism, in the freedom of the contemporary subject, in the new techniques of domination and control of

society that characterizes the South Korean philosopher Byun Chul Han as a hedonism of control. In this way, critical media literacy must propose the study of the phenomena that occur in digital communication not as isolated events, but rather must be interpreted in a broader social, economic and cultural context (Quiroga, 2020). Faced with any attempt to "regulate" the contents of social networks, contrary to freedom of expression and other civic rights, academics and intellectuals prefer media education and literacy with a critical sense.

12. The Public Service Media and Public Service Internet Manifesto

Since its publication, the Manifesto has attracted more than a thousand signatures from scholars around the world, including Noan Chomsky and Jurguen Habermas. The manifesto had prolific communication writers and researchers such as Cristian Fuchs and Klaus Unterberger as editors in 2021. It is the result of materials such as Fuchs' report on the results of the Internet/Public Service Media Survey, the written version from Graham Murdock's online talk on public service media and subsequent scholarly discussions.

In its introduction it has ten principles. They are: democracy and digital democracy require public service media and we call for safeguarding the existence of Public Service Media, calls for an Internet that enhances democracy, calls for public service media to become public, and calls for platforms Internet services that help promote opportunities and equality in society.

The document calls the creation of the legal, economic and organizational bases of this type of platform. Basically, public service media content is directed at citizens, not consumers. These Internet public service platforms should promote fairness, democracy, participation, civility, dialogue and encourage participation on the Internet. However, the Public Internet Service requires new formats, new content and intense cooperation with the creative sectors of our societies.

The Manifesto advocates that public service media should continue to be supported and funded so that they have the resources they need to carry out and further develop their mandate. The idea of the Manifesto of having a Public Internet Service is an alternative for the global transformation of communications, it is a pulley for change in the creation of new content and services, in the creation of a sustainable ecosystem for the innovations of media.

13. Climate change and citizen perceptions

In light of these ideas espoused above, climate change can only be tackled through global cooperation. Countries have an obligation to question economic models, promote sustainable technologies in harmony with the environment and invent new industries. It is necessary to think and recreate a healthy world where resources are shared equally.

14. Science and War

In the face of Russian aggression and the attempt to occupy a democratic country like Ukraine, the scientific community has begun to mobilize. The risk of the extension of a war that exposes Russia, the aggressor country, and Ukraine, the attacked country, as the main actors, threatens to spread beyond the geographical limits with which it is now taking place. At the core of the questions, with uncertain answers appear, such as the following:

a) Is it correct for scientific institutions, in the current context, to abandon any ties with the Russian scientific community?

- b) Is a ban advisable as a measure of last resort as a form of pressure on the Russian government?
- c) Should it apply to Russian scientific institutions, Russian scientists, Russian funds for research or what else?
- d) What is the risk in doing so of dividing the scientific community with a "cold war" attitude, inducing the creation of a speculative scientific community that cuts off relations with institutions, researchers or funds from the US countries? US/NATO due to documented war crimes in places like Iraq and Afghanistan?
- e) What should we do or what alternatives do scientific communities have when this type of fracture endangers key initiatives of international scientific collaboration?
- f) What is the correct way to support dissident Russian scientists who openly criticized the war crimes committed in Ukraine by the Russian government, without forcing the entire Russian community of scientists to take a risky political stance as a precondition for be considered part of the global scientific effort?
- g) Is it advisable and feasible to affirm the principle that our scientific communities should be open only to nations with governments with a clear record of respecting human rights and international law?
- h) If another pandemic hits humanity, should the scientific community refuse to collaborate with scientific institutions in countries like Russia and China?
- i) What are the risks of making science a politicized, divisive and conflictive scenario that reflects military and political confrontations between nations, instead of being a space of peace, progress and construction of open knowledge, uniting nations and peoples?
- j) Just as the natural sciences provided solutions to the problem of the pandemic, what are the solutions proposed by the social and political sciences to the problem of protecting civilians hit by wars and military aggression, and what is the best way to communicate those likely solutions?

These questions are being raised by the scientific community. The social sciences have more to say. Although the discussions on different aspects of the conflict in Eastern Europe are in the light of day, there are no further debates in the scientific communities that have been sensibly surprised by the emergence of this war, a humanitarian disaster of proportions and of the cruelty of the conflict, a fact that takes us to the past and perhaps to asking old questions. Can we live in peace? Can there be a frank collaboration and scientific work between the scientific communities of the countries? What should academics and researchers do in the face of this war that includes a worrying humanitarian disaster for citizens Ukrainians? Questions with difficult and complex answers, but which we should begin to do.

Today we are witnessing a generation that perceives uncertainty and is afraid of the future. He has reason to be. In Argentina, the economic crisis, the lack of employment, the growing inflation, the increase in poverty and the lack of future prospects, are a cause for citizen concern. In the world, the specter of a global war shakes the world's citizens.

On the other hand, the warnings of the scientific community have been ignored in the last fifty years, to take real actions, while world governments look the other way. In a context of war and the nuclear threat, it is time to become aware of the risks that the climate crisis entails, the technological challenges and risks where, fundamentally, governments must assume an active attitude and citizens demand and ensure the progressive transformations that societies need. In the case of war, the scientific community also has a say and surely the social sciences have much to say.

References

- Anaf, J., Baum, F.E., Fisher, M. et al. (2017). Assessing the health impact of transnational corporations: a case study on McDonald's Australia. *Global Health* 13, 7. <https://doi.org/10.1186/s12992-016-0230-4>
- Bauman, Z. (2007). *Vida de consumo*. Buenos Aires: FCE.
- Beyer, R.; Manica, M.; Mora, C. (2021). Shifts in global bat diversity suggest a possible role of climate change in the emergence of SARS-CoV-1 and SARS-CoV-2, *Science of The Total Environment*, Volume 767, <https://doi.org/10.1016/j.scitotenv.2021.145413>
- Bitcoin less “green” than ever before (25 de Febrero 2022). *Digiconomist*. <https://digiconomist.net/bitcoin-less-green-than-ever-before/>
- Cook, G, y Jardim E. (17 de Octubre 2017). Guide to Greener Electronics 2017. *Greenpeace*. <https://www.greenpeace.org/usa/reports/greener-electronics-2017/>
- Cowie, R. ; Bouchet, P. ; and Fontaine, B. (2022). The Sixth Mass Extinction: fact, fiction or speculation? *Biol. Rev. Cambridge Philosophical Society*. pp. 000–000. 1 doi: 10.1111/brv.12816
- Fuchs, C., & Unterberger, K. (Eds.). (2021). *The Public Service Media and Public Service Internet Manifesto*. University of Westminster Press. <http://www.jstor.org/stable/j.ctv26qjjkk>
- García Marín, María Eulalia. (2016). La deforestación: una práctica que agota nuestra biodiversidad. *Producción + Limpia*, 11(2), 161-168. <https://doi.org/10.22507/pml.v11n2a13>
- Infographic Data Never Sleeps 8.0 (sin fecha) *Domo* <https://www.domo.com/learn/infographic/data-never-sleeps-8>
- Lipovetsky, G. y Charles, S. (2006). *Les temps hypermodernes*. Paris: Lgf
- McCarthy, J. (2004). *What is artificial Intelligence?* Stanford University.
- Peñaloza Acosta, Arévalo, M. Cohén, F., y Daza Suárez, R. (2009). Impacto de la gestión tecnológica en el medio ambiente. Impact of Technological Management on the Environment. *Revista de Ciencias Sociales*, 15(2), 306-316. http://ve.scielo.org/scielo.php?script=sci_arttext&pid=S1315-95182009000200010&lng=es&tlng=es.
- Quiroga, S. (2020). Psicopolítica, enjambre, mediatización y comunicación digital en Byung Chul Han. Una crítica inicial. In *RevID*, N° 3, pages 60-78. <https://www.evirtual.unsl.edu.ar/revistas/index.php/revid/article/view/103/76>
- Quiroga, S. (2021). Communication, Public Policies and Environment. *International Journal of Global Science Research* Vol. 8, Issue. 2, abril. Pages. 1499-1507. <http://www.ijgsr.com/webadmin/uploads/10.26540ijgsr.v8.i1.2021.175.pdf> [DOI: 10.26540/ijgsr.v8.i1.2021.175]
- Quiroga, S. (2022). Eco-anxiety, uncertainty, communication and climate urgency. *Int. J. Glob. Sci. Res.* Volume 9, Issue 1, April 2022. <https://www.ijgsr.com/varchive.php?id=17#> [DOI : 10.26540/ijgsr.v9.i1.2022.203]
- Scolari, C. (2020). *Cultura Snack. Lo bueno, si breve....* Barcelona. La Marca Editora.