

Social Sensitivity Measurement for Non Profitable Social Issue via Social Media: Social Spin Orientation According to literacy Level

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Abstract: The present research delves into the interest of the participants for external social spin according to their literacy level. This study has a particular focus on social spin orientation based on the literacy levels of the target audience under the influence of trailing messaging. Higher educated participants are less interested in online discussions, as reflected in the pattern of their responses. The study employ impact of external social spins in people groups within social media. A total of 20.54 % response rate of total population is found by comprehensive utilization of sensory processing stimulation (SPS) via multi-disciplinary approaches as request-response, informative, rectification, anxiety, legal proceeding and analyzing approaches. There is a dynamic interaction between various SPS traits and social sensitivities. Impostor and social breakdown Phenomenon are reported in social grouping of high educated members of studied group.

Keywords: Social Spin, Imposter phenomena, Social breakdown, Social Sensitivity.

1. Introduction: In the field of Social physics or socio-physics, mathematical tools inspired by physics are used to understand the behavior of human crowds. In the social physics model, each spin and each space denote an "opinion" and a "voter" respectively. Mathematical models may be use to explain the interaction among spins and spaces. The well developed models are Ising Model^[1], Sznajd model^[2] etc. By applying such models, external spins are supplied into spaces. It believed that applied spins are capable to change the orientation of spins of spaces. It emphasizes the alignment of the neighboring spins in a phenomenon called social validation^[3]. Present days, peoples are interested to interact in digital domain due to accommodation less facilities. In this scenario, the social media are interactive technologies that facilitate the creation and sharing of content, ideas, interests, and other forms of expression through virtual communities and networks^[4-5]. Such shared materiel is seen by viewer as per their conveniences and they will capable to response accordingly. Thus, social media is becoming crucial tool to collect social spins and to measure the such spins within association of peoples.

2. Background of Study: Social media outlets differ from traditional media in many ways, including quality, reach, frequency, usability, relevancy, and permanence ^[6]. Social media promotes users to share content with others and display content in order to enhance a particular brand or product^[7]. Such abilities of social media are ideal to measure the impact of circulated content for research purpose. The social and administrative events are changed the characteristic properties (mood, behaviouretc.) of public space. To analysis characteristic change of social space, the detail of a conflict associated with Kumaun University and UGC regarding matter redressed in the order of some degree by higher authorities had supplied in public

domain. Matter associated with sexual harassment as well as documental discrepancy. As per need, it is decided to submit report to administration regarding posted matter in public domain to maintain standard, reliability of research as well as to avoid unethical activities in the terms of any threat and biased behaviour. For this purpose, a Video clip was prepared for circulating in public domain by utilizing legal communicated documents. Since, YouTube is an online video sharing and social media, therefore above said Video clip was posted in 'YouTube' platform on date 10 November 2023 to measure the curiosity. Curiosity, is a quality related to inquisitive thinking such as exploration, investigation, and learning, evident in humans and animals^[8]. Since, Curiosity is associated with all aspects of human development, from which derives the process of learning and desire to acquire knowledge and skill^[9], therefore, researchers look another social platform for measuring the social sensitivity towards matter as mentioned in Video Clip. It is noted that WhatsApp allows users to send text, voice messages, video messages^{#1}. It also allows users to share images, documents and other content. The sample is chosen from the sampling frame, which consists of a list of all members of the population of interest^[10]. In present days, WhatsApp also allowed to make Group of peoples according their interest and need. Private discussion are allowed among Members of Such groups under the direction, suggestion and control of their admins. For conducting measurement of social interaction, three WhatsApp Groups, namely, JNKULMITRA, Proxy Cabinet and Sanyukt Sangharsh Samiti (SSS) had selected for study. These groups have 26, 57 and 264 members respectively. JNKULMITRA is a group of common peoples. Members of Proxy Cabinet are active in the field of social service. SSS is formed by Academia (Samvida) of Higher Education, Uttarakhand for resolving their service issues. Thus, these three groups represent different social spins and spaces as per nature and orientation.

3. Initial Measurement:- The response rate is defined as the ratio of received responses to total number of participants. Normalized Sensitivity is ratio of response rate to response time with respect to one day. The combined response rate and normalized sensitivity during 53.6 hours for two groups (JNKULMITRA, Proxy Cabinet) are found to be 0.5783 and 0.0108 respectively. In the case of SSS, Measurement of Initial response rate and normalized sensitivity is found to be respectively 0.0530 and 0.0237 as per views on Social media platform 'YouTube'. For yearly estimates, based on thousands of respondents, the exclusion of people who required more calls (though not of initial refusers) had a very small one^[11]. A high response rate (>80%) from a small, random sample is preferable to a low response rate from a large sample^[12]. Group 'Proxy Cabinet' is small group compare to other groups, but response rate of this group is lies between the response rates of other groups. Thus, it is not necessary to receive high response rate from each small group. Said response rate is also affected due to the influence of applied social spin as well as own spin of people groups. Response rate of Group 'JANKULMITRA' is high that of others groups during study. The response rate of these small groups is found to be high compare than that of large group (SSS), and these results are preferable as their co-relationship with previous study. The response rate from a large group are least preferable without any external clues. Least response of large groups make them preferable for measuring impact of external spins and their alignment strength according social spin. In this background, SSS has selected for further study.

4. Selection of Time Period and detail of Shared documents:- It is noticed that members of large group belong to professional work. Factors of social environment (mental stress, free time, biased thinking, colleagues' influences etc.) leads unfair response of these members during working days. Hence, their availability for relievable responding may be least due to professional work load and other responsibilities. To overcome these circumstances, it is necessary to change their social environment. Social environment of professional workers is changed during public holidays. They are able to meet with their relative and friend circle. In addition, they are participated/managed their entertainment and their behaviour can be varied in positive manner due addition of external clues. Cultural festivals are motivated for social responsibilities/duties and social welfare. As a result, civilian are mentally prepared for participating in social issue according

their environmental spins. Diwali festival leads ideal opportunities to get needful environment. Generally, one week time frame of public holidays is available during 'Diwali Festival' and this time span is regular and suitable for receiving response regarding social spins. In this background, the selected time period of social testing was November 12, 2023 to November 18, 2023. To record responses, a series of messages was shared time to time. Before writing each new message, it is ensured that the previous message had been read by 80 percent of the Admin members of studied groups. The reading percentile of members of SSS ranges from 65.91 to 97.35 during various conversion epochs as listed in Table 1. A total of 52 messages and 11 additional legal documents were shared during this social experiment. In this connection, progress report was also shared seven times. A total of 21 steps was used during social testing.

5. Context of Social Issue: User generated content such as text posts or comments, digital photos or videos, and data generated through all online interactions is the lifeblood of social media^[4,13]. Social media becomes most important tool for mutual interaction and source of Knowledge. Due to rapid transformation of fabricated information, intellectual beings are frightened to do quick response in the platform of social media. Social spins also play major role for discussion in Organized Groups of Social Media. To overcome these constraints, we employed dark room methodology (DRM) for corrective measurement. Pseudo Facts and artificial social

environment are major components of DRM. In this connection, components of DRM would be aligned with social spin of studied group. Thus, real facts and real environment was not used during DRM. For this purpose, PI has requested to support opposition to any kind of exploitation and abuse of the system in educational institutions during test of social sensitivity. It also decided to put the name of one real University to reverse social spin toward harassment situations. For noting social sensitivity regarding harassment situations, first author is also requesting to support the demand for a system of decent conduct in any educational institutions including Kumaun University. Name of University was put for experiencing the artificial environment as real one.

6. Nature of Context and Questionnaire: It is ensured by us that during the test of social sensitivity, authors did not defame any department/ person of concerned University. No allegations were made by us and we made context as requisite and demandable in nature. In nutshell, the structure of context is neutral. Any kind of provocation on sensitive issues in the group does not promote positive discussion among the members, due to which some members lose patience and in such a situation they react negatively by getting carried away by emotion without using intelligence. At the level of semantics, a question is defined by its ability to establish a set of logically possible answers^[14]. To understand the sensitivity of social issue regarding pseudo sexual harassment in academic environment, we set four logical possible answers. These four possible logical answers are support, blessing, threat and contribution and same was made in questionnaire.

7. Methodology for sensitivity testing: A positive relationship found between job satisfaction and life satisfaction, happiness at work, positive affect, and the absence of negative affect which may also be interrelated with work motivation^[15]. The external cues can affect information processing and behaviour the pursuit of this goal^[16]. To understand the impact of external cues, the simple request, reminder, defaming, discussion, information, redressing, provocation and legal proceeding cues are used. The observation and calculated details is listed in Table 2. Improvement rate is defined as percentile difference of calculated normalized sensitivity for any epoch with compare to previous one and their values are also listed in Table 2. The impact of various external cues is described as below-

- (a) **Request-Response Approach:** Request-response or request-reply becomes one of the basic methods for using the communicate with each other. Principal investigator (PI) approaches to members of sample group during the Festival 'Diwali'. Attendants of festivals are often motivated by a

desire for escapism, socialization and camaraderie; the practice has been seen as a means of creating geographical connection, belonging and adaptability^[17, 18]. Diwali symbolizes the spiritual "victory of light over darkness, good over evil, and knowledge over ignorance"^[19, 20]. To understand the meaning of Light festival, we request to respondents for cooperate a minute regarding scenario of harassment. The A01, A02, A04, A06, A08, A10, A12, A15, A16 and A18 social epochs denote impact of simple request approach as listed in Table 2. These messages are least influenced the mind set of concerned members of group. The negative improvement rate is reported for such approach.

- (b) **Informative Approach:** Information is not knowledge itself, but the meaning that may be derived from a representation through interpretation^[21]. A **request for information (RFI)** is a common process for collecting written information. PI approaches to members of studied group regarding available information during test of social sensitivity. By providing information of low response rate among 264 members during epoch A03, authors tried to motivate non -responding members for their co-operation time to time regarding moral and ethical issue. Even though, response rate was still very less compare to the strength of Group. The supplied update is effective for receiving attraction towards social spin time to time. Informative approach is found to be effective compare than request-response approach.
- (c) **Rectification Approach:** Rectification is a remedy whereby a observer attempts a change in a written document to reflect what it ought to have said in the first place. It is comprehensive process of discussion, redressing and validation. Such process is required to handle the curiosity nature of human beings. Curiosity has been recognized as an important intellectual virtue, due to the role that it plays in motivating people to acquire knowledge and understanding^[22]. It also plays a role in helping one adapt to varying social situations^[23]. A lack of curiosity for novel stimuli might be a predictor for neurodegenerative disease and other illnesses^[24]. In this connection, morbid curiosity is focused on death, violence, or any other event that may cause harm physically or emotionally^[25]. This can be attributed to one's need to relate unusual and often difficult circumstances to a primary emotion or experience of one's own, described as meta-emotions^[26]. Long term meta-emotions becomes a source of discouragement or even psychological repression, or encouragement of specific emotions. Under such meta-emotions, some members of Group reacts and the interaction of their comments leads negative results. Thus, long term harassed situations induce the threats of background issue (insecurity, fear etc.). It was also noticed by us that these members have not positive attitude regarding any social spin instead of their personal spins. To redress their uncomfortably, GCJ applied rectification approach during testing and results of such epochs, A05 and A14 are listed in Table 2.
- (d) **Anxiety Approach:** Anxiety is an emotion of an unpleasant state of internal turmoil and involves a feeling of dread over anticipated events. Anxiety is different from fear in that fear is defined as the emotional response to a real threat, whereas anxiety is the anticipation of a future threat^[27]. Anxiety is related to the specific behaviors of fight-or-flight responses, defensive behavior or escape^[28]. Anxiety is long-acting, future-focused, broadly focused towards a diffuse threat, and promoting excessive caution while approaching a potential threat and interferes with constructive coping^[29]. PI introduced artificial environment of anxiety during testing Epochs A07 and A11 and observed results are listed in Table 2. As per inspection of table 2, highest sensitivity is reported for anxiety approach. Thus, people tend to show high activity in response to emotional stimuli During anxiety.
- (e) **Stimulation Approach:** Stimulation is the encouragement for development as well as the cause of activity. Stimulation may be described as how external events provoke a response by an individual in the attempt to cope^[30]. Over- stimulation leads irritability. Irritability is commonly defined as the tendency to react to stimuli with the experience of negative affective states (especially anger) and temper outbursts, which may or may not be aggressive^[31-33]. Irritability is a low threshold for experiencing frustration^[34]. Thus, by blocking desired rewards through stimulation, researchers can

induce frustration for experiments. We also induced such conditions during epoch A13 and none response was found for this epoch.

Redressing of the issue can lead to awareness and the motivational arousal is usually also experienced subjectively due to consciousness. The highest response rate is found for motivational stimulation as noted during epoch A17 and listed in table 2.

Table 01: – Detail of social interaction. ‘R’, ‘I’, ‘W’ and ‘UI’ denote the response as repeated, Immature, withdrawn and unduly influenced by Respondents. ‘C’ denotes the closure of test of social sensitivity due to objections.

S. No.	Date	Start of Epoch	Duration	No. of Receiver (Name of epoch)	No. of Respondents
01	12/11/2023	03.21 P.M.	23 h 23 m	207 (A01)	03, 01 R
02	13/11/2023	02.44 P.M.	16 h 46 m	223 (A02)	02
03	14/11/2023	07.30 A.M.	12 h 00 m	261 (A03)	08, 01 R
04	14/11/2023	07.30 P.M.	12 h 00 m	216 (A04)	03
05	15/11/2023	07.30 A.M.	03 h 10 m	174 (A05)	03
06	15/11/2023	10.40 A.M.	08 h 21 m	200 (A06)	02
07	15/11/2023	07.01 P.M.	02 h 25 m	179 (A07)	06
08	15/11/2023	09.26 P.M.	10 h 00 m	182 (A08)	02
09	16/11/2023	07.26 A.M.	04 h 00 m	180 (A09)	04
10	16/11/2023	11.26 A.M.	05 h 00 m	200 (A10)	01, 01 R
11	16/11/2023	04.26 P.M.	04 h 00 m	198 (A11)	04
12	16/11/2023	08.26 P.M.	10 h 04 m	198 (A12)	01
13	17/11/2023	06.30 A.M.	06 h 20 m	210 (A13)	00, 01 I
14	17/11/2023	12.50 P.M.	04 h 00 m	200 (A14)	04
15	17/11/2023	04.51 P.M.	05 h 00 m	208 (A15)	03
16	17/11/2023	09.51 P.M.	09 h 40 m	188 (A16)	00
17	18/11/2023	07.30 A.M.	04 h 00 m	180 (A17)	07
18	18/11/2023	11.30 A.M.	05 h 30 m	216 (A18)	01
19	18/11/2023	07.00 P.M.	02 h 00 m	257 (A19)	01, 01 R, 02 W
20	18/11/2023	09.00 P.M.	38 h 00 m	257 (A20)	01 W, I
21	20/11/2023	11.30 A.M.	02 h 30 m	257 (A21)	01 UI, C

Table 02:- Impact Analysis of Various Activities during measurement of Social Interaction.

S. No.	Epoch	Mode of Approach	Response Rate	Sensitivity (Normalized)	Improvement Rate (in %)
01	A01	Request-Response	0.014	0.0143	-39.852
02	A02	Request-Response	0.009	0.0129	- 9.790
03	A03	Informative	0.031	0.0620	380.620
04	A04	Request-Response	0.014	0.0280	-54.839
05	A05	Rectification	0.017	0.1287	359.643
06	A06	Request-Response	0.010	0.0287	-77.700
07	A07	Anxiety	0.034	0.3377	1076.655
08	A08	Request-Response	0.011	0.0264	-92.182
09	A09	Informative	0.022	0.1320	400.000
10	A10	Request-Response	0.005	0.0240	-81.818
11	A11	Anxiety	0.020	0.1200	400.000
12	A12	Request-Response	0.005	0.0120	-90.000
13	A13	Stimulation	0.000	0.0000	-100.000
14	A14	Rectification	0.020	0.1200	Undefined
15	A15	Request-Response	0.014	0.0672	-44.000
16	A16	Request-Response	0.000	0.0000	-100.000
17	A17	Stimulation	0.039	0.2333	Undefined
18	A18	Request-Response	0.005	0.0218	-90.656
19	A19	Legal Proceeding	0.004	0.0048, -0.0096	-77.982 to -144.037
20	A20	Analyzing	0.004	0.0025	-47.917
21	A21	Undue Influence	0.004	0.0480	92.000

- (f) Legal Proceeding Approach:** Legal proceeding are generally characterized by an orderly process in which participants or their representatives are able to present evidence in support of their claims, and to argue in favor of particular interpretations of the law, after which a judge, jury, or other trier of fact makes a determination of the factual and legal issues^[35]. Legal proceedings can have an extremely negative impact on a person's reputation. The reputational crisis generated by judicial proceedings involving facts constituting a clear crime cannot be addressed in the same way as judicial proceedings. A details of legal proceedings has been supplied to improve the volume of matter and to measure social sensitivity. During implication of legal proceeding approach as denoted by epoch A19, only one positive response whereas two earlier respondents requested withdrawing their responses. Thus, legal proceedings made a negative impact during social testing and respondents (including admins) of the studied group are not interested to further contribute in this study.
- (g) Analyzing Approach:** Philosophical analysis refers to the clarification and composition of words put together and the entailed meaning behind them^[36]. Non-philosophical questions also include events that happened in the past, or questions science or mathematics can answer^[36]. Social scientists use content analysis to examine patterns in communication in a replicable and systematic manner^[37]. The received content is analyzed during epoch A20 and one response found with uncertainty information. In this connection, it is requested to concerned respondent to provide detail of

interesting meaningful experience regarding content. During Analysis of content, response has withdrawn under the influence of legal proceeding.

(h) Identification approach for Undue Influence: Undue influence (UI) is a psychological process by which a person's free will and judgement is supplanted by that of another ^[38]. UI is typically perpetrated by a person who is trusted by the victim and is dependent on them for emotional and physical needs^[38-40]. A person seeking to exert UI on another person usually does so by leveraging their position of apparent authority ^[38]. Perpetrators of UI operate in shadow, enacting their manipulation behind closed doors where there are no witnesses^[41]. The behavior of the unduly influenced person is characterized by withdrawn, depressed and passive. Limiting the free flow of information enables the influencer to distort the truth^[40]. UI allows the influencer to present a false narrative to their victim for helping facilitate their manipulation. This often includes restricting access to the victim, not answering phone calls, not replying to messages and not allowing people for connecting. During the closing process of testing of social sensitivity as marked by epoch A21, it is found impact of Undue Influence and received one positive response. In this background, we had extended the time for response till December 06, 2023 by providing information to the Admins of studied Group.. We are not found any additional response during extended time. Hence, it is concluded that admins of studied group did not react under UI.

8. Measurement of Mental Health: Mental health is associated with a number of lifestyle factors such as diet, exercise, stress, drug abuse, social connections and interactions ^[42, 43]. Mental disorders are defined as health conditions that affect and alter cognitive functioning, emotional responses, and behavior associated with distress and/or impaired functioning^[44]. Increasing unemployment has been shown to have a significant impact on mental health, predominantly depressive disorders^[45]. This is an important consideration when reviewing the triggers for mental health disorders in any population survey^[46]. During the testing of social sensitivity, we found response rate from 0.4% to 3.1% excluding epochs A13 and A16. Legal proceeding approach has declined the response rate and triggers the social breakdown. According to social breakdown theory, when traditional social structures based on class and religion are breaking down, individuals lack a sense of belonging and are attracted to ethnic nationalist parties because, according to psychological research, it leads to an increased sense of self-esteem and efficacy ^[47]. We are changed social spin during the legal proceeding approach by providing additional information as available in real world. Such varying social spin may trigger the meta emotions.

Meta-emotion is "an organized and structured set of emotions and cognitions about the emotions, both one's own emotions and the emotions of others"^[48]. We found that additional information changed the social spin of 3.77% of respondent population and 0.4% of non-respondent population. It is also noticed that major population of sample group did not interest to further participate in the study of testing of social sensitivity. In conclusion, they are inclined towards changing the social environment of spin during study. Since, Irritability is the excitatory ability that living organisms have to respond to changes in their environment^[49], therefore sample group is seems to be irritability in nature towards additional social spin instead of their spin of framed group due to their biased social environment.

9. Discussion:-In the contemporary digital age, social media has become a powerful tool for raising awareness and addressing various social issues. By implication of various approaches, sensitivity of social spin can be measure via such tools. Members of both small groups are not belong to government sector, whereas all 264 members of SSS are working in Government Sector as temporary basis. The applied social spin is entirely different that of need of academic spins. The experience of rejection can lead to feelings of insecurity and a heightened sensitivity to future rejection ^[50]. It is highly probabilistic that such factors are responsible for vey low response rate of SSS compare to other social groups under study. Sensory processing sensitivity (SPS) is

a temperamental or personality trait involving "an increased sensitivity of the central nervous system and a deeper cognitive processing of physical, social, and emotional stimuli"^[51]. Individuals with high SPS, are easily overstimulated by external stimuli. Applied approaches are used SPS traits to generate such stimuli. People with high SPS make up about 15–20% of the population^[51] and such person is said to be highly sensitive person. A total of 20.54% of total population responded during sensitivity measurement. Hence, a total of 19.18 % of population had responded under the applied SPS traits.

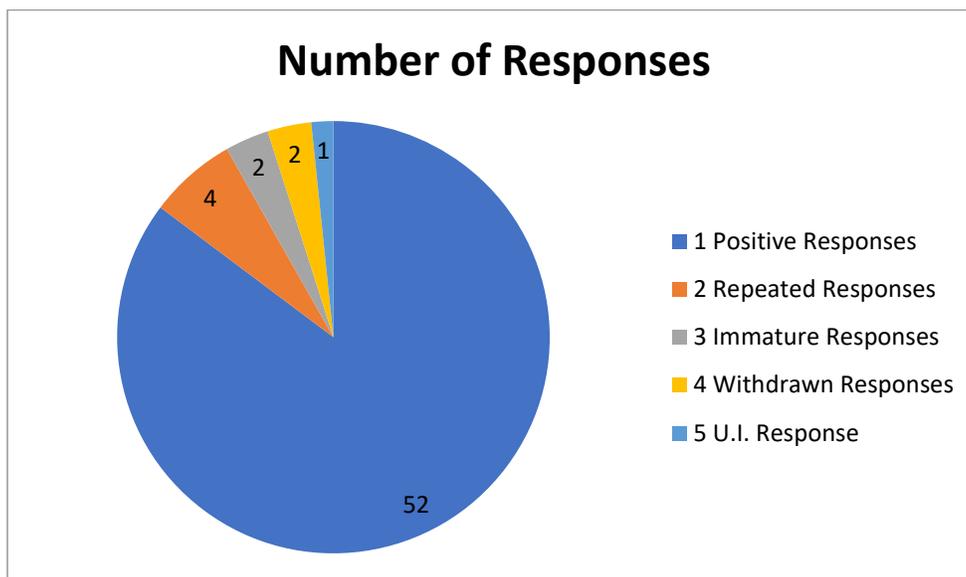


Figure 01:- Pi Diagram for respondents.

During the measurement in 'WhatsApp' platform, a total number of 52, 04, 03, 02 and one are recorded as positive, repeated, immature, withdrawn and undue-influenced responses. The detail of these responses are shown in Pi-diagram of Figure01. If, external spins are well matched with the spins and interest of studied social group then high response rate will be found. It is believed that the surveys with lower response rates (near 20%) yielded more accurate measurements than did surveys with higher response rates (near 60 or 70%)^[52]. The comprehensive response rate is found to be 20.54% of population for external spin.

A total of 48 and 14 views were received in 'YouTube' platform from small groups ('Proxy Cabinet', 'JANKULMITRA') and SSS during 10 November 2023 to 12 November 2023. A total of 24 additional views are reported during sensitivity testing (12-19 November 2023). No more view is added 19 November 2023- 18 December 2023. As a result, it is concluded that additional views on 'YouTube' platform are result of sensitivity testing in 'WhatsApp' platform. It seems that 38 viewers of 'YouTube' platform are also gave their responses in 'WhatsApp' platform. The additional 19 responses in 'WhatsApp' platform are result of social validation.

The social Spins of rest population are found to be incline towards the interest of association of peoples and they have shown behaviour of social breakdown for external social spin after completing the test of social sensitivity.

10. Conclusion:- Present research explores the dynamical relationship between social sensitivity measurement and the communication of non-profitable social issues through social media. High response rate of 'JANKULMITRA' indicates that Common peoples are interested to know the context of shared material without any bias behaviour. Social workers have particular focus on social issue and they are being to ready to

explore trailing messaging for maintaining clean social environment as per their literacy. Members of SSS are higher educated personality in their fields. They have shown least response for a random pattern of messages. In conclusion, the alignment of social spin is found to be strong according to the literacy levels and said alignment is least affected through external clues and environment. Thus, nature of spin and orientation of space are varied according to literacy level and mental health. The shared material is co-related with the spins of studied group. No issue or positive reactions were reported by any administrator during social sensitivity testing due to lack of background information. Since, group admins have formed social group for resolving their personal spins therefore group admins were not able to judge background information for any response. Suspiciousness of others, overthinking, and egoistic tendencies can cause a group admins to ignore other communities and individuals, leading to a feeling of social distance from other social spins and spaces. As a result, admins might reach at the stage of social breakdown under the influence of external spins. It is also noticed that members of studied group have a persistent internalized fear of being exposed as frauds. Thus, occurrence of Impostor Phenomenon is found among them. As a result, formed groups are working according to the particular social spins and group behaviour is varying under the interaction of external social spins. It is indicated that social groups have some defined social spins and spaces for receiving particular aims. In this background, grouping of people in social media may be defined as people cluster. Thus, present research delves into the dynamic interplay between social sensitivity as reflected in online discourse and the literacy levels of participants.

Interest of Conflict: No conflict

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Footnotes:

#1- "Features". *whatsapp.com*. Archived from the original on May 28, 2019. Retrieved May 31, 2019.

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