Digital Media, Social Bubbles, Extremism and Challenges Implicated in the Construction of Identity and Respect for Diversity and Cultural Pluralism

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Abstract

The extensive use of digital platforms has presented considerable challenges to democracy, particularly in the realms of politics and ideology in Brazil. The emergence of digital echo chambers and the rise of extreme viewpoints pose threats to social cohesion, informed decision-making, and the development of individual identities. This analysis focuses specifically on identity formation, the creation and dissemination of information, emphasizing its repercussions on social identity and cultural diversity. Consequently, the influence of these echo chambers in promoting extremist views in this context is just one facet of the broader ideological, racial, and class polarization facing the nation. To face these challenges, it is imperative to defend critical and reflective education on the role and use of social networks, both in the educational system and in the daily lives of young people and society.

Keywords: Digital Media; Digital Extremism; Social Bubbles

Introduction

Contemporaneity and Digital Immersion

Fake news, for example, is often fragments of documents or short information made available on instant messaging apps, social networks, micro blogs, among others, in which anyone, in principle, can publish. The panorama in general, on the one hand, democratizes the production of and access to information; on the other hand, it creates/fosters an environment in which extra care is needed from those who consume and disseminate information [1].

In the current context, there is "(...) a dangerous trap from which few know how to escape" [2], in which the influence of digital media platforms goes beyond the traditional limits of communication, exerting a deep and comprehensive impact on the social and cultural landscape. The advent of the digital age has redefined the dynamics of interaction, dissemination of information, and construction of narratives, resulting in a significant transformation in the way society organizes and expresses itself. This phenomenon is not limited only to the communicative sphere, but permeates the cultural foundations, shaping values, behaviours, and identities. From this perspective, it is imperative to explore the social and cultural implications of digital media platforms, understanding their role as active agents in the construction of the contemporary social fabric.

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The big problem goes beyond the amount of information available. An aspect to be considered is that much information is accessible without the intermediation of institutions in its production, such as publishers, for example, and entities that provide information, such as libraries, which select and disseminate documents that they consider to be of quality and appropriate for their users, which is a result of the phenomenon of disintermediation. Fake news, for example, is often fragments of documents or short information made available on instant messaging apps, social networks, micro blogs, among others, in which anyone, in principle, can publish. The panorama in general, on the one hand, democratizes the production of and access to information; on the other hand, it creates/fosters an environment in which extra care is needed from those who consume and disseminate information [1].

The increasing ubiquity of digital media platforms has established new paradigms of interaction and participation in society. The speed at which information is disseminated, narratives are constructed, and connections are established redefines not only communication, but also the ways in which communities form and identify with each other. In the social context, digital platforms provide a space where previously marginalized voices can find expression and recognition, challenging traditional power structures and promoting diversity of perspectives. However, at the same time, concerns are being raised about the spread of disinformation, the rise of so-called "social bubbles" and the possible ramifications for social cohesion. Culturally, digital platforms shape tastes, trends, and values, influencing the construction of individual and collective identities. The digital culture fostered by these platforms allows users to become active producers of content, challenging traditional structures of cultural consumption. However, the digitalization of culture also raises debates about the preservation of traditions, cultural authenticity and over-commercialization stemming from digital culture.

A new, current, emerging, and temporal term. The expression integrates diverse perspectives linked to innovations and advances in knowledge, and their incorporation, provided using digital technologies and network connections to carry out new types of interaction, communication, sharing, and action in society [3].

In this scenario, understanding the social and cultural impact of digital media platforms becomes essential to unravel the complex dynamics that permeate contemporary society. Exploring how these platforms influence how we communicate, relate to each other, and construct meaning is crucial for a comprehensive appreciation of the transformative role they play in weaving the social and cultural fabric. In order to rigorously address the social and cultural impact of digital media platforms, an approach will be adopted that integrates a bibliographic production on the chosen theme. The bibliographic research will involve the production of data through online surveys, exploring trends in the use of digital platforms, content consumption patterns and general perceptions about their impact as I point out the authors chosen for the dialogue.

The Digital Being and Its Correlation with Reality: Diffuse Worlds

The Evolution of Digital Communication is an ever-changing phenomenon, shaped by rapid technological progression. To understand its trajectory, it is necessary to revisit its origins and important milestones. In the early stages, we witnessed the beginnings of the internet and the first electronic messaging systems, laying the foundation for future development. The rise of social media and interactive platforms, such as Friendster, Myspace, Facebook, and Twitter, has played a crucial role in redefining online connectivity. These platforms have enabled dynamic interactions and instant communication, transforming the way people connect and share information. In this perspective, the school needs to go beyond digitally including the student in the digital world, it is necessary and urgent to have an education that operates on the paradigms that underlie certain productions of information, which are not possibly knowledge or truths. We, teachers, must realize that it is not only advisable to provide information to students, we have to teach them how to effectively use this information that surrounds and fills their lives, how to access it and critically evaluate it, analyze it, organize it, recreate it and share it [4].

This evolution continues to be driven by constant innovations, such as the spread of messaging apps, live video, and other forms of digital interaction, highlighting the dynamic and ever-evolving nature of Digital Communication. Significant technological changes have also shaped this evolution. The transition to mobile devices, the advent of broadband, the emergence of advanced communication protocols, and the integration of multimedia elements into platforms were key milestones. These innovations have altered not only the way we communicate, but also the speed at which information is disseminated. The impact on society is multifaceted.

Digital communication has accelerated the dissemination of information, provided the formation of online communities, but also presented challenges, such as privacy and online security issues. Understanding these impacts is crucial for a comprehensive analysis of the role of digital platforms in contemporary society. When looking to the future, emerging perspectives such as virtual reality, artificial intelligence, and other technologies are discussed. Anticipating these innovations is essential to understanding how they will

further shape social interactions and digital communication. In this dynamic context, historical contextualization is fundamental to understand not only the present, but also the possible future directions of digital communication and its impact on society, because "(...) the social transformations brought about by technology in all spheres of relationships (family, professional and school) give rise to the development of the connected society" [5].

Social participation and diversity of voices on digital platforms create a space for diverse and previously marginalized voices where social participation and the promotion of diversity of voices on digital platforms are essential parts of contemporary communication. It is clear that this social and digital inclusion does not occur without facing significant challenges. The spread of hate speech, discrimination, and the danger of perpetuating stereotypes are critical issues that accompany this advancement. At the same time, these challenges highlight areas that need attention, such as implementing more effective moderation policies and developing tools that promote safe and inclusive online environments. In the context of social participation on digital platforms, the multiplicity of voices represents an unparalleled richness, contributing to a more robust and representative online public sphere. Nowadays, there are initiatives that have brought visibility to experiences and perspectives that were previously ignored. Whether through awareness campaigns, viral hashtags, or empowerment movements, digital platforms have become catalysts for narratives that challenge stigmas and promote a more comprehensive understanding of human diversity. In this sense, becoming an inhabitant of virtual environments is one of the biggest challenges for teachers and students to experience cooperative learning processes. Allied to this challenge is the need for teachers to know and be willing to learn throughout their profession the specific characteristics of teaching and learning in distance education [6].

Promoting diversity of voices, however, faces significant challenges, such as the presence of hate speech, cyber-trolls, cyber bullying, and the spread of harmful information pose threats that undermine inclusion efforts. In light of this, the need for more effective moderation policies and tools that promote safe online environments is evident. Ethical issues, such as the responsibility of platforms in content moderation and the balance between freedom of expression and prevention of abuse, demand a reflexive and solution-oriented approach to be worked on within and from school.

The cultural challenges and opportunities shaped by digital platforms encompass both positive aspects, such as collaborative cultural creation, and challenges, such as the propagation of stereotypes and cultural homogenization. The

influence of these platforms on cultural dynamics is complex, presenting intrinsic opportunities and challenges. These platforms provide an enabling environment for collaborative cultural creation, allowing artists and communities to collaborate in innovative ways that transcend geographical boundaries.

Music, visual art, literature, and other forms of cultural expression thrive in these digital spaces, enabling the emergence of global cultural movements. This boundary-breaking creative freedom in the field of education is not without its concerns. The rapid spread of content on digital platforms can perpetuate stereotypes, reinforcing distorted and simplified views of cultures. This amplified spread raises concern that digital platforms may contribute to a limited and distorted understanding of cultural diversity.

Information and Communication Technologies (ICT) and the social uses and practices that emerge from human-machine interaction have always caused fundamental transformations in human existence and forms of socialization. Changes that are of direct interest to studies on learning processes in the school context, since the ease of access to information and the possibilities of new forms of interaction and communication through these technologies give rise to new ways of learning in a variety of contexts [3,7].

Added to this, there is the challenge of cultural homogenization on digital platforms, where specific styles (political, ideological, religious, etc.) predominate, forming a kind of niche, in which cultural standardization is configured through the dissemination of certain digital content. This can compromise the authenticity and richness of diverse cultural expressions, diluting unique elements in pursuit of wider acceptance. Despite the challenges, digital platforms also offer valuable opportunities for intercultural dialogue. Direct interaction between people from different backgrounds fosters mutual understanding, challenging stereotypes and building bridges between cultures. This direct connection can be a powerful tool for combating bias and promoting appreciation of diversity. Thus, it is denoted that the path of digitalization of the self and relationships is a path that tends to be consolidated, since new technologies are becoming more accessible to the general population, especially through mobile devices. Craide counts more than 272 million active cell phone lines in Brazil for a population of approximately 194 million people (Brazilian Institute of Geography and Statistics [IBGE], 2010) – there are practically 1.4 cell phones per inhabitant. Even though not all Brazilians have their cell phones connected to the internet, we can affirm that digital technologies are present in society, and this has caused changes in various aspects of human relationships such as access to information, interaction and communication [7].

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In this complex landscape, digital platforms not only reflect but also actively influence cultural diversity. The democratization of access to the creation and sharing of cultural content stands out as a striking feature of this digital environment. Emerging artists can now reach global audiences, overcoming geographical barriers that previously limited their visibility. Widespread cultural exposure also comes with challenges, with the rapid spread of stereotypes being a central concern. The widespread (viral) spread of specific narratives from the digital world can result in the spread of simplified and sometimes distorted representations of cultural and social groups. The need for a critical and responsible approach to mitigate these risks is evident, aiming to preserve the authenticity of cultural expressions.

Cultural homogenization, in turn, poses a significant challenge. The predominance of certain content can dilute the distinctive characteristics of different cultures in search of wider acceptance. The delicate balance between global popularity and the preservation of cultural specificities emerges as an essential consideration in the digital age. Although they have gained notoriety in the political context, this is not the only area about which false information is produced. In the field of science and technology (S&T), its effects are also discussed. In an editorial for American Scientist magazine, Vernon associates challenges faced by scientists, such as marginalization and loss of autonomy, with what he calls 'entering the post-truth era', a time when facts become subjective and any information that conflicts with someone's personal opinion is justifiably questionable [8].

Despite the challenges, digital platforms provide unique opportunities for intercultural dialogue. Direct interaction between people from different backgrounds fosters mutual understanding, challenges entrenched stereotypes, and builds bridges that transcend borders. The empathy cultivated through these connections can be a powerful force in fostering a deeper and more respectful appreciation of cultural diversity. Critical appraisal of cultural dynamics on digital platforms is essential to make the most of opportunities while addressing challenges. Preserving the richness of cultural expression in an increasingly interconnected world requires a conscious approach that values both innovation and authenticity. The impact of these platforms on contemporary culture is an ever-evolving phenomenon, requiring continuous and adaptive analysis to ensure that they contribute positively to the global cultural landscape.

The Formation of Young People's identity in the Digital Age: Possible Relationships

The impact on identity and formation of online communities through digital platforms is a central phenomenon in the age of digital connectivity. In this context, it is crucial to explore how these platforms not only shape individual identities but also facilitate the creation and maintenance of virtual communities. Digital platforms play a significant role in building individual identities, providing a vast and diverse space for personal expression. Through profiles, posts, and shares, users have the opportunity to present different aspects of their identity, building narratives that often transcend physical boundaries.

The search for online validation and recognition can influence one's self-image and sometimes redefine one's identity in a dynamic digital environment. At the same time, the formation of online communities is a distinguishing feature of digital platforms. Groups that share similar interests, values, or experiences find in these spaces an arena to connect, collaborate, and strengthen virtual bonds. These online communities often cross geographical barriers, providing a sense of belonging to individuals who may be physically distant but share a deep digital connection.

Although young people often mention this characteristic associated with the sharing of false information when referring to third parties, they themselves, in their statements, demonstrate a tendency to distrust information that opposes their beliefs and convictions. This is more evident when the topic is politics: those who show agreement with left-wing political groups tend to use people and outlets associated with the right as negative examples for disinformation processes [8].

This phenomenon is not without its challenges, as the construction of online identities can lead to the curation of an idealized version of life, based on digital information in the validation of one's own beliefs, thus generating a gap between reality and digital representation. This can contribute to feelings of inadequacy and anxiety among users, highlighting the importance of a critical understanding of online interactions. In addition, the formation of online communities can run into issues such as the creation of social bubbles, where interaction is predominantly between people with similar views and experiences, limiting the diversity of perspectives. The polarization of opinions and the potential for the spread of false information are also challenges to be faced in this digital environment.

The impact of digital platforms on the identity and formation of online communities is a complex and multifaceted phenomenon. While these platforms offer unique opportunities for individual expression and connection with virtual communities, it is essential to address the challenges associated with this dynamic. A mindful approach, which fosters healthy identity building and the formation of diverse and inclusive communities, is crucial to maximizing the

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benefits of this ever-evolving digital environment. In the digital age, online platforms have become essential architects in the construction of individual identities. The search for validation and belonging in this virtual space can shape one's perception of oneself, challenging and sometimes redefining one's own identity in response to digital interactions. The distinction between real life and the online persona is an intriguing phenomenon, with users often meticulously curating their digital representations to align with ideals and standards set by the platforms themselves.

There is also a less evident, but possibly more profound, way in which conservative identities and neoliberal subjectivities have co-emerged in the new Brazilian right – which includes Bolsonarism but is not limited to it. I have elsewhere developed an argument that the separation of "conservative in customs, liberal in economics" underlying the analytical framing of the "culture wars" is misleading [9]. The emerging configuration of the new right would be properly bivalent, the effect of a new dialectical twist from the "progressive neoliberalism" that lasted in the 1990s and 2000s. In the construction of popular identity by Bolsonarism in 2018, this bivalent neoliberal-conservative grammar was expressed, for example, in the moral disqualification of the struggle for rights and protections by the State as undue privileges on the part of "vagabonds" and "parasites" policies [9].

In this scenario, at the same time, the formation of online communities transcends the conventional boundaries of geography, providing a fertile ground for interaction between individuals from different parts of the world. Virtual connection based on common interests, shared values, or similar experiences creates bonds that can be as strong as those formed in the physical world. These online communities are spaces where individual identity intertwines with collectivity, giving rise to vibrant and diverse digital subcultures.

The challenges intrinsic to this virtual environment are undeniable. Curating idealized identities can create a breeding ground for feelings of inadequacy and anxiety as users compare their digital lives to those of others. The need for online validation can become a source of pressure, influencing individuals' choices and behavior in the relentless pursuit of approval. Digital platforms have a profound and complex impact on the construction of identities and the formation of online communities. While offering unique opportunities for individual expression and global connection, it is crucial to address the associated challenges. Raising awareness of the influence of these platforms on digital life and cultivating an online culture that fosters authenticity, inclusivity, and constructive dialogue are essential to ensure that the digital environment contributes positively to the formation of cohesive and healthy identities and communities.

Disinformation and Social Bubbles reflects an online phenomenon and its role in the formation of "social bubbles", investigating how these elements can impact social cohesion and informed decision-making. By taking a comprehensive and methodologically grounded approach, we seek to provide an in-depth analysis of the impact of digital media platforms on the social and cultural fabric, contributing to the critical understanding of these complex dynamics in contemporary society. In the complex landscape of digital media platforms, the spread of misinformation and the formation of "social bubbles" emerge as crucial phenomena that challenge social cohesion and the search for informed decision-making. This complex phenomenon requires in-depth analysis to understand its ramifications on contemporary society.

Online misinformation, characterized by the spread of false, misleading, or inaccurate information, has become a pressing concern. The ease with which fake news spreads on these platforms, often driven by algorithms that favor virality, poses significant risks to the formation of opinions and beliefs. This phenomenon undermines trust in information sources and challenges individuals' ability to make informed decisions. At the same time, "social bubbles" represent the formation of online communities limited by algorithmic filters that direct users to content that validates their existing beliefs and devalues the very existence of the other, as a religion, politics, and even race.

Millenarian and apocalyptic temporalities (I would add, today, secular versions such as the Anthropocene itself); charismatic religions (also with secular versions, such as coaching and celebrity culture); rumors, moral and physical lynchings, social vigilantism; conspiracy theories and pseudoscience's; occult and magical agencies; immaterial economies, pyramid schemes and other ways to make quick money in casino capitalism; And, we might add today, the so-called fake news and disinformation [9].

This ideological isolation reinforces pre-existing worldviews, preventing exposure to divergent perspectives. The result is a fragmented society, where mutual understanding is replaced by polarization. The combined impact of disinformation and "social bubbles" on social cohesion is significant. The lack of consensus on objective facts and ideological polarization undermines constructive dialogue and society's ability to address common challenges. Trust in institutions is eroded, and the social fabric becomes more fragile in the face of the spread of conflicting narratives. This complex dynamic requires a comprehensive and methodologically grounded approach. In-depth analysis of these phenomena requires a critical understanding of

recommendation algorithms, sources of misinformation, and strategies to mitigate harmful effects. Robust digital literacy, which empowers users to discern reliable information, is an essential part of the solution.

Added to this debate, it is imperative to rethink business models that encourage the spread of misinformation in search of easy engagement. The responsibility of digital platforms in moderating content and promoting diversity of perspectives is a crucial dimension in mitigating these challenges. Online misinformation and the formation of "social bubbles" are intricate phenomena that profoundly impact social cohesion and informed decision-making. An informed analysis, coupled with proactive actions that promote digital literacy and encourage diversity of thought, is essential to address these challenges in contemporary society. Balancing freedom of expression and digital responsibility is crucial to forging an online environment that contributes positively to the social and cultural fabric. In this way, fascist positions are wrongly interpreted as freedom of expression, since "Policies of redistribution and regulation of the market (including that of digital media) are rejected for supposedly curbing free enterprise and freedom of expression" [9], because meritocracy causes the other to be understood as a social parasite to be purged from the rule of law.

Digital social networks, in their particular configuration, have made explicit the emergence of the production and circulation of protest statements (counter-words), therefore, situations of confrontation, political and ideological struggles. Thus, the potential of these social networks to constitute themselves as contemporary spaces to publicize the production of the subjects involved in the event as an alternative to other media, such as newspapers and magazines, belonging to large communication companies, which sometimes corroborate the interests of a hegemonic class that represents the official discourse [4].

The search for effective solutions to combat disinformation and "social bubbles" requires a multidisciplinary and collaborative approach. Educational initiatives play a crucial role in strengthening digital literacy and empowering users to critically evaluate information online. Understanding the mechanisms behind the spread of misinformation is critical to resisting its harmful influences. In the technological field, it is imperative to develop more transparent and ethical algorithms that prevent the formation of ideological bubbles. Digital platforms have a responsibility to prioritize diversity of perspectives, promoting the encounter of users with content that challenges their preexisting views. Fact-checking mechanisms and the promotion of reliable sources are also key elements in the fight against disinformation.

At the same time, civil society plays an essential role in raising awareness and promoting a culture of constructive dialogue. Initiatives that encourage critical thinking, healthy debate, and cross-cultural understanding are key to mitigating the corrosive effects of misinformation and "social bubbles." In addition, it is essential to involve the online communities themselves in advocating for accurate information and creating inclusive environments. Encouraging collaboration between users with different perspectives can be an effective antidote to polarization. The recognition of diversity of opinion as a valuable asset to society is a principle that should be actively promoted.

In the regulatory sphere, public policies also play a crucial role. Creating legislation that incentivizes platform accountability, promotes algorithmic transparency, and combats misinformation is a vital step in building a healthier and more balanced digital environment. Tackling disinformation and "social bubbles" requires a concerted effort, involving education, technology, civil society and regulation. The quest for robust social cohesion and informed decision-making requires a holistic and adaptive approach to dealing with the ever-evolving challenges of the digital age. By prioritizing critical understanding, diversity of perspectives, and digital responsibility, we can build an online environment that contributes positively to shaping a more connected and informed society.

The formation of social bubbles on digital platforms represents a complex phenomenon that, when associated with the extremism of opinions, has profound and challenging consequences for contemporary society. This virtual environment, where individuals are predominantly exposed to information and perspectives that corroborate their existing beliefs, can foster extremism in sensitive areas such as religion, race, and politics.

In the religious realm, digital bubbles can act as echo chambers, reinforcing specific dogmas and views, often leading to more radical interpretations. Lack of exposure to diversity of thought can intensify religious polarization, fueling extremism and intolerance. In an online environment where religious communities confirm themselves, interfaith dialogue is often undermined, perpetuating stereotypes and mistrust. In the racial sphere, digital bubbles can contribute to social fragmentation, exacerbating tensions and divisions. When individuals are predominantly exposed to information that confirms their racial biases, mutual understanding is impaired. Racial extremism can flourish, fueled by the ideological isolation and lack of empathy that results from a lack of meaningful interaction between diverse ethnic groups. In the political field, social bubbles play a crucial role in polarizing and radicalizing opinions. Selective exposure to political information can lead to the formation of extreme

views, increasing hostility between different political groups. This generates a cycle of reinforcement, where ideological polarization is amplified, hindering constructive dialogue and undermining the foundations of democracy.

According to the psychoanalyst Contardo Calligaris apud Pereira, "on social networks, it is possible to express your hatred, give it a public dimension, receive applause from your friends and followers and feel validated in something". In other words, social media produces a kind of validation of your hatred1 that was much more difficult before they existed and became so important in people's lives. As a result of the incidence of intolerant actions and positions on the network, hate crimes are also increasing, many in the form of hate speech. Cases of hate cybercrime are characterized by attacks mainly on minorities in the form of misogyny, xenophobia, racism, homophobia, religious intolerance, etc. In fact, it is on digital social networks that the highest incidence of hateful speech occurs, and it emerges on Facebook, according to the Intolerance Dossier of the website Comunica Que Muda DOSSIER. According to the Intolerance Dossier, in cyberspace there are ten main forms most evidenced: Appearance, Social Class, Disability, Homophobia, Misogyny, Politics, Age/Generation, Racism, Religion and Xenophobia DOSSIER..., .The similarities with fascist models of the State are also many, since the authoritarianism that characterizes them promotes persecution, prejudice against those who do not align with the idealized type imposed, and the construction of dogmas based on common sense [10].

Countering extremism of opinion in digital bubbles requires concerted efforts. Firstly, it is essential to promote digital literacy by empowering users to recognize and resist the harmful influence of certain niches or ideological strongholds. In addition, digital platforms have a responsibility to implement more transparent algorithms that promote diversity of perspectives, reducing the tendency to polarization. Civil society also plays a key role in fostering environments of dialogue and understanding. Initiatives that encourage interaction between diverse groups and promote awareness of the dangers of extremism of opinion are crucial to building a more cohesive and inclusive society. Social bubbles on digital platforms and extremism of opinions pose serious challenges to social cohesion. Addressing these issues requires a multifaceted approach that encompasses education, platform accountability, social awareness, and the promotion of constructive dialogue. Only through coordinated efforts can we hope to mitigate the negative impacts of these digital dynamics on religion, race, and politics, building a more resilient and balanced society.

In addition to the measures already mentioned, it is crucial to foster a culture of open and respectful dialogue,

encouraging active listening and understanding of divergent perspectives. This entails acknowledging the complexity of issues related to religion, race, and politics, avoiding simplistic generalizations that perpetuate stereotypes. In the religious context, interfaith and intercultural efforts are key to building bridges and overcoming barriers that can arise in digital bubbles. Initiatives that promote mutual understanding, such as interfaith dialogues and events that celebrate diversity of beliefs, can play a vital role in reducing extremism and building more inclusive societies.

Addressing racial issues requires a firm commitment to social justice and equality. Anti-racist education, both on digital platforms and in social institutions, is crucial to challenging biases and fostering a more equitable understanding of racial experiences and perspectives. In the political sphere, it is vital to seek common bridges and promote understanding between different ideologies. Encouraging critical thinking and objective analysis of information is essential to prevent political radicalization in digital bubbles. Democratic institutions also have a crucial role to play in promoting transparent and inclusive political processes. Like this, the intransigence and radicalism in digital social networks must be countered by those who believe that they should serve the promotion of freedom of opinion, pluralism and the democratic debate of ideas and not the reproduction of other forms of alienation and disrespect for human rights. The struggle for human rights must be present in a perspective of totality, as a way to wage an anti-capitalist, anti-racist and anti-patriarchal struggle [4].

To mitigate these extremisms and prejudices promoted and disseminated by digital media, the role of opinion leaders and digital influencers is significant in mitigating extremism, although in many cases they promote just the opposite. Ethical responsibility in the dissemination of information, the encouragement of respect for differences and the promotion of constructive debates are key elements to positively influence the formation of opinions in digital environments. Countering extremism in digital bubbles requires a comprehensive approach encompassing education, regulation, intercultural dialogue and the promotion of values that strengthen social cohesion. Only through a collective and coordinated effort can we hope to build more resilient societies, where diversity of opinion is valued, and extremes are mitigated for the sake of broader, more collaborative understanding.

To combat this challenging scenario, it is imperative to foster an electoral culture that values diversity of opinion and promotes mutual respect. Raising awareness of the risks of extremism on digital platforms should be an integral part of civics education, empowering voters to discern credible

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information and challenge extremist narratives. To this end, it is crucial that regulatory bodies and digital platforms themselves adopt strict measures to curb the spread of disinformation and the formation of ideological bubbles during election periods. Transparency in algorithms, fact-checking, and responsible moderation are essential elements in preserving the integrity of the democratic process.

It is noteworthy that in Brazilian culture there is a historical difficulty in recognizing this culture of hatred and intolerance, since the proposed justification that the discourse is inferior to the practice, that is, there is a hierarchy of aggression, because it is believed that the word does not mean the materialization of the action. That said, verbal or written aggression would only be an action "There were no consequences because there was no physical aggression, which according to this belief would materialize the action of aggression" [4].

In this spectrum of pacification of the masses in the digital world, it is essential that political leaders, in turn, have the responsibility to promote a constructive and respectful discourse, avoiding practices that accentuate polarization and fuel extremism. Encouraging cross-party dialogue and presenting proposals based on facts and evidence contributes to a healthier and more informed environment. Digital bubbles, by intensifying the selectivity of information and perspectives, often contribute to the formation of political, religious, and ideological extremism.

Digital platforms, for their part, have a responsibility to take proactive measures to combat disinformation, ensure transparency in algorithms, and promote diversity of perspectives. Effective moderation of extremist content is essential to create healthier online environments that are conducive to democratic dialogue.

From this perspective, Tiburi [10] understands that:
Rhetoric as a field of language has defined the strategies of distortion through a classification of fallacies. It may seem quite rational, but in general, it appeals, like any fallacy, to a kind of argumentative dribble. By inversion, it is enough to put one thing in the place of the other. Change the speaker's seat, for example. We see this logic present both in the victim-blaming [the famous "mimimi" disseminated by haters] and in the victimization of the culprit. The whole logic of the cyberculture of intolerance is reinforced by Manichean reasoning, in which good and evil are in eternal dispute.

In short, the relationship between digital bubbles, extremism of opinions, which clearly reflects the polarization in Brazil between Bolsonaro's and PT, which represents a multifaceted challenge for Brazilian democracy. The search

for effective solutions requires a collective effort of awareness, regulation, education and accountability, aiming to preserve the integrity of the democratic process and promote a more balanced and inclusive political environment.

Conclusions

In the complex landscape of digital platforms and their influence on social and political dynamics, the analysis of digital bubbles and extremism of opinions is essential to understand the challenges faced by contemporary democracy, especially in the context of the presidential elections in Brazil.

Digital bubbles emerge as virtual spaces that amplify aligned views and perspectives, limiting exposure to diversity of opinions. In the context of presidential elections, this informational selectivity can result in the formation of extremist ideas, undermining the quality of democratic debate in different social spheres. Extremism of opinions, exacerbated by digital bubbles, poses a substantial risk to social cohesion and informed decision-making. Political polarization, associated with Bolsonaro's and PT, can contribute to the fragmentation of society, making it difficult to build consensus and promote a healthy political culture.
In the face of these challenges, it is imperative to highlight that viable solutions can be implemented. Civic education emerges as a crucial tool to empower citizens to discern information while resisting the harmful influence of digital bubbles. Digital platforms, for their part, must take a responsible stance, adopting measures to ensure algorithmic transparency and moderate extremist content. Building a more resilient, inclusive, and informed society depends on collaboration between institutions, digital platforms, political leaders and, crucially, citizens. By addressing these challenges with determination and a vision oriented towards the common good, we can aspire to a future in which presidential elections and political debate are marked by a robust and enriching democratic environment., differs significantly from classical ethics, imparting distinct teachings and values. Understanding this foundational philosophical-moral-social system that shapes modernity can help society redefine its internal relationships, interactions with individuals, and its place within the global community [11]. The classical perspective of the modern moral system or the negation of morality within it reflects a rigid mind set and a failure to formulate theoretical and practical foundations.

Regarding natural rights, it should be noted that Thomas Hobbes theoretically acknowledged the existence of natural rights, but in his view, the most critical and fundamental natural right is the right to self-preservation. Every individual possesses the right to employ their power to preserve their own life and employ any means necessary to achieve this

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end. This right encompasses the authority to use whatever means are necessary to attain this goal. It appears that the more we engage in challenging, redefining, or even adhering to the modern socio-moral system, a comprehensive comprehension of its fundamentals, especially in comparison with classical traditions, provides a broader perspective on this crucial era in the history of thought and action—a requisite for any civilization.

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