

THE ECHO CHAMBER PHENOMENON IN DIGITAL PUBLIC SPACE: POLITICAL DISCOURSE AMONG GENERATION Z ON SOCIAL MEDIA (A COMPARATIVE STUDY OF INDONESIA-THAILAND)



Jurnal Analisa Sosiologi

Dewi Ariyanti Soffi^{1*}, Widowati², Mas Adam
Lukman Chaubah³

^{1,2}Department of
Sociology, Faculty of
Political and Social
Science, University of
Jember, Indonesia

³ Chulalongkorn
University, Thailand

*Correspondence email:
dewiariyanti@unej.ac.id

Received: 4 July 2025
Revised: 14 August 2025
Accepted: 30 October 2025

Edition:
October 2025, 14 (4): 781-
800

Abstract

This study examines the phenomenon of echo chambers in the digital public sphere and its implications for the formation of political opinions among Generation Z on social media, through a comparative analysis of Indonesia and Thailand. The rapid development of information technology has positioned social media as a primary arena for participatory public discourse, while simultaneously fostering information fragmentation driven by algorithmic personalization. This research aims to analyze the formation of echo chambers and their impact on the quality of political discourse by employing the theoretical frameworks of Jürgen Habermas's public sphere, network society, and filter bubble. A qualitative approach with a netnographic method was applied, focusing on observations of TikTok, Instagram, and X. The data, consisting of digital interactions such as posts, comments, and political narratives, were analyzed using Critical Discourse Analysis (CDA). The findings reveal that echo chambers emerge from the interaction between individual cognitive biases, homogeneous social networks, and platform algorithms that reinforce content personalization. This condition contributes to political polarization, limits the diversity of perspectives, and constrains the development of an inclusive and deliberative public sphere. Comparatively, in Indonesia, echo chambers are largely shaped by electoral competition and popular digital culture, whereas in Thailand they are more closely linked to power relations and state control over digital spaces. These findings indicate a transformation and degradation of the digital public sphere, where opinion formation is increasingly dominated by the reproduction of homogeneous narratives rather than rational-critical debate. Therefore, strengthening digital literacy and critical awareness is essential to sustain an open and democratic digital public sphere.

Keywords: Echo Chamber, Digital Public Sphere, Generation Z, Social Media, Political Polarization

INTRODUCTION

The development of information and communication technology has transformed social interaction, particularly through social media. Social media has changed the way people connect, how products are marketed, how consumers interact, and how public discourse is formed. Social media is more than just a means of communication; it has become a digital public space where individuals not only consume information but also actively produce and distribute it (Cinelli et al. 2021). In this context, social media serves as a new arena for the formation of public opinion, faster, larger, and more participatory. The dominance of social media as a source of information is further strengthened by its widespread use among Generation Z, who not only consume but also produce and distribute content. They tend to use social media as a primary source for understanding political issues, compared to conventional media (Widyaningsih, Ramadhani, and Prihantoro 2025). This positions Generation Z as a strategic actor in the dynamics of digital political discourse.

However, the high intensity of social media interactions does not necessarily create an inclusive and deliberative public space. Instead, the algorithmic structure of digital media contributes to the formation of fragmented patterns of information consumption. Algorithms on social media personalize content based on user preferences, interaction history, and social networks, thereby producing selectively curated, automatically generated information (Bakshy, Messing, and Adamic 2015). Algorithmic personalization is one of the main factors in the emergence of the *echo phenomenon*. *Chamber* is a condition in which individuals are repeatedly exposed to information that aligns with their views, while information that contradicts them is eliminated or not displayed. Under these conditions, interactions on social media are no longer heterogeneous but are concentrated within groups with similar orientations, thereby reinforcing cognitive biases such as selective exposure and confirmation bias (Nguyen et al. 2014). *Echo Chamber* has significantly contributed to political polarization in the digital space. Exposure to homogeneous information not only strengthens individual beliefs but also encourages the formation of more extreme attitudes and reduces tolerance for differing views. In the long term, this condition can erode the quality of public discourse and hinder the development of healthy democratic dialogue. From a media sociology perspective, this phenomenon indicates a fundamental transformation in the structure of the digital public sphere. The ideal public sphere is inclusive, rational, and open, but is currently fragmented by technological and algorithmic interventions. The

process of forming political opinions is determined not only by thoughtful social interactions but also by a non-transparent digital curation system (Fletcher, Cornia, and A 2021). Thus, social media is not only a communication medium but also a structural actor in social and political realities.

Echo phenomenon. *The political chamber* on social media shows how the digital public space in Indonesia and Thailand is increasingly fragmented, especially among the younger generation, who are the most active users of digital platforms. In Indonesia, social media such as Facebook, Instagram, TikTok, and X have become the main arena for political contestation from the 2014 to the 2024 presidential elections. Hundreds of Facebook groups, segmented digital campaigns, and the production of political memes have become the primary means of shaping group political loyalties. Selective patterns exposure, namely the tendency of users to access information that aligns with their political views, is increasingly strengthened by platform algorithms, thereby creating a homogeneous discussion space, strengthening group identity, and deepening political polarization (Amanullah et al. 2018a; Ate et al. 2025; Fata et al. 2025; Karmila et al. 2024; Maulana et al. 2020; Widyaningsih et al. 2025). For Gen Z in Indonesia, which is dominated by new voters aged 17–24, this condition turns social media into not only an information space but also an arena for the formation of political identities, thereby making them vulnerable to digital conflict.

In Thailand, the echo phenomenon in the political arena is also pronounced, particularly in the context of the 2023 elections. Digital network studies show that online political communities in Thailand form highly homophilic clusters, where users tend to interact only with groups that share similar views. Using Echo Chamber Based on network scores and visualizations, research has found that online polarization in Thailand increases significantly during key political moments and follows the dynamics of national political news and events (Sukcharoenchaikul and I. 2024). This suggests that social media in Thailand contributes to the shaping of an increasingly exclusive digital public space, potentially influencing the political socialization of the younger generation.

Overall, the echo chamber on social media has become a serious challenge to the quality of digital democracy in Indonesia and Thailand. For Gen Z, this situation has the potential to shape exclusive political mindsets, narrow the space for dialogue, and reduce openness to differing views. Therefore, improving digital literacy and critical thinking skills, and implementing more adaptive digital campaign regulations are crucial steps toward maintaining an inclusive and healthy public space. The purpose of this study is to

examine the phenomenon of *echo chambers*. A chamber is formed in the digital public space on social media. How the echo chamber phenomenon influences the formation of political opinion among Generation Z through an analysis of the public theory sphere. In a comparative study of Indonesia and Thailand, the urgency of this research is heightened by the growing political polarization and information fragmentation among Generation Z, which could undermine the quality of democracy. Given that Generation Z represents one of the largest groups of first-time and young voters in both countries, their exposure to fragmented digital information environments may significantly shape future patterns of democratic participation. If left unexamined, this condition may normalize polarized political engagement and weaken deliberative democratic culture in Southeast Asia's evolving digital societies.

Table 1. Previous Research

No	Writer	Title	Results
1	(Wulandari, Rullyana, and Ardiansah 2021)	Bubble and <i>Echo Filter Algorithms Chamber</i> on Internet Usage Behavior	<i>Echo Chamber</i> and filter bubble affect the scope of the user's internet; besides that, it also affects user behavior
2	(W et al. 2022)	<i>Echo Phenomenon Chambers</i> on Social Media and Their Impact on Political Polarization for Students	The majority of people feel the effects of the <i>echo chamber</i> without realizing it.
3	(Gustin, Firmansyah, and Perdana 2024)	<i>Echo Chamber</i> on Comment Interaction on the Instagram Account @turnbackhoaxid in a <i>Post-Truth Context</i>	Users' emotions and personal beliefs influence interactions in the comments column; individuals tend to seek information that strengthens their opinions, and information manipulation persists.
4	(Weninggalih and Fuady 2019)	The Relationship between the 2019 Presidential Candidate Political Campaign via Instagram Social Media and the Decision to Vote for Indonesian Students in Thailand	The Instagram campaign significantly influenced Indonesian students in Thailand's decision to vote in the presidential election.
5	(Fadhila and Hidayat 2024)	The Relationship between Demands for Political Reform and the <i>Move Forward Party's Victory</i> in the 2023 General Election in Thailand	The movement demanding political reform, which spread through social media, can effectively unite public perceptions in Thai society.

6	(Liu et al. 2025)	<i>Conceptualizing Echo Chambers and Information Cocoons: A Literature Review and Synthesis of Current Knowledge and Future Directions</i>	<i>An echo chamber is a group of individuals who share the same views and ignore conflicting information. At the same time, Cocoons, or the cocoon effect, cause individuals to isolate themselves from different points of view.</i>
7	(Donkers and Ziegler 2024)	<i>De-sounding echo chamber: Simulation-based analysis of polarization dynamics in social networks</i>	Socio-cognitive biases reinforce the internal conformity of social groups. Content personalization shapes ideology.
8	(Sonny, Benny, and Lakshmi 2026)	<i>Beyond Echo Chambers: How Network Homophily and algorithmic recommendations shape political polarization among young Indian Voters</i>	Homophily networks and algorithms are important factors in creating echo chambers that cause polarization.
9	(Chan et al. 2025)	<i>Trapped in an echo chamber of whiteness: Exploring real-world barriers in understanding and challenging white supremacy in the body image research in the global north</i>	There are obstacles in publication and also <i>body research. image, which proves it is an echo chamber. This occurs not only in cyberspace but also in the real world, where the same issues keep arising.</i>
10	(Wang et al. 2020)	<i>The Echo Chamber effect of rumor rebuttal behavior of users in the early stage of the COVID-19 epidemic in China</i>	<i>Echo Chamber has a significant effect on individuals' attitudes toward retweeting or commenting on rumors that differ from their views.</i>

There is a research gap between previous research and this research. Previous research has tended to focus on *the echo chamber and the logarithm of internet user behavior, political polarization, and social media interactions in general*. However, these studies have not yet thoroughly examined the process of *echo formation. chamber* within the framework of digital public space and its implications for the formation of political opinion among Generation Z, drawing on Jürgen Habermas's public space theory, network theory, society, and filter bubble theory. The novelty of this study lies in three aspects. First, it offers a comparative analysis of Indonesia and Thailand, two Southeast Asian democracies with distinct digital political cultures but similar patterns of algorithm-

driven polarization. Second, it integrates Habermas's public sphere theory with contemporary digital media sociology to explain how algorithmic structures reshape democratic communication. Third, it especially focuses on Generation Z as a critical political cohort, positioning them not merely as social media users but as active subjects in the construction of digital political discourse.

A comparison between Indonesia and Thailand shows that both countries are experiencing *echo amplification*. A *political chamber*, but with different characteristics. In Indonesia, polarization is more manifest in popular digital culture, such as political memes, propaganda, hoaxes, and emotional campaigns. Meanwhile, in Thailand, polarization is more pronounced in online communities organized around political affiliation and election events. Furthermore, the role of *political Buzzers* in both countries also reinforces polarization. In Thailand, *buzzers* tend to have a more direct connection to formal power structures, while in Indonesia, the connection is more informal and indirect (Sihidi et al. 2025). In addition, previous researchers have focused more on the impact and empirical phenomena. At the same time, the structural dimensions of social media as an actor shaping public discourse have not received much theoretical study. Therefore, this study aims to fill this gap by integrating empirical analysis with the theoretical framework of media sociology to understand the dynamics of *echo media chamber* and political discourse in the digital era.

METHODS

This research uses a qualitative approach with the netnography method, an adaptation of ethnography designed to study communities and cultures in digital environments based on computer-mediated communication. This method was first introduced by Robert Kozinets and is considered relevant for understanding social practices, interactions, and the production of meaning in online communities in a naturalistic and unobtrusive manner (Addeo et al. 2019; Kozinets 2002). Netnography allows researchers to observe user behavior without direct intervention, so that the data obtained reflect authentic dynamics in digital spaces (Morais et al., 2020).

This research is comparative, examining the echo chamber phenomenon in the political discourse of Generation Z in Indonesia and Thailand. The main focus of the research is to identify how digital interaction patterns, platform communication structures, and socio-political contexts shape echo chambers. chamber in both countries (Cinelli et al. 2021; Ludovic Terren and Borge-Bravo 2021). The subjects of this study

were Generation Z, aged 18–27, who actively use social media and engage in digital political discourse. This group was selected based on the characteristics of Generation Z as digital natives with a high level of intensity in consuming and producing political content and a susceptibility to the echo phenomenon, chamber and filter bubble (Beznosov and Golikov 2022; Hartmann et al. 2024; Kim and Hong 2016).

The research was conducted across three major social media platforms: TikTok, Instagram, and X (formerly Twitter). These three platforms were chosen because they are the primary arenas for political opinion formation and digital interaction among the younger generation, and because they have distinct communication-architecture characteristics (Cinelli et al. 2020; L. Terren and Borge-Bravo). TikTok emphasizes short video content with interactive features such as duets and stitches; Instagram focuses on visuals and stories; while X allows text-based discourse through threads and quotes. tweet (Kim 2023).

The data collection technique in this study refers to the principles of netnography, which emphasize digital observation and documentation of online interaction traces (Kozinets 2002), including:

1. Digital Observation:

Researchers passively observe user interactions without directly engaging in discussions. Observations include patterns in comments, replies, likes, shares, duets, stitches, and quotes. tweets that reflect the dynamics of communication and homophily in the echo chamber (Cinelli et al. 2021; Ludovic Terren and Borge-Bravo 2021). Observations were conducted periodically to capture changes and dynamics of political discourse in both countries.

2. Digital Content Documentation

Researchers collect and document content relevant to political discourse, such as videos, captions, memes, comments, and discussion threads. The documentation process involves screenshots, recording links (URLs), and storing data in an organized digital format (Addeo et al. 2019). The data were then classified by platform, political issue, and type of interaction.

3. Political Discourse Texts (Digital Trace Data)

Researchers collected texts containing narratives, framing, and political arguments produced by Generation Z users. This data served as the main corpus for the analysis because it better reflected real communication practices on social

media than survey methods did (Beznosov and Golikov 2022; Cinelli et al. 2021; Hartmann et al. 2024; Soares and Recuero 2021).

The data was analyzed using Critical Discourse Analysis (Critical Discourse Analysis). Discourse Analysis (CDA) focuses on how language, symbols, and communication practices shape social reality, identity, and power relations in digital spaces (Bouvier and Machin 2018; Bouvier and Way 2021). The analysis stages include:

1. Political

Discourse Patterns Identifying dominant themes, issue framing, metaphors, and the construction of the "us vs. them" dichotomy in political discourse in Indonesia and Thailand (Afrasiab et al. 2025; Akromi and Santika 2024; Masroor et al. 2019).

2. Echo Shape Categorization Chamber

Group forms of interaction that exhibit echo characteristics, such as the dominance of interactions with like-minded groups, the strengthening of internal narratives, and the marginalization or delegitimization of differing views (Cinelli et al. 2021; Soares and Recuero 2021; Ludovic Terren and Borge-Bravo 2021; Törnberg and Törnberg 2022).

3. Language Strategy Analysis

Analyzing the use of language such as framing, labeling, humor, satire, and trolling, which function to strengthen group identity and shape political perceptions (Afrasiab et al. 2025; Akromi and Santika 2024; Bouvier and Machin 2018; Rosyidah 2025).

4. Socio-Political

Contextualization Linking empirical findings to the socio-political context of each country, including the dynamics of democracy, political polarization, and the role of the state in the digital space (Bouvier and Way 2021; Lim and M. 2017).

The results of the analysis are interpreted within a media sociology framework with two main orientations. First, as a form of digital cultural practice and a means of forming political communities among Generation Z. Second, as a mechanism through which echo chambers and information filters contribute to the fragmentation of public space and political polarization. This interpretation allows research not only to describe the

phenomenon, but also to explain the sociological implications of the observed digital practices.

Table 2. Research Methodological Framework

Component	Draft Contents
Approach	Qualitative, media sociology, focus on meaning & interaction.
Main method	A netnography of Gen Z's political online communities
Subject	Gen Z 18–27, active TikTok /Instagram/X users engaged in political discourse.
Data	Posts, comments, <i>threads</i> , <i>hashtags</i> /political issues
Data collection	Digital observation & content documentation
Analysis	Identify discourse patterns & the <i>echo chamber</i> , and apply Critical Discourse Analysis.
Interpretation	The context of polarization, digital public space, and Gen Z political culture

Source: Made by Researchers (2026)

RESULTS AND DISCUSSION

Results

Echo Chambers in Social Media: The Dynamics of Formation and Their Implications for the Digital Public Space in Indonesia and Thailand

Research on echo chambers and polarization in Asia shows that social media is not only a space for information exchange but also an arena that can deepen socio-political fragmentation. From a *network perspective*, according to Manuel Castells's concept of *society*, contemporary society is shaped by digital communication networks, in which the production of meaning, social relations, and power occurs through globally connected information flows. In this context, social media serves as the primary infrastructure for forming segmented communication networks, thereby reinforcing the tendency toward echo chambers. chamber.

Furthermore, Eli Pariser's *filter bubble concept* explains that digital platform algorithms actively personalize the information users receive based on their preferences, interaction history, and social affiliations. As a result, users tend to be exposed to information that aligns with their views, thereby reinforcing confirmation bias and affective polarization (Cinelli et al. 2021; Lin et al. 2022; L Terren and Borge-Bravo 2021). The interaction between digital network structures and algorithmic filtering mechanisms creates conditions conducive to the formation of a homogeneous discussion space.

Patterns of social interaction in digital spaces further reinforce this phenomenon. Practices such as following like-minded accounts, unfriending, or avoiding dissenting views reflect the logic of *homophily* in a networked society, where individuals tend to form connections with those who share similar values and identities. This causes communication networks to develop into closed clusters that repeat, reinforce, and legitimize their own group's views (Sasahara et al. 2019). As in the case of the General Election (PEMILU in Indonesia), it is one of the biggest contestation events in every country.



Figure 1. Candidates for President of Indonesia
Source: Wikipedia, 2024

The 2024 Indonesian presidential election features three main candidates: Prabowo Subianto, Ganjar Pranowo, and Anies Baswedan, each representing a distinct political character and approach. Prabowo is known for his military background and nationalist-populist leadership style, which he has adapted to social media. Ganjar stands out as a bureaucratic figure close to the people, with a humble, responsive image. Anies emerges as an intellectual championing change and social justice. These differing profiles not only reflect the diversity of leadership in Indonesian politics but also influence campaign strategies and voter support patterns, particularly among the digitally active Generation Z. The echo phenomenon is clearly visible in the division of pro and anti-government groups, especially since the political polarization after the 2014 Presidential Election until the 2024 Election. Within the *networked society*, this condition demonstrates how the digital space has become an arena for open contestation among various political actors who use networks to produce and distribute narratives.

Meanwhile, from a *filter bubble perspective*, the role of political buzzers, influencers, and segmented digital campaigns reinforces the exclusivity of information exposure, thereby increasing polarization, identity politics, and the spread of disinformation (Ali, D., and Eriyanto. 2021; Ate et al. 2025).

Candidate	Pita Limjaroenrat	Paetongtarn Shinawatra	Anutin Charnvirakul
Party	Move Forward	Pheu Thai	Bhumjaithai
Last election	17.34%, 81 seats ^[a]	21.92%, 136 seats	10.33%, 51 seats

Figure 2. Candidates for Prime Minister of Thailand
Source: Wikipedia, 2023

Candidate	Prawit Wongsuwan	Prayut Chan-o-cha	Jurin Laksanawisit
Party	Palang Pracharath	United Thai Nation	Democrat
Last election	23.34%, 116 seats	New	10.92%, 53 seats

Figure 3. Candidates for Prime Minister of Thailand
Source: Wikipedia, 2023

Meanwhile, the 2023 Thai elections were marked by the emergence of several political figures with diverse backgrounds and ideological orientations, reflecting the dynamics of the contestation between progressive, populist, and conservative forces. Figures like Pita Limjaroenrat emerged as representatives of the progressive group, strongly supported by the younger generation and urban voters, with an agenda of political reform and democratization. On the other hand, Srettha Thavisin and Paetongtarn Shinawatra of Pheu Thai reflect a populist force rooted in a traditional electoral base while also attracting cross-generational support through their emphasis on economic prosperity. The contest also features figures from the military and conservative circles, such as Prayut Chan-o-cha and Prawit. Wongsuwan, which represents the

continuity of state power and political stability based on military institutions. In addition, Anutin Charnvirakul emerged as a pragmatic figure who played a crucial role in shaping political coalitions. In this case, social media exhibited a more complex character. In addition to being a space for polarization, digital platforms also served as a means of political mobilization, particularly in the 2020–2021 pro-democracy movement. In this context, *the network Society* represents not only a communication structure but also a space of resistance to power. However, unlike Indonesia, the dynamics of *the filter bubble* in Thailand are influenced not only by algorithms but also by state intervention through regulations and restrictions on freedom of expression. This creates a sharp divide among pro-democracy groups, conservative monarchists, and digital apathetics (Intorn, 2021; Srisai, 2025).

Comparatively, Indonesia and Thailand both show that echo Chambers in social media result from the interaction between digital network structures and information personalization mechanisms. However, there are differences in the context in which they are formed. In Indonesia, the echo chamber is driven more by electoral competition in a relatively open democratic system. In contrast, in Thailand, digital polarization is more closely linked to power relations, state control, and restrictions on civil liberties. Thus, the echo chamber is not only a technological phenomenon but also a reflection of broader social and political structures. However, in both countries, there are still opportunities for cross-group interaction, indicating that echo chambers are not only technological phenomena but also reflections of broader social and political structures. The chamber is not absolute and can be addressed through digital literacy, political education, and more inclusive platform design.

Political Context and Actors

In Indonesia, Social media has become the main arena for political contestation (Jokowi–Prabowo 2014–2019, 2019, and 2024 presidential elections) with hundreds of Facebook groups and campaigns on Instagram/ TikTok functioning as echo chambers. Chamber for supporters of -each candidate (Amanullah et al. 2018a; Ate et al. 2025; Fata et al. 2025; Maulana et al. 2020; Widyaningsih et al. 2025).

In Thailand, A case study of the 2023 Election maps highly homophilic and politically clustered online communities, showing strong echo throughout key political momentum (Sukcharoenchaikul and I. 2024)

Buzzers / cyber troops: In both countries, "political buzzers are used to maintain power and trigger polarization; the difference is, in Thailand, buzzers are closer and more directly connected to formal power, while in Indonesia, they are more indirect/unconstitutional (Sihidi et al. 2025)

Table 3. A Brief Comparison of the Echo Characters Indonesia–Thailand Political Chamber

Aspect	Indonesia	Thailand	Source
Focus of study	2014–2019, 2019, 2024 elections, support figures from	2023 Election	(Amanullah et al. 2018a; Ate et al. 2025; Fata et al. 2025; Maulana et al. 2020; Sukcharoenchaikul and I. 2024; Widyarthara and Afdholy 2022)
The role of the buzzer	Not directly tied to power	More directly related to power	(Sihidi et al. 2025)
Main content form	Memes, issue-specific campaigns, propaganda, hoaxes	Event-based political discourse, issue clusters	(Amanullah et al. 2018; Ate et al. 2025; Fata et al. 2025; Maulana et al. 2020; Widyarthara and Afdholy 2022)
Main findings	Echo strong chamber, continuous polarization	Echo strong chamber, very visible through online clusters	(Amanullah et al. 2018b; Maulana et al. 2020; Sukcharoenchaikul and I. 2024)

Source: Made by Researchers (2026)

The implications for young people and public space. In Indonesia, new voters/Gen Z (17–24 years old) are very active on social media; algorithms and "like-minded" preferences strengthen echo chambers and conflict among followers of candidates (Karmila et al. 2024; Nabila and K. 2025). Meanwhile, in Thailand, network mapping shows that political events trigger cluster strengthening, which has the potential to shape the political socialization of the younger generation in a homogeneous space (Sukcharoenchaikul and I. 2024). The implications of this interaction pattern are very broad. First, *the chamber* encourages increasingly sharp political polarization. When each group only consumes narratives that strengthen its own position and views other groups

as threats, the common ground for political compromise shrinks. Second, *echo chambers*. *The chamber* has become a fertile ground for the spread of misinformation and disinformation. Narratives that align with group beliefs tend to be accepted without critical verification, while external corrections are perceived as part of a conspiracy (Bessi et al. 2016; Del Vicario et al. 2016). Third, *echo Chambers* contribute to the fragmentation of public space. Digital public spaces, which should be arenas for cross-cultural encounters, are instead fragmented into homogeneous private pockets, where public discourse is no longer shared (L Terren and Borge-Bravo 2021).

Discussion

Echo Influencing the Formation of Political Opinion of Generation Z Through Public Relations Theory Analysis Sphere Jurgen Habermas

Table 4. A Brief Comparison Of Indonesian And Thai Buzzer Practices

Aspect	Indonesia	Thailand	Source
Purpose of the buzzer	Maintaining/supporting power	Maintaining/supporting power	(Sihidi et al. 2025)
Attachment to the regime	Indirect & not legal-formal	More direct & affiliated with power	(Sihidi et al. 2025)
Impact on public spaces	Polarization, smear campaigns, and online symbolic violence	Similar impact, with stronger state control	(Lin et al. 2022; Sihidi et al. 2025)

Source: Made by Researchers (2026)

The echo chamber phenomenon in digital public spaces, especially on social media, is not formed in isolation but rather results from interactions among technological, social, and psychological factors. In this context, digital public spaces are transforming from initially being open to becoming segmented and personalized. The formation of the echo chamber is structurally heavily influenced by social media algorithmic mechanisms. Social media platforms such as Instagram, Facebook, and TikTok use machine learning-based algorithms. Machine learning to filter and recommend content based on user preferences. Learning is a set of computational methods used for analysis, pattern discovery, and prediction (Rismaya, Yuniarto, and Setiadi 2025). The algorithm works based on interaction history, such as shares, likes, and comments. These interactions gradually create a homogeneous information environment. This means users are more frequently exposed to information that aligns with their views. Consequently, information deemed contradictory becomes less

common. Social factors, such as homophily, accelerate the fragmentation of the digital public sphere. The use of social media tends to form networks between individuals with similar views. Thus, the interactions that form become exclusive. Within the public sphere, Jürgen Habermas argued that it should ideally be a deliberative arena that allows rational, inclusive discussion and is open to differing views. However, the development of social media has shown the opposite trend, with the digital space fragmenting into echo chambers. A chamber that narrows exposure to information and social interaction.



Figure 4. Gen Z in the Indonesian Election : Figure 5. Young People for Candidate 01
Source: Tiktok (2023)



Source : Tiktok (2024)

In Indonesia and Thailand, the chamber has been shown to erode the quality of deliberative space by encouraging sectarian and unproductive debate. Instead of fostering rational dialogue, social media interactions are often marred by polarization, smear campaigns, and the reinforcement of exclusive group identities. This situation directly contributes to the decline in the quality of political participation, with public involvement, particularly among Generation Z, driven more by emotional affiliation than by rational considerations (Iandoli et al. 2021).

In the Indonesian context, this dynamic is further amplified by the dominance of platforms like TikTok and other social media that encourage engagement with visual, ephemeral, and emotional content. Political narratives are often packaged as personal storytelling, affective expression, or even therapeutic content. This has led to a shift in digital citizenship practices from collective to individualistic orientations. As a result,

public discussion spaces no longer function as venues for the exchange of critical arguments, but rather as spaces for the expression of identity and emotion (Karmila et al. 2024; Ridha et al. 2025). Meanwhile, in Thailand, the chamber has developed in a more complex political context, where social media has become not only a space for polarization but also a means of political mobilization, particularly in the pro-democracy movement. Generation Z utilizes digital platforms to build solidarity and disseminate alternative information. However, state control and restrictions on freedom of expression have reinforced opinion segmentation in the digital space. This creates conditions in which echo chambers are shaped not only by algorithms but also by structural and political pressures, thus deepening the polarization between pro-democracy and conservative groups.



Figure 6. Supporters of One of the Candidates for the Prime Minister of Thailand

Image: [bbc.com](https://www.bbc.com) (2023)

Furthermore, *the filter bubble phenomenon* widens the echo's impact. *chamber* not only in the political realm, but also in psychological and social aspects. Continuous exposure to homogeneous information can form narrow social identities, increase the tendency for affective polarization, and reduce public trust in other groups and institutions. Furthermore, this condition also has the potential to affect the mental health of users, especially Generation Z, who have a high intensity of social media use. Therefore, strengthening digital literacy is crucial to help individuals understand algorithmic bias and consume information more critically. On the other hand, algorithmic transparency from digital platforms is also an important agenda item for creating a more inclusive and healthy digital public space (Aditia et al. 2024; Avin et al. 2024; Cerro and C. 2024; Iandoli et al. 2021; Rodillosso and E. 2024).

In addition, the echo chamber phenomenon is generally influenced by individuals' psychological tendencies, particularly selective exposure and confirmation bias. These two concepts form the psychological foundation of the echo chamber, a cognitive tendency in which individuals remember, accept, and give greater weight to information that aligns with their existing beliefs, while ignoring information that contradicts their views (Bahri, Putri, and Harahap 2026). A person tends to believe, seek, and share information that reinforces existing beliefs while avoiding conflicting information. From a social media perspective, this condition shows that the digital public space is no longer fully inclusive or deliberative. The public space that should be a forum for discussion, bringing together various perspectives, has instead become a fragmented "micro public space." Each group constructs its own social reality from the information circulating within its circle, creating a plurality of realities that are not always interconnected. Thus, the echo chamber phenomenon is a form of "public space degradation" in the digital era. Social media, which should expand public participation, instead creates fragmentation and polarization of discourse. In this context, Habermas's public sphere can be used to explain that the main challenge of today's digital public sphere lies not only in access to information but also in the quality of interaction and rationality in communication. Echo analysis. The chamber does not focus solely on the technological aspect but also considers how the structure of digital media shapes communication practices and influences public opinion, the echo phenomenon. The chamber can be understood as a symptom of the transformation of public space, which requires a reinterpretation of the concept of deliberative democracy in the era of social media.

The political narratives emerging among Generation Z on social media tend to be polarizing, symbolic, and simplistic. Polaristic narratives often divide issues into opposing poles, pro and con, without sufficient space for neutral discussion. These narratives simplify political issues into easily disseminated messages. This is supported by a social media format that prioritizes rapid virality over analytical depth. Furthermore, symbolic elements are evident in the use of slogans, memes, or hashtags that represent particular political identities. The dominance of these narratives suggests that social media places greater emphasis on opinion than on rationality. In public sphere theory, rational argumentation is replaced by emotional and persuasive narratives.

CONCLUSION

Social media has evolved into a digital public space that enables Generation Z to participate in political discourse through various forms of interaction and content creation. Their role is inextricably linked to the influence of algorithms that personalize information, creating the *echo-voice phenomenon chamber* in digital communication. This condition causes users to be more frequently exposed to information that aligns with their views. This ultimately influences the dynamics of political discourse, with opinion polarization among Generation Z. Therefore. However, social media opens up opportunities for broad participation; challenges remain in maintaining the quality of public discourse to keep it inclusive and deliberative. Therefore, it is necessary to increase media literacy and critical awareness in accessing and disseminating information, so that the public can filter information more objectively and maintain a digital public space open to diverse perspectives.

Overall, the findings of the *eco chamber* phenomenon in Indonesia and Thailand demonstrate that the transformation of the digital public sphere is influenced not only by technology but also by each country's social and political contexts. While both countries have experienced a decline in the quality of public deliberation, Indonesia's decline is driven more by market logic and electoral competition. In contrast, power dynamics and state control exert a stronger influence in Thailand. Therefore, efforts to improve the quality of Generation Z's political participation require an approach that focuses not only on individuals but also on the platform structures and policies governing the digital ecosystem.

There is a close relationship between social media algorithms, the increasing polarization of political opinion, and *echo chambers*. Algorithms act as structural factors that determine the type of information users receive. They are constantly exposed to information that aligns with their views. This repeated exposure reinforces existing beliefs and reduces openness to different perspectives. In the long run, this process contributes to opinion polarization, making it difficult to bridge differences. From this perspective, Habermas argued that this situation demonstrates that the digital public sphere has become structurally distorted. Rather than being an inclusive space, social media actually weakens the possibility of creating public consensus. Polarization results not only from differing views but also from the design of digital communication systems.

REFERENCES

- Addeo, Felice, Antonio Paoli, Massimo Esposito, and Marco Bolcato. 2019. "Doing Social Research on Online Communities: The Benefits of Netnography." *Athens Journal of Social Sciences* 7(1):9–38. doi: 10.30958/ajss.7-1-1.
- Aditia, R., Imran, and T. 2024. "Uncovering the Influence of Filter Bubbles: How They Shape Public Opinion and Construct Reality on Social Media." doi: 10.65119/jspds.v1i1.11.
- Afrasiab, M., S. Imran, S. Sabih, and U. Hassan. 2025. "The Language of Social Media: A Critical Discourse Analysis of Online Debates." *Social Science Review Archives*. doi: 10.70670/sra.v3i2.526.
- Akromi, E., and R. Santika. 2024. "The Role of Language in Constructing Political Image on Social Media: A Critical Discourse Analysis." *Jurnal Multidisiplin Indonesia*. doi: 10.58344/jmi.v3i3.2259.
- Ali, D., and Eriyanto. 2021. "Political Polarization and Selective Exposure of Social Media Users in Indonesia." doi: 10.22146/jsp.58199.
- Amanullah, M., Dwisusilo, and S. 2018a. "Post-Truth and Echo Chamber Phenomena of Indonesian Social Media: Analysis of Political Contestation of Jokowi and Prabowo's Supporters in Facebook. **." <https://doi.org/10.2991/Klua-18.2018.14>
- Ate, D., Ridwan, M., & Ode, S. (2025). "Social Media-Based Political Campaign Strategies and the Impact of Filter Bubbles and Echo Chambers on the Electability of Presidential Candidates in the 2024 Election in Indonesia.. *JURNAL HURRIAH: Jurnal Evaluasi Pendidikan dan Penelitian*. <https://>
- Amanullah, M., Dwisusilo, and S. 2018b. "Post-Truth and Echo Chamber Phenomena of Indonesian Social Media: Analysis of Political Contestation of Jokowi and Prabowo's Supporters on Facebook." doi: 10.2991/klua-18.2018.14.
- Ate, D., Ridwan, M., Ode, and S. 2025. "Social Media-Based Political Campaign Strategies and the Impact of Filter Bubbles and Echo Chambers on the Electability of Presidential Candidates in the 2024 Election in Indonesia." doi: 10.56806/jh.v6i3.288.
- Avin, C., Daltrophe, H., Lotker, and Z. 2024. "On the Impossibility of Breaking the Echo Chamber Effect in Social Media Using Regulation." doi: 10.1038/s41598-023-50850-6.
- Bahri, Fajar Nur, Astri Amanda Putri, and Fathir Al Fath Harahap. 2026. "Analisis Perspektif Eclipse of Reason Max Horkheimer Terhadap Fenomena Echo Chamber." 4(November 2025). doi: <https://doi.org/10.61132/jbpai.v4i1.1805>.
- Bakshy, Eytan, Solomon Messing, and Lada A. Adamic. 2015. "Exposure to Ideologically Diverse News and Opinion on Facebook." 348(6239):1130–33. doi: DOI: 10.1126/science.aaa1160.
- Bessi, A., F. Zollo, M. Del Vicario, M. Puliga, A. Scala, G. Caldarelli, B. Uzzi, and W. Quattrociocchi. 2016. "Users Polarization on Facebook and Youtube." *PLoS ONE* 11. doi: 10.1371/journal.pone.0159641.
- Beznosov, M., and A. Golikov. 2022. "Digital Echo Chambers as Phenomenon of Political Space." *RUDN Journal of Political Science*. doi: 10.22363/2313-1438-2022-24-3-499-516.
- Bouvier, Gwen, and David Machin. 2018. "Critical Discourse Analysis and the Challenges and Opportunities of Social Media." *Review of Communication* 18:178–92. doi: 10.1080/15358593.2018.1479881.
- Bouvier, Gwen, and Lyndon Way. 2021. "Revealing the Politics in 'Soft', Everyday Uses

- of Social Media: The Challenge for Critical Discourse Studies.” *Social Semiotics* 31:345–64. doi: 10.1080/10350330.2021.1930855.
- Cerro, Del, and C. 2024. “The Power of Social Networks and Social Media’s Filter Bubble in Shaping Polarisation: An Agent-Based Model.” doi: 10.1007/s41109-024-00679-3.
- Chan, Jamie, Josh Francis, Phoebe Gray, and Megan Hurst. 2025. “‘ Trapped in an Echo Chamber of Whiteness ’: Exploring Real-World Barriers in Understanding and Challenging White Supremacy in Body Image Research in the Global North.” *Body Image* 54(July):101946. doi: 10.1016/j.bodyim.2025.101946.
- Cinelli, M., G. Morales, A. Galeazzi, W. Quattrociocchi, and M. Starnini. 2020. “Echo Chambers on Social Media: A Comparative Analysis.” *ArXiv*. doi: <https://doi.org/10.48550/arXiv.2004.09603>.
- Cinelli, Matteo, Gianmarco De Francisci, Alessandro Galeazzi, Walter Quattrociocchi, and Michele Starnini. 2021. “The Echo Chamber Effect on Social Media.” doi: 10.1073/pnas.2023301118/-/DCSupplemental.y.
- Donkers, Tim, and Jürgen Ziegler. 2024. “De-Sounding Echo Chambers : Simulation-Based Analysis of Polarization Dynamics in Social Networks.” *Online Social Networks and Media* 37–38(November 2023):100275. doi: 10.1016/j.osnem.2023.100275.
- Fadhila, Muhammad Zahran, and Cecep Hidayat. 2024. “RELASI TUNTUTAN REFORMASI POLITIK DAN KEMENANGAN MOVE FORWARD PARTY PADA PEMILIHAN UMUM TAHUN 2023 DI THAILAND.” *Jurnal Review Politik (JRP)* 14(2):271–304. doi: <https://doi.org/10.15642/jrp.2024.14.2.271-304>.
- Fata, N., Jannah, S., Wazis, and K. 2025. “The Phenomenon of Political Communication in the Era of Social Media towards Public Polarization after the 2024 Presidential Election in Indonesia.” doi: 10.33122/ejeset.v6i1.450.
- Fletcher, Richard, Alessio Cornia, and Rasmus Kleis Nielsen A. 2021. “How Polarized Are Online and Offline News Audiences? A Comparative Analysis of Twelve Countries Richard Fletcher.” *Journal of Communication*.
- Gustin, Enpin, Mas Agus Firmansyah, and Dionni Ditya Perdana. 2024. “Echo Chamber Pada Interaksi Komentar Di Akun Instagram @ Turnbackhoaxid Dalam Konteks Post – Truth.” *Komuniti: Jurnal Komunikasi Dan Teknologi Informasi* 16(2):262–83.
- Hartmann, D., S. Wang, L. Pohlmann, and B. Berendt. 2024. “A Systematic Review of Echo Chamber Research: Comparative Analysis of Conceptualizations, Operationalizations, and Varying Outcomes.” *Journal of Computational Social Science* 8. doi: 10.1007/s42001-025-00381-z.
- Iandoli, L., Primario, S., Zollo, and G. 2021. “The Impact of Group Polarization on the Quality of Online Debate in Social Media: A Systematic Literature Review.” doi: 10.1016/j.techfore.2021.120924.
- Karmila, L., Rachmiatie, A., Suryadi, K., Fardiah, D., Ahmadi, D., Muhtadi, and A. 2024. “The Role of Social Media in the Political Construction of Identity: Implications for Political Dynamics and Democracy in Indonesia.” doi: 10.24294/jipd9171.
- Kim, Chong-Sup, and ; Min-Kyung Hong. 2016. “Education Policy and Industrial Development: The Cases of Korea and Mexico.” 12(1):61–80.
- Kim, L. 2023. “The Echo Chamber-Driven Polarization on Social Media.” *Journal of Student Research* 12(4):1–7. doi: 10.23071/jias.2010.17.2.21.
- Kozinets, Robert V. 2002. “The Field behind the Screen: Using Netnography for Marketing Research in Online Communities.” *Journal of Marketing Research* 39:61–72. doi: 10.1509/jmkr.39.1.61.18935.

- Lim, and M. 2017. "Freedom to Hate: Social Media, Algorithmic Enclaves, and the Rise of Tribal Nationalism in Indonesia." doi: 10.1080/14672715.2017.1341188.
- Lin, T., Tsai, and C. 2022. "Taking Stock of Social-Political Polarization in Asia: Political Communication, Social Media and Digital Governance." doi: 10.1080/01292986.2022.2043399.
- Liu, Jiaying, Andrew Schwarz, Marten Risius, Rudy Hirschheim, and James Van Scotter. 2025. "Conceptualizing Echo Chambers and Information Cocoons: A Literature Review and Synthesis of Current Knowledge and Future Directions." *Journal of Strategic Information Systems* 34(2):101904. doi: 10.1016/j.jsis.2025.101904.
- Masroor, F., Q. Khan, I. Aib, and Z. Ali. 2019. "Polarization and Ideological Weaving in Twitter Discourse of Politicians." *Social Media + Society* 5. doi: 10.1177/2056305119891220.
- Maulana, A., Situngkir, and H. 2020. "Media Polarization on Twitter during the 2019 Indonesian Election." doi: 10.1007/978-3-030-65347-7_55.
- Nabila, and K. 2025. "The Role of Social Media in Shaping Public Discourse among Generation Z: Trends, Challenges, and Implication." doi: 10.63332/joph.v5i3.910.
- Nguyen, Tien T., Pik Mai Hui, F. Maxwell Harper, Loren Terveen, and Joseph A. Konstan. 2014. "Exploring the Filter Bubble: The Effect of Using Recommender Systems on Content Diversity." *Association for Computing Machinery*. doi: <https://doi.org/10.1145/2566486.2568012>.
- Ridha, M., Mulyono, B., Yulianto, and E. 2025. "Algorithmic Echo Chamber as a Challenge of Digital Citizenship in Discourse Polarization on TikTok Social Media." doi: 10.26418/jppkn.v6i2.99133.
- Rismaya, Riska, Dwi Yuniarto, and David Setiadi. 2025. "Penerapan Algoritma Machine Learning Dalam Prediksi Prestasi Akademik Mahasiswa." *Jurnal Teknik Informatika Dan Terapan* 3(1). doi: <https://doi.org/10.62951/router.v3i1.389>.
- Rodilosso, and E. 2024. "Filter Bubbles and the Unfeeling: How AI for Social Media Can Foster Extremism and Polarization." doi: 10.1007/s13347-024-00758-4.
- Rosyidah, R. 2025. "Authenticity or Image-Making? A Critical Discourse Analysis of KDM's Political Persona on Social Media." *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*. doi: 10.30605/onoma.v11i3.6340.
- Sasahara, K., W. Chen, H. Peng, G. Ciampaglia, A. Flammini, and F. Menczer. 2019. "On the Inevitability of Online Echo Chambers." *ArXiv*. doi: 10.48550/arXiv.1905.03919.
- Sihidi, I., Romadhan, A., Salahudin, S., Widodo, and E. 2025. "Internet Freedom and the Impact of Social Media: Political Buzzer Behavior in Indonesia and Thailand." doi: 10.14710/politika.16.1.2025.68-83.
- Soares, Felipe, and Raquel Recuero. 2021. "Hashtag Wars: Political Disinformation and Discursive Struggles on Twitter Conversations During the 2018 Brazilian Presidential Campaign." *Social Media + Society* 7. doi: 10.1177/20563051211009073.
- Sonny, Manya, Vipin Benny, and K. Lakshmi. 2026. "Beyond Echo Chambers: How Network Homophily and Algorithmic Recommendations Shape Political Polarization among Young Indian Voters." *Social Sciences & Humanities Open* 13(January):102586. doi: 10.1016/j.ssaho.2026.102586.
- Sukcharoenchaikul, and I. 2024. "The Influence of Echo Chamber on Thailand's 2023 Election." doi: 10.58837/chula.the.2024.729.
- Terren, L, and R. Borge-Bravo. 2021. "Echo Chambers on Social Media: A Systematic Review of the Literature." *Review of Communication Research*. doi: 10.12840/issn.2255-4165.028.

- Terren, Ludovic, and Rosa Borge-Bravo. 2021. "Echo Chambers on Social Media: A Systematic Review of the Literature." *Review of Communication Research*. doi: 10.12840/issn.2255-4165.028.
- Törnberg, Petter, and Anton Törnberg. 2022. "Inside a White Power Echo Chamber: Why Fringe Digital Spaces Are Polarizing Politics." *New Media & Society* 26:4511–33. doi: 10.1177/14614448221122915.
- Del Vicario, M., G. Vivaldo, A. Bessi, F. Zollo, A. Scala, G. Caldarelli, and W. Quattrociocchi. 2016. "Echo Chambers: Emotional Contagion and Group Polarization on Facebook." *Scientific Reports* 6. doi: 10.1038/srep37825.
- W, Jasmine Khairina H., Kresna Faza R, M. Zhafran Haris, Rury Kharisma M, and Yasmin Nayla A. 2022. "Fenomena Echo Chamber Di Media Sosial Dan Dampaknya Terhadap Polarisasi Politik Bagi Mahasiswa." *Journal of Civics and Education Studies* 9(2):121–30. doi: 10.32493/jpkn.v9i2.y2022.p121-130.
- Wang, X., S. Tang, Z. Zheng, and F. Fu. 2020. "Public Discourse and Social Network Echo Chambers Driven by Socio-Cognitive Biases." *ArXiv*. doi: 10.1103/physrevx.10.041042.
- Weninggalih, Laras, and M. E. Fuady. 2019. "Hubungan Kampanye Politik Calon Presiden 2019 Melalui Media Sosial Instagram Dengan Keputusan Memilih Mahasiswa Indonesia Di Thailand." *Journal Riset Hubungan Masyarakat* 22–32. doi: <https://doi.org/10.29313/jrpr.v1i1.79>.
- Widyaningsih, Winda, Rizky Wulan Ramadhani, and Edy Prihantoro. 2025. "Political Polarization through Political Memes for New Voters in the 2024 Presidential Election." 11(1):165–74. doi: <https://doi.org/10.30813/bricolage.v11i1.6228>.
- Widyarthara, Adhi, and Amar Rizqi Afdholy. 2022. "Karakteristik Permukiman Kampung Tematik Di Kota Malang." *Pawon: Jurnal Arsitektur* 6(1):95–108. doi: 10.36040/pawon.v6i1.4439.
- Wulandari, Virani, Gema Rullyana, and Ardiansah. 2021. "Pengaruh Algoritma Filter Bubble Dan Echo Chamber Terhadap Perilaku Penggunaan Internet." *Berkala Ilmu Perpustakaan Dan Informasi* 17(1). doi: <https://doi.org/10.22146/bip.v17i1.423>.