



The Aspects of Ideological Polarisation between Muslims and Hindus on TikTok

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Social media platforms are used as a duelling ground for people of different faith affiliations. Since 2020, TikTok has become the most popular platform for duels through video posts. This research addresses the Muslim-Hindu conflict as a symptom of the post-colonial era and the strategic convergence between its objectives and those of the extreme right whose popularity is rising at a consistent and unprecedented pace all over the world since World War II. The prevailing belief among communications researchers is that the mechanisms of network functions; the unequal communicative nature between various parties that they imposed; and the resulting centralisation, control and domination are contrary to what was hoped for. In fact, they perpetuate a polarising climate that complicates opportunities for understanding and dialogue between cultures and allow for the spread of fanaticism, hate speech, demagoguery, intellectual discord and irrationality.

The research focuses on the analysis of an intentional sample of 100 of the most viewed TikTok videos about the issue. It adopts the dual methodology for quantitative and qualitative analysis in an integrative framework using mixed method research, as introduced by John Creswell in 2009, and applies the Straussian approach from the grounded theory, which includes four stages for dealing with data: code, concept, category and theme. It also uses quantitative analytical tools to extract objective indicators of frequency and the rate of using text, images and hashtags in TikTok videos on the subject.

The study reaches a number of findings. The most important of these is that TikTok activists tend to prioritise the factors of attraction and visual dazzle over producing substantial content that calls for the realisation of reason and thinking. This weakens the spread and circulation of logical content; and despite the structural appeal of visual and graphically rich content, the percentage of users trying to communicate deeper, more meaningful ideas and useful information is encouraging. This makes content calling for coexistence and dialogue greater than racist content promoting polarisation. In fact, topics pertaining to coexistence and conflict are the most commented on and liked on the platform.