



The Erosion Of Social Beliefs and Spirituality in *Post-Truth Culture*

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ABSTRACT

The rapid evolution of digital technology has profoundly transformed social interaction and spiritual understanding within contemporary society. This study explores the erosion of social trust and spirituality in the post-truth era through the lens of the Algorithmic Amplification Theory developed by Tarleton Gillespie. Employing a library research method, this paper examines scholarly literature and empirical studies that discuss how social media algorithms shape patterns of information consumption and religious meaning-making. The findings reveal that algorithms are not neutral technical instruments but active agents that amplify emotional, sensational, and divisive content, thereby reinforcing confirmation bias and diminishing traditional authority. This algorithmic process contributes to the fragmentation of social cohesion and the distortion of spiritual authenticity within digital spaces. From an Islamic perspective, the study highlights the importance of *tabayyun* (verification) and ethical communication as essential principles for constructing a more trustworthy and spiritually grounded information ecosystem. The research concludes by recommending a multi-level approach involving technological regulation, spiritually oriented digital literacy, and the development of ethical algorithms that promote social harmony and collective well-being.

Keywords: *Social Trust Erosion, Spirituality, Post-Truth Culture*

INTRODUCTION

The transformation of the digital landscape in the last two decades has brought about a fundamental paradigm shift in the way people access, process, and trust information. This era, marked by the dominance of social media platforms and algorithm-based content curation, has given rise to what many researchers refer to as the "post-truth" era, a condition in which objective facts have less influence on shaping public opinion than narratives that touch on personal emotions and beliefs (Cosentino, 2021). In this context, social trust has undergone significant degradation, with only 40% of the global public still trusting the news they consume, a figure that has stagnated since the last three years (Reuters Digital Report, 2025). This condition is further exacerbated by the characteristics of social media algorithms that tend to prioritize content that triggers high emotional responses, create echo chambers that reinforce confirmation bias, and ultimately erode the foundations of interpersonal and institutional trust that are pillars of social cohesion.

This phenomenon of faith erosion not only has an impact on the socio-political dimension, but also penetrates into a more personal and transcendental realm: the spirituality of society. Digital platforms have changed the way individuals express, consume, and shape their spiritual understanding. Recent research suggests that social media algorithms play a significant role in shaping perceptions of spirituality, where algorithmically curated spiritual content tends to follow the logic of "algorithmic conspiratoriality" a condition in which spiritual beliefs are personalized in such a way as to create the illusion that certain content is "intended" for a particular user (Kanthawala et al., 2025). This transformation creates paradoxes: on the one hand, digital media expands accessibility to spiritual content and facilitates virtual spiritual communities; but on the other hand, algorithmic personalization can erode collective understanding and distort the authentic meaning of traditional spiritual teachings (Campbell, 2020).

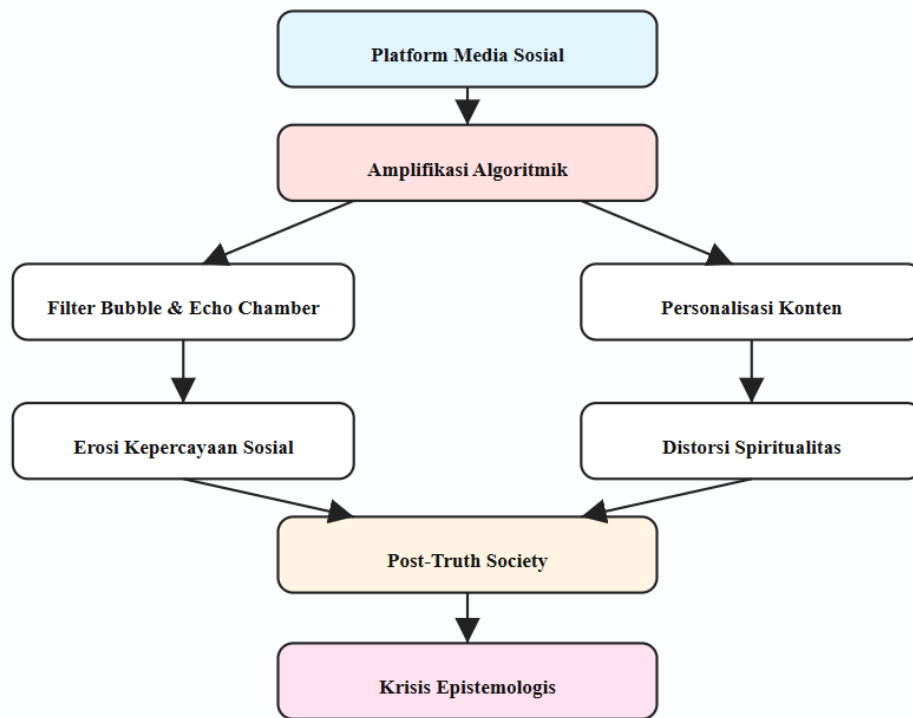


Figure 1. Algorithmic Amplification Mechanisms in Shaping Culture Post-Truth

The Algorithmic Amplification Theory developed by Tarleton Gillespie (2018) offers a comprehensive conceptual framework for understanding this phenomenon. Gillespie explained that algorithms are not just neutral technical instruments, but socio-technical constructs that contain certain values, assumptions, and interests of their designers. In the context of social media platforms, algorithms function as "custodians of the internet" that actively shape public discourse through the process of selection, curation, and distribution of content (Gillespie, 2018). The algorithmic amplification mechanism works through several stages: first, the algorithm identifies content that has high engagement potential based on previous user interaction patterns; second, the content is prioritized in user feeds that have similar characteristics; third, the engagement cycle creates a snowball effect where content that has gone viral tends to continue to be amplified (Fletcher et al., 2025). This process systematically changes the digital information landscape, where the amplified content is not always the most accurate or qualitative, but rather the most "algorithmically recognizable" (Gillespie, 2014).

In the Indonesian context, the transformation of digital communication has presented unique challenges in maintaining the values of social trust and spirituality. As a country with the largest Muslim population in the world and a very active social media user, Indonesia is under double pressure: on the one

hand, people are faced with a very massive flow of digital information; on the other hand, the foundation

Social beliefs based on traditional communal and spiritual values are under pressure due to the dynamics of digital media (Azzahra & Kuswanti, 2024). Research shows that spiritual content on Indonesian social media tends to be fragmented, where traditional spiritual authorities have to compete with spiritual "influencers" whose legitimacy is based more on the number of followers than the depth of knowledge (Kristiyono & Ida, 2025). This transformation not only changed the way people access spiritual content, but also reshaped their understanding of fundamental concepts such as truth, belief, and spiritual authority.

Table 1.
Comparison of the Dimensions of Faith and Spirituality in the Pre-Digital Era vs Post-Truth Digital

Dimensi	Era Pra-Digital	Era Post-Truth Digital	Dampak Algoritmik
Sumber Informasi	Institusi terpercaya (media massa, lembaga pendidikan)	Tersebar, tidak terverifikasi (media sosial, <i>influencer</i>)	Amplifikasi konten sensasional over konten faktual
Kepercayaan Sosial	Berbasis relasi komunal & otoritas tradisional	Tersebar, cair, berbasis viral	Erosi kepercayaan terhadap institusi; polarisasi
Spiritualitas	Terstruktur, berbasis komunitas & ajaran formal	Terpersonalisasi, berbasis konsumsi konten individual	Distorsi makna; " <i>algorithmic conspirituality</i> "
Verifikasi Kebenaran	Melalui otoritas & konsensus sosial	Melalui kesesuaian dengan keyakinan personal	Reinforcement bias konfirmasi; echo chambers
Otoritas Pengetahuan	Sentralisasi pada expert & institusi	Desentralisasi; demokratisasi yang chaotic	Displacement otoritas tradisional dengan viral figures

Algorithmic amplification mechanisms systematically contribute to the erosion of social trust through three main pathways. First, algorithms tend to prioritize content that triggers a high emotional response, which is often controversial, polarizing, or even misinformation, over content that presents balanced facts but lacks "engaging" (Fletcher & Nielsen, 2019). Second, algorithmic personalization creates a filter bubble where users are only exposed to content that aligns with their views, thereby eroding society's capacity to understand different perspectives and build social consensus (Masip et al., 2020). Third, the algorithmic structure that prioritizes engagement metrics (likes, shares, comments) shifts the legitimacy of information from factual validity to viral popularity, thus creating "calculated publics" that are no longer based on objective truth but on collective emotional resonance (Gillespie, 2014). The combination of these three mechanisms creates an information environment that is not conducive to the formation of healthy social trust, where excessive skepticism of institutions and authority is the new norm.

Previous studies have documented various dimensions of the relationship between algorithmic amplification and decreased trust. Longitudinal research in 46 countries showed that the use of social media as a major news source correlated with a decline in the level of trust in news, where algorithmic structures that prioritize partisan and cross-cutting content contribute to complexity and confusion in evaluating the credibility of information (Fletcher et al., 2025). In Australia, public concern over the ability to distinguish between real and fake news on social media platforms reached 75%, with Facebook and TikTok being the most worried platforms (Digital News Report Australia, 2025). In the context of spirituality, research on "algorithmic conspirituality" shows that spiritual content creators on TikTok develop specific strategies to "work with" algorithms, creating content that they believe is "intended" to reach a specific audience, a belief that combines spiritual logic with algorithmic mechanisms (Kanthawala et al., 2025). This phenomenon indicates that algorithms not only shape what we see, but also how we understand meaning, purpose, and even divine intervention in our digital lives.

From the perspective of the Quran, the phenomenon of the erosion of trust and the dissemination of information

This unverified has been recalled since 14 centuries ago. In Surah Al-Hujurat verse 6, Allah SWT says:

يا أيها الذين آمنوا إن جاءكم فاسق بنبأ فتبينوا أن تصيبوا قوماً بجهالة فتصبحوا على ما فعلتم نادمين

"O you who have believed, if a wicked person comes to you with a message, then examine the truth, so that you do not harm a people because of your ignorance, for which you regret your deeds".

In the tafsir of Al-Misbah, M. Quraish Shihab explains that this verse emphasizes the importance of verifying information (tabayyun) before disseminating or making decisions based on the information, especially if the information comes from an uncredible source (Shihab, 2002). This tabayyun principle is particularly relevant in the context of the digital age, where the speed of information dissemination through algorithms often beats the precision of verification (Siregar et al., 2025).

Furthermore, the Qur'an also warns about the dangers of slander that can damage the social order. In Surah An-Nur verses 11-20, Allah explains in detail the consequences of spreading information without clear evidence, where spreading false news or unfounded issues is categorized as an act that has a bad impact both in this world and in the hereafter (Ibn Kathir, 1994). According to Tafsir Ibn Kathir, these verses are descended in connection with the event of ifk (news lies) against Aisyah r.a., which shows how serious the impact of the spread of false information is on individual honor and the stability of society. In the context of algorithmic amplification, the speed and reach of spreading slander through social media can create much more massive and systemic damage than the pre-digital era (Setiyanto, 2019). Ibn Kathir emphasized that those who spread false news and slander belong to the category of "those who come with al-ifk" (the event of a big lie), which is strongly threatened in the verse.

The dimension of spirituality in the post-truth era has also received special attention in the Islamic teachings. The Prophet PBUH said in a hadith narrated by Muslim:

لِ مَا سَمِعَ دَبَّ بِكَ سِ كَفَى بِالْمَرْءِ كَذِبًا أَنْ يُح

"It is enough for a person to be said to be lying if he tells everything he hears" (HR. Muslim).

This hadith underscores the importance of selectivity and verification in communication, a principle that is particularly relevant in the context of social media algorithms that encourage rapid dissemination without in-depth verification. In the tafsir of Al-Qarni, it is explained that this hadith teaches that not all the information we receive is worthy of dissemination, and the obligation of a believer is to clarify (tabayyun) before conveying information to others (Al-Qarni, 2008). This principle is contrary to the viral mechanism desired by social media algorithms, which instead provide a reward in the form of high visibility on content that is quickly spread without a mature curation process.

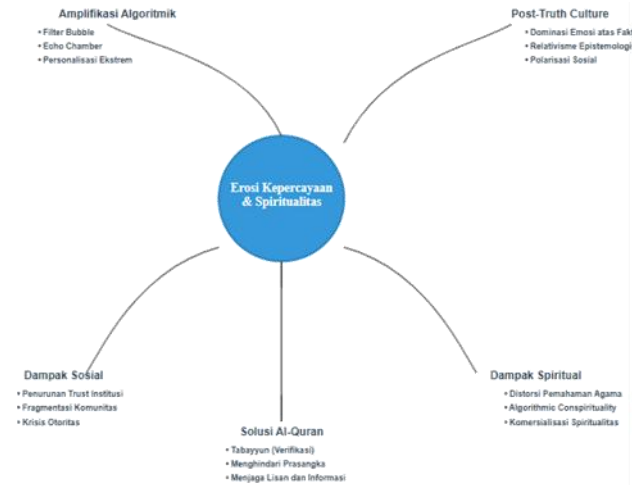


Figure 2. Mind Map Interconnection of the Erosion of Social Trust and Spirituality

Previous research has also identified that social media algorithms create a displacement against traditional social and spiritual authority. In the Indonesian context, this phenomenon is clearly seen where spiritual influencers who have millions of followers often have greater influence than traditional scholars who have scientific credibility but are not "algorithmically optimized" (Hosen, 2019). Studies of Qur'anic interpretations on social media show that spiritual content that has gone viral tends to use a rhetorical-persuasive approach, simplify complex concepts, and frame teachings in a context that is relatable to the daily lives of netizens, although sometimes at the expense of depth and accuracy of understanding (Ghozali, 2022). This phenomenon creates a paradox: accessibility to spiritual content increases, but the quality and depth of spiritual understanding decreases due to algorithmic curation logic that prioritizes engagement over substance.

Furthermore, digital transformation has changed the way young generations build their spiritual blueprints. Research on college students in Indonesia shows that the internet is seen as the main source of developing useful spiritual guidelines for daily life, where the majority of participants consider the internet to have more positive than negative influences (Rehm, 2020). However, other studies indicate that reliance on social media for spiritual content can erode the ability for deep personal reflection, where users consume more spiritual content in a format that is easily digestible (bite-sized) but less encourages substantial contemplation (Yust, 2014). In this context, algorithms function as a kind of "digital shepherd" that directs the user's spiritual journey, but with a compass calibrated based on engagement metrics rather than on the depth of spiritual meaning (Campbell, 2020).

The dimension of communication ethics in Islam is also an important consideration in understanding this phenomenon. The Qur'an not only commands the verification of information, but also regulates manners in communicating and conveying information. In

Surah Al-Isra verse 36, Allah says:

وَلَا تَقْفُ مَا لَيْسَ لَكَ بِهِ عِلْمٌ إِنَّ السَّمْعَ وَالْبَصَرَ وَالْفُؤَادَ كُلُّ أُوْءَلٰٓئِكَ كَانَ عَنْهُ مَسْئُوْلًا

"And do not follow anything that you do not know. Indeed, hearing, sight, and conscience, all of these will be held accountable" (Al-Tabari, 2007).

This verse affirms individual responsibility for every piece of information they absorb and disseminate, a principle that is increasingly crucial in an era of algorithmic amplification where a single click can spread information to thousands or even millions of people in seconds. This principle of prudence and information responsibility is contrasted with the design of algorithms that encourage impulsive sharing through various features of ease of sharing (Istriyani & Widiana, 2016).

Based on the description above, it is clear that the phenomenon of erosion of social trust and spirituality in post-truth culture is a complex problem that requires in-depth study through the perspective of Algorithmic Amplification Theory. Algorithmic mechanisms not only impact the information and political dimensions, but also penetrate into a very personal and fundamental realm: how Individuals build social trust and understand their spirituality. In the context of Indonesia as the largest Muslim country with very high social media penetration, the urgency of this research has become increasingly significant to understand how technology reshapes the social-spiritual foundations of society. This research seeks to bridge the theoretical understanding of algorithmic amplification with empirical realities in the field, as well as explore the relevance of Islamic spiritual values, especially the principle of *tabayyun*, prudence in communication, and maintaining social trust as an alternative framework to navigate the complexity of the contemporary digital ecosystem.

METHOD

This research was carried out using a library research approach. This method was chosen because the focus of the research is on conceptual and theoretical analysis of the phenomenon of erosion of social beliefs and spirituality in post-truth cultures which is studied through the perspective of Algorithmic Amplification Theory. The first stage carried out by the researcher is to identify and formulate research problems based on social phenomena that appear from various scientific publications and digital media reports. After the formulation of the problem is determined, the researcher conducts an intensive literature search

of books, journals, and scientific articles relevant to the research theme. According to Sugiyono (2021), the first step in literature research begins with identifying credible sources of information to strengthen the theoretical basis of a scientific study.

The next step is the selection and classification of library sources based on their relevance, up-to-dateness, and credibility. The researcher used PRIMER sources in the form of communication methodology and theory books, as well as secondary sources in the form of scientific articles, research reports, and digital documents published in the last five years. Each reading material is then read in depth and important points related to the research variables are noted, namely social beliefs, spirituality, and algorithmic amplification mechanisms. This process is carried out systematically with a content analysis approach, as explained by Zed (2020) that literature study is not just reading, but also interpreting meaning and finding relationships between concepts critically and logically.

After all the library data is collected, the researcher enters the data analysis and synthesis stage. At this stage, various theories and empirical findings from literature sources are compared and interpreted to find consistent thinking patterns and arguments that support the focus of the research. The analysis was carried out by emphasizing the aspect of the connection between the theory of algorithmic amplification and digital reality in Indonesia, and contextualized with spiritual values in the Qur'an. In line with Mulyadi's (2022) view, researchers strive not only to describe data descriptively, but also to construct new understandings through analytical and reflective reasoning. Thus, this study produces conclusions that are not only conceptual, but also applicable to the dynamics of social-spiritual communication in the digital era.

RESULTS AND DISCUSSION

Algorithmic Amplification Mechanisms in the Erosion of Social Trust in the Post-Truth Era

An in-depth analysis of the phenomenon of social trust erosion in post-truth culture shows that social media algorithms operate as socio-technical agents that systematically reshape the digital information landscape. The findings from the literature review confirm Gillespie's Algorithmic Amplification Theory proposition that algorithms are not just neutral technical tools, but instruments that contain certain values and interests that have an impact on the formation of public discourse. Recent research proves that engagement-based algorithms on social media platforms tend to prioritize content that contains high emotional content, especially those that are controversial and polarizing, over content that

presents factual information but lacks interaction (Milli et al., 2025). An algorithmic audit study of Twitter's platform demonstrated that engagement-based algorithms significantly amplify out-group hostile content and content that triggers negative emotional responses, even though users explicitly state that they do not want that type of content in their feeds. These findings indicate a fundamental dissonance between revealed preferences through engagement behavior and user-expressed preferences, a gap that is exploited by algorithmic logic to maximize user time and interaction on the platform (Milli et al., 2025).

In an epistemological context, algorithmic amplification mechanisms create conditions referred to by researchers as "algorithmic displacement of social trust," a process in which algorithms systematically replace traditional processes that have historically underpinned the epistemic legitimacy of news institutions and social authorities (Knight First Amendment Institute, 2023). Systematic research analyzing the influence of algorithms on the legitimacy of journalistic media found that algorithms function as agents that reconfigure the visibility and legitimacy of journalistic content, rather than as neutral intermediaries as previously assumed (Chiridza & Mare, 2025). The study identified that news-feed personalization creates an "echo-bubble" effect that amplifies polarization and misinformation, where users are systematically exposed to only content that confirms their pre-existing beliefs, thereby eroding society's capacity to build objective fact-based social consensus. Furthermore, longitudinal research in 46 countries confirmed that the use of social media as a major news source correlates with lower levels of trust in news, where algorithmic structures favor partisan content contributes to complexity and confusion in evaluating the credibility of information (Fletcher et al., 2025).

Empirical findings suggest that algorithms tend to amplify so-called "PRIME" content that is prestigious, in-group, moral, and emotional a category of content that leverages human social learning biases to optimize engagement time on the platform (Brady et al., in Milli et al., 2025). Although humans evolutionarily develop a bias towards PRIME information for adaptive reasons, the exploitation of this bias in the context of modern social media has led to increased social misperceptions and conflict. Recent research reveals that 64% of users who join extremist groups on Facebook do so because of the platform's recommendation tools, a statistic that underscores the power of algorithmic amplification in shaping users' affiliations and social identities (The Wall Street Journal in US Congress Report, 2021). This phenomenon creates an information environment that is not conducive to the formation of healthy social trust, where excessive skepticism of institutions and authorities is the new norm, while

content containing misinformation and disinformation is actually amplified due to its emotional and viral characteristics.

From an Islamic perspective, this phenomenon is in line with the Qur'an's warnings about the importance of verifying information before disseminating or believing it. The principle of *tabayyun* emphasized in Surah Al-Hujurat verse 6 becomes very relevant in the context of algorithmic amplification, where the speed of information dissemination through viral mechanisms often beats the precision of verification (Shihab, 2002; Siregar et al., 2025). Studies on religious misinformation on social media show that content containing false or misinterpreted religious claims is actually easier to escape platform moderation because it appears "community-friendly" and requires a deep understanding of the science of Hadith and the political economy of religious misinformation to be able to identify its falsehoods (Alimardani & Elswah, 2020). Research in Bangladesh identified that Muslims have a higher capacity to identify political misinformation (trust 27.91%, denial 35.27%) compared to religious misinformation (trust 94.72%, denial 2.31%), indicating that high religious sensitivity actually makes people more vulnerable to misinformation wrapped up in religious narratives (Al-Zaman, 2024). This phenomenon shows that algorithms shape not only what we see, but also how we perceive and trust information, especially in highly personal realms such as religion and spirituality.

Transformation of Spirituality in Algorithmic Ecosystems

The dimension of spirituality in the post-truth era has undergone a fundamental transformation due to algorithmic curation mechanisms. Recent research identifies the phenomenon of "algorithmic conspirituality" as a manifestation of the complex interaction between spiritual logic and algorithmic logic, in which spiritual content creators develop specific strategies to "cooperate" with the algorithms of platforms like TikTok (Kanthawala et al., 2025). The study shows that spiritual content creators believe that algorithms have a kind of "divine agency" that directs their content to audiences that are "destined" to receive it, a belief that combines spiritual understanding with the platform's technical mechanisms. This phenomenon creates a paradoxical condition in which spirituality that is supposed to be transcendental and universal is instead hyperpersonalized, where each user receives an algorithmically curated spiritual diet based on their previous engagement patterns, rather than based on the depth or authenticity of the spiritual teachings themselves.

Digital transformation has changed the way young generations, particularly Generation Z, build their spiritual blueprint. Research shows that

when Generation Z views digital religious practices positively they are attracted to the accessibility, convenience, and sense of community it facilitates they are much more likely to integrate these practices into their daily lives (Pehar et al., 2020; Graça & Brandão, 2024). The ability to access religious content anytime, anywhere, and connect to a global faith network makes spirituality feel more like a meaningful personal journey than a formal obligation (Campbell, 2012). Visual platforms like TikTok and Instagram play a major role in how Generation Z absorbs religious information, where the majority of the content they share such as selfies while visiting places of worship is often centered on seeking blessings or capturing moments of spiritual significance (Epafras et al., 2021). However, research also indicates that reliance on social media for spiritual content can erode the ability for deep personal reflection, where users consume more spiritual content in a format that is easily digestible (bite-sized) but less encourages substantial contemplation (Yust, 2014; Campbell, 2020).

In the Indonesian context, the phenomenon of displacement of traditional spiritual authority is very real. Spiritual influencers who have millions of followers often have greater influence than traditional scholars who have scientific credibility but are not "algorithmically optimized" (Hosen, 2019). Studies of Qur'anic interpretation on social media show that spiritual content that goes viral tends to use a rhetorical-persuasive approach, simplify complex concepts, and frame teachings in a context that is relatable to the daily lives of netizens, although sometimes at the expense of depth and accuracy of understanding (Ghozali, 2022). Research on Indonesian students confirms that the internet is seen as the main source in developing spiritual guidelines that are useful for daily life, where the majority of participants consider the internet to have more positive than negative influences on their spirituality (Rehm, 2020). However, this phenomenon creates a paradox: accessibility to spiritual content is increasing, but the quality and The depth of spiritual understanding has actually decreased due to algorithmic curation logic that prioritizes engagement over substance.

The Islamic perspective provides a critical framework for understanding this transformation of digital spirituality. The Quran in Surah Al-Isra verse 36 affirms the responsibility of individuals for every information they absorb and spread: "And do not follow what you do not know. Indeed, hearing, sight, and conscience, all of these will be held accountable" (Al-Tabari, 2007). This principle of prudence and information responsibility is contrasted with the design of algorithms that encourage impulsive sharing through various features of ease of sharing (Istriyani & Widiana, 2016). The hadith of the Prophet PBUH narrated by Muslim: "It is enough for a person to be told a lie if he tells everything he hears"

underscores the importance of selectivity and verification in communication, a principle that is very relevant in the context of social media algorithms that actually encourage rapid dissemination without in-depth verification (Al-Qarni, 2008). Research on Islamic communication ethics in dealing with hoaxes emphasizes that Islamic tradition teaches that not all information received is worthy of dissemination, and that it is the duty of a believer to clarify (*tabayyun*) before conveying information to others, a principle that is contrary to the viral mechanism desired by social media algorithms that reward high visibility on content that is quickly spread without being spread A mature curation process.

Algorithmic Implications for the Degradation of Social and Spiritual Authority

Analysis of the relationship between algorithmic amplification and decreased trust in social and spiritual authority reveals consistent patterns across a variety of geographic and cultural contexts. Systematic research shows that algorithms create conditions where legitimacy is no longer determined by institutional credibility or depth of knowledge, but rather by viral engagement and popularity metrics (Lasser et al., 2025). Studies in different countries show that high perceptions of the use of News Recommender Systems (NRS) correlate with decreased trust in news outlets, a relationship moderated by the perception of user benefits and concerns (Blassnig et al., 2024). This phenomenon indicates that the algorithmic opacity of non-transparency in how content is systematically selected and sorted degrades the legitimacy of traditional institutions, while communicative transparency can mitigate public skepticism. In Australia, public concern over the ability to distinguish between real and fake news on social media platforms reached 75%, with Facebook and TikTok being the most worried, reflecting a deepening crisis of epistemic trust (Digital News Report Australia, 2025).

In a spiritual context, the research identified that algorithms create what can be termed "democratization without expertise" a condition in which social media facilitates the democratization of access to content religious but without adequate quality control and authority mechanisms (Isetti et al., 2020). This phenomenon erodes the authority of traditional religious institutions, where religious leaders tied to geographic locations such as mosques or churches now have to compete with spiritual influencers who gain a global following through content designed for maximum engagement but not necessarily theologically accurate (Campbell, 2020). Studies show that the COVID-19 pandemic accelerated this transformation, where restrictions on physical gatherings forced religious institutions to migrate to digital platforms, creating new venues for expressing

religious fervor without adequate institutional oversight (Aduragba et al., 2022). The effect of this democratization is the fragmentation of religious understanding, in which individuals construct highly personal and fluid spiritual identities, often combining elements from various spiritual traditions based on what "resonates" with them algorithmically, rather than on the basis of theological coherence or authoritative traditions.

Research on religious misinformation in the Middle East and North Africa (MENA) region reveals a unique dynamic in which religious authorities with ties to political establishments utilize social media platforms to expand their influence, often producing content containing religious misinformation for political or financial purposes (Alimardani & Elswah, 2020). The study identifies that perpetrators of religious misinformation span a broad spectrum: from religious authorities who are motivated to attract more followers or relevance during critical moments such as the pandemic, to content creators who fabricate, misinterpret and misuse religious texts to attract followers for monetary gain. This phenomenon creates a dangerous religious "infodemic," where unverified information about religious practices such as "Islamic Medicine" that claims to cure COVID-19 without a scientific basis is widely amplified through algorithms without adequate fact-checking mechanisms. The Iranian case shows how figures like Tabrizian can maintain their clergy platforms and titles despite promoting dangerous anti-science views, protected by support from religious authorities and governments as well as the absence of regulation against religious misinformation on platforms such as Telegram and the Apparatus (Aramesh, 2018; Alimardani & Elswah, 2020). From the perspective of Islamic epistemology, this degradation of social and spiritual authority can be understood through the concepts of amanah (responsibility) and ihsan (excellence in action). Ibn Khaldun in Muqaddimah emphasizes the importance of critical investigation of factual information by considering its conformity with existing general conditions, a method of verification that is particularly relevant in the context of algorithmic amplification (in Zubair et al., 2019). Ibn Khaldun also identified that partisanship results in the spread of misinformation: "If the soul is impartial in receiving information, it dedicates to that information a part of the critical investigation that the information deserves, and its truth or falsehood thus becomes clear. However, if the soul is infected with partisanship for a sect or opinion, he accepts without momentary doubt information that supports his views" (Ibn Khaldun in Zubair et al., 2019). This principle identifies the same psychological mechanisms that social media algorithms exploit through bubble filters and echo chambers. The rich Islamic intellectual tradition of logic and information verification that continues to be taught in Muslim theological

seminaries around the world to this day offers an alternative framework for navigating the complexity of the digital information ecosystem, where multi-level verification and independence from confirmation bias are fundamental principles (Yaqeen Institute, 2020).

Mitigation Strategies Based on Islamic Spiritual Values

Based on a comprehensive analysis of algorithmic amplification mechanisms and their impact on social beliefs and spirituality, this study identifies several mitigation strategies that are rooted in Islamic spiritual values and can be applied in contemporary digital contexts. First, the reactivation and contextualization of the *tabayyun* principle as a digital literacy framework that must be owned by every Muslim in the digital era. Research shows that the implementation of the principle of information verification based on the Quran and Hadith can be an effective bulwark against the spread of misinformation and disinformation (Othman et al., 2020; Zubair et al., 2019). This principle includes not only factual verification, but also a critical evaluation of the source of the information, the motives behind the dissemination of the information, and the potential impact of the dissemination of that information on individuals and society. Studies show that religious value-based education about the dangers of defamation and the importance of keeping it oral or in a digital context, keeping a "finger" before pressing the share button can significantly reduce the spread of unverified content (Siregar et al., 2025).

Second, strengthening the role of clerics and religious institutions in the digital ecosystem through increasing digital literacy capacity and strategic digital presence. Research identifies that the main challenge facing traditional spiritual authorities is the inability to strategically optimize digital platforms, not the absence of credibility or depth of knowledge (Hosen, 2019; Christian & Ida, 2025). Religious institutions need to develop content strategies that blend theological authenticity with an engaging format without sacrificing depth of substance. Studies show that transparency, accountability, and oversight of algorithmic processes are prerequisites for restoring trust in journalism and can also be applied in the context of religious communication (Aagaard, 2022; Grimmelikhuijsen, 2022). Religious platforms can develop a more responsible digital ecosystem by integrating scientific-based fact-checking mechanisms for religious claims, peer-review by credible theological authorities, and user education on how algorithms shape their consumption of spiritual content.

Third, the development of an "ethical algorithm" or alternative algorithm that optimizes not only engagement but also the quality of civil discourse and the truth of information. Recent research suggests that algorithms based on stated

user preferences of what users explicitly say they want to see can reduce the amplification of divisive, partisan, and hostile content to out-groups, although more research is still needed on trade-offs potential of this approach (Milli et al., 2025). In the context of Islam, this means developing an algorithm that prioritizes content that encourages wisdom, compassion, and public interest, not just content that maximizes engagement time. Some researchers propose the design of content recommendation algorithms that serve the societal good by integrating various metrics related to the dimensions of civic discourse, such as affective polarization, toxicity, factual density, and information trustworthiness (Lasser et al., 2025). This framework can be contextualized with Islamic values to develop a healthier digital ecosystem that is conducive to the formation of a faith-based and knowledgeable society.

Fourth, empowering the Muslim community in the practice of digital mindfulness and conscious consumption of spiritual content. Research shows that social media can be a valuable tool if used responsibly, but it can also encourage excessive self-promotion, vanity, and envy (*hasad*) which are prohibited in Islam (Hussain, 2024). The Qur'an reminds us: "Allah does not like those who are arrogant and arrogant" (An-Nisa: 36), and the Prophet PBUH warned: "Beware of envy, for envy eats good as fire eats wood" (Abu Dawud). Practical implementation of these values in the digital context includes: (1) regular self-audits of intentions (*niyyah*) in consuming and producing spiritual content; (2) the practice of periodic digital detox to facilitate deep reflection that is not mediated by algorithms; (3) prioritizing quality over quantity in the consumption of spiritual content; and (4) the development of critical consciousness about how algorithms shape our spiritual perceptions. Research shows that the relationship between attitudes towards social media and spirituality is modest, indicating that although social media can influence aspects such as mindfulness or the search for meaning, it is not the main determinant of spiritual life which is more shaped by personal, cultural, and relational factors (Otrar & Argin, 2013; Hardt et al., 2011).

Fifth, advocacy for a regulatory framework that protects the integrity of religious discourse in the digital space. Research identifies that the proliferation of misinformation and disinformation amplified by algorithms represents a defining challenge to democracy, public trust, and collective well-being (Adam et al., 2025). Well-structured regulation, transparency in algorithm design, real-time fact-checking integration, ethical platform governance, and user education on digital literacy are key recommendations to balance the benefits of open expression with the need to mitigate the harmful impacts of misinformation in an algorithmically curated space. In the Indonesian context, the development of

a regulatory framework that integrates the values of Pancasila and Islamic principles can provide the foundation for a healthy digital ecosystem, where freedom of expression is maintained but remains within the corridor of social and spiritual responsibility. Research shows that a multi-stakeholder approach involving governments, technology platforms, religious institutions, academics, and civil society is needed to develop comprehensive and sustainable solutions to the challenges of social trust erosion and spirituality in post-truth cultures (Yurrita et al., 2022; Stray, 2020).

The above findings confirm the central proposition of Algorithmic Amplification Theory that algorithms operate as "custodians of the internet" that actively shape public discourse, including in the realm of spirituality and social belief. The theoretical implication of this research is the need for a reconceptualization of the role of technology in religious life, where technology is not seen as a neutral tool that can be used for good or bad purposes, but rather as an ecology that shapes the way we think, feel, and relate to the transcendent. From an Islamic perspective, this demands the development of an "Islamic Digital Theology" that integrates the principles of classical Islamic epistemology with the realities of contemporary digital technology, creating a framework for a spiritually authentic yet technologically sophisticated digital life. This research also underscores the urgency of developing alternative metrics of success in the digital ecosystem, where success is no longer measured solely by engagement rates or growth metrics, but rather by its contribution to the formation of an informed, empathetic, and spiritually grounded society.

CONCLUSION

An in-depth study of the phenomenon of erosion of social trust and spirituality in post-truth culture through the perspective of Algorithmic Amplification Theory reveals that social media algorithms operate as socio-technical agents that systematically reshape the contemporary information and spirituality landscape. Amplification mechanisms that prioritize engagement over substance have created a paradoxical condition in which information accessibility increases but social trust is significantly degraded. Digital platforms no longer function as a neutral medium, but rather as an ecology that actively shapes people's perceptions, beliefs, and spiritual practices through algorithmic personalization that erodes collective understanding.

The study's findings confirm that engagement-based algorithms consistently prioritize emotional and controversial content, creating a filter bubble that reinforces confirmation bias while shifting legitimacy from institutional credibility to viral popularity. In the dimension of spirituality, the

phenomenon of algorithmic conspirituality and democratization without expertise has eroded traditional authority, creating a fragmentation of personalized religious understanding yet superficial. Indonesia's context as the largest Muslim country with high social media penetration faces the dual challenge of maintaining social beliefs based on communal values and traditional spiritual authority amid the rapid flow of algorithmically curated digital information.

The Islamic perspective offers an alternative framework through the principles of *tabayyun*, information responsibility, and prudence in communication in contrast to the algorithmic logic that encourages impulsive sharing. The implementation of Islamic spiritual values in the digital ecosystem requires a multi-dimensional approach: reactivation of the Quran-based verification principle, strengthening the digital literacy capacity of religious institutions, developing a benefit-based ethical algorithm, empowering digital mindfulness practices, and advocating for a regulatory framework that protects the integrity of religious discourse. This research underscores the urgency of developing Islamic Digital Theology that integrates classical Islamic epistemology with contemporary technological realities to navigate the complexities of the post-truth era in an authentically spiritual yet technologically sophisticated manner.

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