STUDYING THE POTENTIAL CONNECTION BETWEEN PEACE AND HUMAN RIGHTS: CONTENT ANALYSIS OF FACEBOOK POSTS

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ABSTRACT
The focus of the study was to determine the potential connection between peace and the human rights. It was done from the content analysis of Facebook posts, as Facebook was the leading social media sites among the SNS users. On the basis of purposive sampling, posts were selected from the different Facebook pages which were representative of UN. The quantitative content analysis was used to establish codes. The coding scheme thus designed assisted to collect and analyse the data by deductive and inductive coding. Results indicated that, there was positive connection of 40% between peace making and human rights with reference to post, and 60% of negative responses upon the content of post in comments section through which analysis of the response of the users was drawn.
Keywords: Human rights, Peace, UN, Equality, UDHR, Facebook, Content analysis.

INTRODUCTION
Facebook is the most popular and largest social networking site with approximately '2.91b monthly active users in the third quarter of 2021' (Statista, 2021). It has increasingly gained its recognition as research tool in the various disciplines of social sciences. The data from Facebook is used to study the perspective upon connection between peace and universal human rights. The relationship between human rights and peace is interesting yet complex, relating to the context of defining the two; internationally or locally. But the linkage of the two is genuine either way.

1948 universal declaration of human rights mentioned that "Recognition of the inherent dignity and of the equal inalienable rights of all the members of the human family is the foundation of Peace in the world" indicating the privilege of peace in universal human rights. As recently UDHR considered the theme of "equality; reducing inequalities, advancing human rights" with respect to article 1 which states "all human beings are born free and equal in dignity and rights, so this study focuses mainly on equality rights" (Universal Declaration of Human Rights, 1948).

The international perspective of human rights is used as prominent variable in connection to foster peace, but as right of equality is addressed mainly. Digital platforms are used enormously for the spread of information and socialization as well as for the purpose of research study. They can predict the global perspective upon the particular topic of interest. It also appears to be an unobtrusive way to analyse the content of Facebook post without any physical assertion. There are number of participants involved in taking stands for human rights through pages, groups or personal timeline posts. As the base is UDHR, so the pages of international recognition were addressed to study how potentially the universal human rights are linked to peace making.

REVIEW OF LITERATURE

The new trends of information distribution had been embraced by the phenomenal influence of social media sites, and so had the influence on human rights quest in order to make and sustain peace in the world. The modern notion of human rights was brought out after the World War II when in 1945 the United Nations was formed. The pursuit of human rights was then handled by UDHR in 1948. The UDHR has provided an insight for the definition of human rights. While the spread of social media eased in providing and making universal human rights and counter-response of people to be expressed and well analysed.

The international framework of Human rights was comprised by the 'agreed norms and was recognized by the states.it was considered essential in order to make and maintain peace in the societies. The deliverance and provision of human rights was the foundation for sustainable peace and sustainable development along with respect' (2020 Review of the UN Peacebuilding Architecture , 2020).

Referring to the history, the call for Human rights was made with the motto of "*Liberté, Egalité, Fraternité" the motto emerged during French revolution. It meant Liberty, Equality, Brotherhood. Its* emergence in 18th century became the cause of French revolution. The motto of French revolution resembles a lot with the article 1 of UDHR which states that "all people are born free and equal in dignity and rights" (Universal Declaration of Human Rights, 1948). The notion of equality can be drawn to egalitarianism, a concept of social equality for all people relating to rights and opportunities. According to Peter Saunders, 'equality has three types; formal equality, equality of opportunity and equality of outcome' (Saunders, 2011).

Platforms of social media are providing a supportive part providing equal chance for everyone to express their point of views, which relate equality with freedom. The connection made today with all over the world is never like the before. This increased connected is elevated tremendously because of social media. It has the strength to prevent conflict and assist in building peace along with conflicted debates due to unrestricted nature of information transfer. Social media is a popular but at the same time sensitive medium for peace promotion specifically in the countries where safety, human security is linked with social and moral integrity' (Graciyal & Viswam, 2018).

Social networking sites such that, Facebook has played a vital role as well as used as a tool for number of research studies upon the topics of human rights and peace. Women played a crucial role in the peace-making process, as it was analysed by Facebook page on WWP Jewish-Arab movements for peace, where women contribution was an integral part of this movement' (Ron, Suleiman, & Maoz, 2020). While a 'support for compromise in the scenario of Israeli-Palestinian conflict was explored by gender perception on female stereotyping and perception of threat' (David & Maoz, 2015).

In another study, 'Facebook pages were used to build ingroup solidarity, mobilizing intergroup in an ethnopolitical conflict' (de Vries, Maya, Kligler-Vilenchik, & Alyan, 2017). Computer mediated communication has assisted in the study of nature of arguments between the conflicted states i.e., 'Israel-Palestine whose findings indicate that complex argumentative structures were absent that could be a lead towards conflict resolution' (Donald & Maoz, 2007) Facebook assisted to address 'the ethical dilemma which was concerned with the freedom of expression and religious tension upon the semi-democratic rule in Myanmar' (Fink, 2018).

The challenging topics of study in collecting data are made easier through Facebook when 'empirical data was collected on the critical topic of domestic violence. The victims of domestic violence were identified more quickly and assisted in provision of domestic violence crisis service DVCR, timely' (Subramani, Wang, Vu, & Li, 2018). Freedom of speech is well expressed through the social sites, 'though the political participation even in conflicted country like Afghanistan was conducted but through social site, i.e., Facebook' (Orfan, 2021). Another research was conducted on the empirical relation between intergroup (de)humanization and trust during asymmetric conflict addressing the conflict between Muslims and Christians' (Montiel, de la Paz, & Cerafica, 2019). Although 'transforming of human attitude could be a mean of solving human problems' (Tenzin, 1984).

The social media diverted the stories, 'it has changed the way, war was used to fought, organized and ended. Not only war but the negotiation for peace is also well prompted through social media platforms. But with some challenges of using social media for disinformation and propaganda' (Majcin, 2018). So, whether war is destructive or constructive, it is well fought on social media. A similar study conducted in 'Ghana using Agona west Municipality, for addressing the social media victims to highlight the social media potential in violating human rights of others' (Aggrey, 2018).

METHODOLOGY

The research was based on content analysis methodology. The content analysis is the 'subjective interpretation of text' (Hsieh & Shannon, 2005) or the 'study of recorded human communications such as dairy entries, books, newspaper, videos, text messages, tweets, Facebook updates etc' (Perveen & Showkat, 2017). The data was collected from the Facebook pages which were representing the universal human rights as declared by UDHR. These were the official, verified Facebook pages of United Nations.

The unit of analysis were the posts and comments from these Facebook pages. Some of the codes were designed for the data collection by deductive coding while after data collection, codes were refined by inductive coding. These codes further assisted in making themes, quantifying the data, thus facilitated in the analysis. The year of 2021 was chosen for data collection. This year was declared by UN as the International Year of Peace and Trust (IYPT), in order to reaffirm the role of UN to settle down the dispute peacefully. It was proclaimed in the resolution A/RES/73/338. This was adopted by UN GA on September 12, 2019. The data was collected from 11 November, 2021 – 10 December, 2021, date of a month, leading to Human Rights Day.

RESULTS AND DISCUSSION

The collected data was segregated with the help of coding. As in order to locate the potential connection between human rights and peace, the posts by UN pages, which had content on Human Rights were cross analysed by the response in the comment section of those posts. The codes were designed to segregate the responses given in the comment section. The codes were, agreed, disagreed, critique, Appeal, Suggestion, along error in data, which was neglected later.

Out of these codes, the comments lying under codes of Agreed, Appeal and suggestion indicate a significant positive connection between peace and human rights, while codes like disagreed and critique included such response which depicts negative connection between the peace and human rights. There were also various concepts dealing with the content of the posts upon which the responses were analysed. These concepts later assisted to formulate major and minor themes.

Table No 1: The Concepts in the Posts and Total Responses in Comments

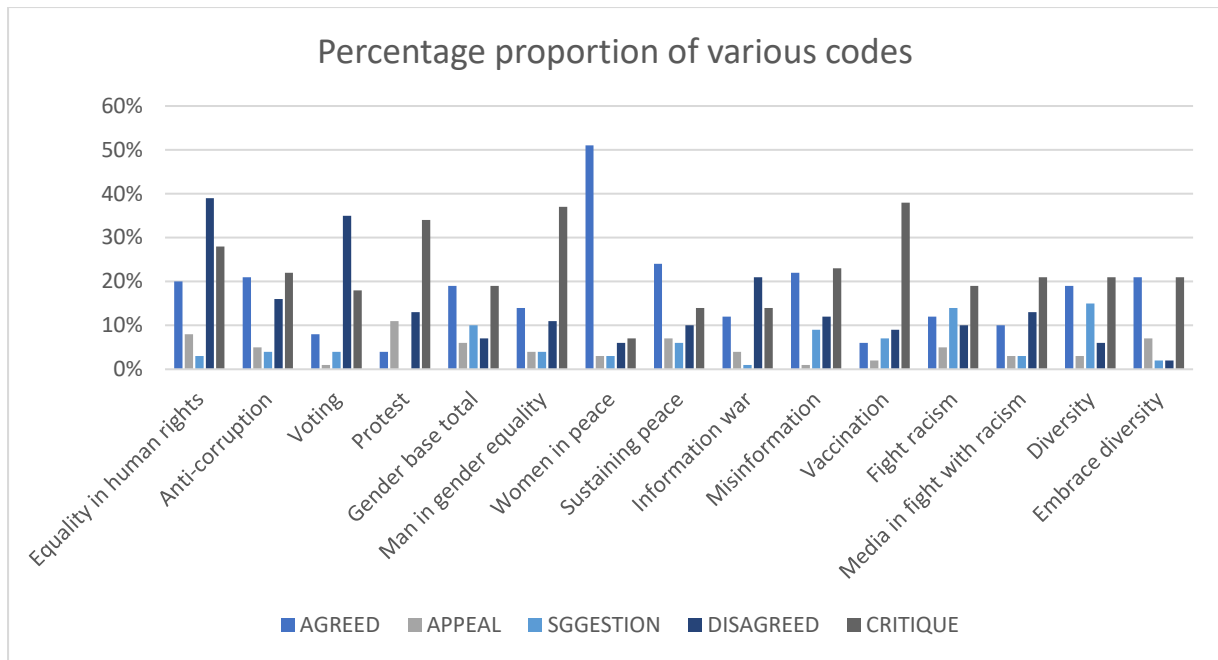| Concepts	Total comments
Equality in human rights	257
Anti-corruption	246
Voting	74
Protest	47
Gender base violence	499
Man in gender equality	214
Women in peace	95
Sustaining peace	70
Information war	76
Misinformation	69
Vaccination	136
Fight racism	73
Media in fight with racism	80
Diversity	115
Embrace diversity	43
GRAND TOTAL	2593

Figure No 1: Percentage proportion of various codes

Table No 2: Concepts and their Corresponding Coded Responses

Concepts	Agreed	Appeal	Suggestion	Disagreed	Critique	Irrelevant	Error
Equality in human rights	20%	8%	3%	39%	28%	1%	1%
Anti-corruption	21%	5%	4%	16%	22%	30%	1%
Voting	8%	1%	4%	35%	18%	27%	7%
Protest	4%	11%	0%	13%	34%	38%	0%
Gender base violence	19%	6%	10%	7%	19%	35%	4%
Man in gender equality	14%	4%	4%	11%	37%	28%	3%
Women in peace	51%	3%	3%	6%	7%	24%	5%
Sustaining peace	24%	7%	6%	10%	14%	39%	0%
Information war	12%	4%	1%	21%	14%	38%	9%
Misinformation	22%	1%	9%	12%	23%	26%	7%
Vaccination	6%	2%	7%	9%	38%	34%	4%
Fight racism	12%	5%	14%	10%	19%	37%	3%
Media in fight with racism	10%	3%	3%	13%	21%	50%	1%
Diversity	19%	3%	15%	6%	21%	36%	0%
Embrace diversity	21%	7%	2%	2%	21%	47%	0%
AVERAGE	18%	5%	6%	14%	22%	33%	3%

The data shows that, or the concept of "Equality in Human Rights, the highest proportion of responses coded lied under the code of 'disagreed', i.e., 39%, 'Critique' was on second with 28%, while 20% responses were agreed, 'Appeal' with 8% and 'Suggestion' with 3%. It can also be easily observed that a major number of responses were irrelevant to the considered concept. Such type of irrelevant data, along the error which appeared due to negligence and other issues during the data collection, were ignored while analysing the data.

On combining the data, the connection between peace and human rights, was appropriately indicated that if it was positive or negative. The data collectively formalized up a connected as shown in the table 3;

Table No 3: Concepts and Responses Depicting Positive and Negative Responses

Concepts	Positive Connection (Agreed + Suggestion + Appeal)	Negative Connection (Disagreed + Critique)
Equality in human rights	31%	67%
Anti-corruption	30%	38%
Voting	13%	53%
Protest	15%	47%
Gender base violence	35%	26%
Man in gender equality	22%	48%
Women in peace	57%	13%
Sustaining peace	37%	24%
Information war	17%	35%
Misinformation	32%	34%
Vaccination	15%	47%
Fight racism	31%	29%
Media in fight with racism	16%	34%
Diversity	37%	27%
Embrace diversity	30%	23%
AVERAGE	28%	36%

The table shows that, on combining similar codes, the percentage response of positively connection between peace and human rights was 31% while the negative connection was 67%, which was almost double of the positive connection for the concept of "Equality in Human rights. It was analysed by the data, on the basis of the community of those Facebook pages of UN, the majority of responses were negative towards the UN human rights, designed to make peace in the world. Some people have praised the steps taken by UN, but the negative as well as critical response rate was a lot higher than positive attitude.

Similarly other concepts (majority of the concepts) shown in the table had negative linkage between content of the posts and the responses in the comments while there were also some positive feedbacks upon certain type of content i.e., Gender-based violence, where the posts were mostly in support of raising voices on violence on women. As well as positive responses were given for the acceptance of diversities throughout the world in the fight of racism and ending discrimination.

As shown in the data, out of total fifteen concepts, there were six such concepts which had more positive responses than negative responses. While the same data showed ratio of nine out of fifteen with more negative responses then positive responses. This made it clear that 40% of the responses were in the favour of significant connection between peace and human rights while 60% of the responses were negative which weakens the connection of the two.
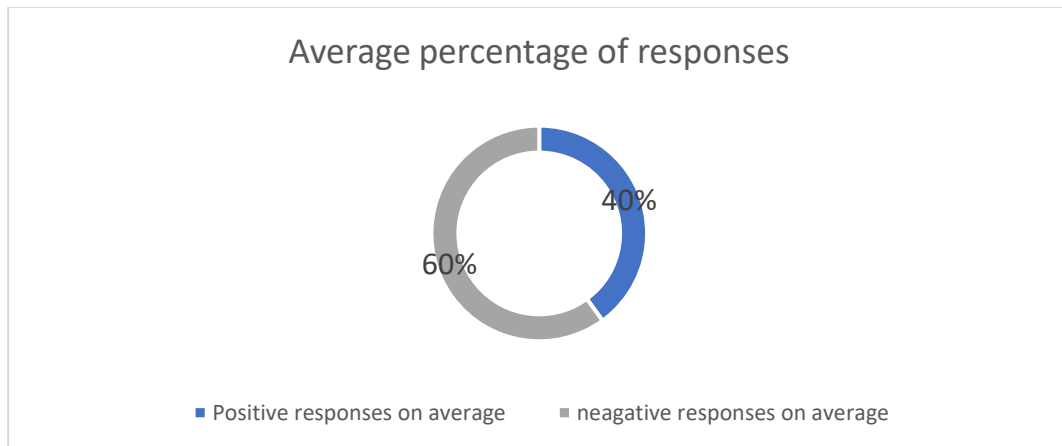
Figure No 2: Average percentage of responses

Based on the initial deductive coding, codes were formulated to undermine the response of users in the comment section of the Facebook posts. The response of the users depended upon the content of post, and it varied among people depending upon their perspective and social and cultural situations, they had been through. Equality can be defined with various perspective, but depending upon the data, the equality was induced as the equality before law, gender equality, equality of rights (education, right to access authentic information, freedom of speech), health for all, equal treatment among races.

The concepts linked to the codes coordinated to establish themes of the study. The major themes of the study that emerged in the analysis were equality for all, gender-based equality, racial discrimination, democratic equality, right to live, information war, and finally, peace-making.

Equality For All

Relating to the Justice, Equality, Dignity and human rights for all, the users had various critical views on it, with least positive response along that of making appeals in order to bring change in the working pattern or suggestions upon certain actions. The slogans of the organization as well as the organization itself was criticized and made fun of, while positive attitude was most probably only related to commenting upon Happy Human Rights Day.

''Useless, empty promises, inequality, unethical & definitely no human rights''
"Good luck Human rights with the whole world's"
"You are for humanity dignity and human rights for us human being, then why you left countries to have a mandatory vaccination? Are you also part of them?"
"only for poor countries"
"Should be called United Nations of USA & Israel!"

Gender Based Equality

Gender-based equality had the highest contribution in the section of content on the Facebook page. But the major portion of such content was related to feminine issues. The collected data indicated that on the subject of gender-based equality 87.5% of the data was dealing with women while only 12.5% addressed men. But the post which addressed men on men's day, also suggested man, to take care of women, upon which many have criticized.

Gender-based violence

Most of the content was related to gender-based violence faced by women in their houses or at workplaces. The reports indicated that, the extent of domestic violence and intimate abuse has increased in the times of covid. The responses on such reports were positive and people agreed to most of the reports, except two of the reports. People had criticized on the report that 1 in 10 women visited police in case of domestic violence. Users had the point of that, women were not comfortable on sharing their situation with police and police cannot help them, so it is better that women do not visit such non-trustworthy police.

Major contributions that had been in the recent times was, on the day of 30 august, 2021, US troops completed their withdrawal from Afghanistan. This was a major step taken to end 2001-2021 war in Afghanistan and make peace. But the reports, that came up after that depicted gender inequality. A report shared by the organization stated that '9 in 10 women in Afghanistan experience at least one

form of intimate partner violence in their lifetime'. Such statement had more negative response of 53% verses positive response of 47%.

"It's well, we will keep Advocating for an End to Gender Based Violence"

"Man hating liars! This false data is based on gender-biased surveys"

Table No 4: Posts on Gender-Based Violence on Women

Gender based violence	Positive	Disagreed
1 in 3 women experience violence in their lifetime, and amid covid domestic abuse has surged worldwide	38	26
Only 1 in 10 women would seek help from police if they experience domestic violence	28	34
Why is song more protected online than my body?	42	13
In 10 women in Afghanistan experience at least one form of intimate partner violence in their lifetime	28	31
1 in 5 displaced women have experienced sexual violence	33	18
Media has fundamental role to play to stop rape culture	40	20
2 in 3 women report that they or a woman they know have ever experienced violence	34	31

Stand-up

There was a post for men on the International Day of Man, but it was also women-centred. It did not address the men who were victims of gender inequality but appealed men to considered gender-based violence on women. It wished men's day to only those who support women, defy gender roles, fight gender-based inequalities and stand up for equality. As the content had not included men facing gender-based inequalities, it was seriously criticized. The ratios of 48% were disagreed with such statements while only 22% agreed with 30% of irrelevant and error data. Hence a major proportion was not in favour of such substandard behaviour shown towards men issues of inequalities and asked to stand up for gender equality but not man up for men's gender-based equality.

"Shame on you. For you it's just another occasion for women propaganda against men"

"Thank you very much UN. Is nice to know that in your perception a man deserves appreciation only if he's useful for women. We men, don't deserve to be appreciated by any other criteria 🙂*. Funny how on International Women's Day we celebrate all women, regardless."*

"Remember by supporting each other will be easy to erect a strong world"

Women in peace

The community of the page was asked about their point of view on including women in the peace making. The responses came out to be highly agreed to this point of view of the organization. A major proportion of 51% were agreed while those who were criticizing, were the ones who did not criticize women participation in peace making but to include men as well in peace making relating to call upon gender equality.

"Yes, We need more woman in peace and security"

"No we need less of you in our business #nomore"

*"No no security is a man's job. Your just asking for them women to get their head's smashed in & killed. Even my Grandnoi will they 1st kill. Women are the easier 1ne's to kill 1st. They must run off 1st you lieing *".*

Racial Discrimination

Racial discrimination or racism were related to the contributing cause of inequalities. So, it was addressed that, inequalities would be eliminated by eliminating racial discrimination or accepting the racial diversities as they really exist.

"Diversity is a Strength, not a threat" #FIGHTracism

"Diversity not Stereotypes" #FIGHTracism

Fight racism

It was indicated that ending of racism or ending discrimination will benefit everyone. Majority of the responses in the comment section were in favour of ending discrimination, while a slightly less proportion of responses were criticising the organization, claiming that the organization was not taking actions by his-self but talking. When 31% were in favour, 29% were against with 19% of them were criticizing the organization.

"UN, your not doing anything. Your just draining billions of dollars. Wake up alot is going on in the world please do something. Posting on Facebook doesn't change anything!!!!!!"
"The earlier the best for all ..... racism ain't good for all"

Media role in fighting racism

Media have set to take place in every sector of life, and it also have major contributions. Similarly, it was assumed that media could also play a constructive role in the fight against racism. On relating to the rate of responses, majority were not ready to accept that media could play a constructive role. They had criticized media and accord to them media was itself was a contributing factor of racism. Th ratio of only 16% were in favour while 34% were against such idea.

"The only people you need to look to when it comes to racism, is the gov. Gov loves division, it a way to get votes. B. Sanders, "In order to get things done, you have to create division""
"UN need to be fair and free, not the the instrument of USA"

Democratic Equality

Democratic right or equality meant the equal right of participation in the political campaigns, acting as politician, and the basic right to caste vote for everyone after reaching the legal age. The vote must be casted without any discrimination. Specifically, gender inequality caused females not to cast their vote which was a violation of their right. It was their basic right to participate in the democracy of the country, as women are also part of country and expression of their democratic participation could be made by casted vote. There were other rights present in data upon democratic right which addressed freedom of speech for every member of country along with liberty and security for country members.

Voting

Voting was declared as fundamental requirement of democracy and it leads towards justice and strong institutions of the society. The organization has asked the community to play their respective role in the democracy by casting votes. But the comments indicated that a major proportion of responses were negative, as the peoples were not convinced by the democratic systems and criticized organization for just talking and no action taking. The data had 53% responses as negative and 13% were positive while other proportion was of irrelevant and error comments.

"And the United Nations does have huge responsibility to create strong justice institutions rather than interfering in the internal affairs of member states"
"Unless you (UN) come over to all these developing countries to conduct all democratic elections yourselves, It will continue to be heavily manipulated by both internal and external forces, Period"

Anti-corruption

On the anti-corruption day, organization has shared his point of view on ending corruption and to provide a clean democracy for the people. Corruption was stated as a major cause of disturbing peace of the society and hurdle in the way of human rights. It also addressed women in a way that, corruption inappropriately impact women and other vulnerable, indicating women as fragile. The responses on such point of view indicated a ratio of 38% negative and 30% positive. The negative proportion was high because of the democratic systems and had criticized the organization for not taking serious steps.

"Together we can defeat corruption and live in a better world for everyone"
Is this serious???? 🤣🤣🤣 *UN is ironically speaking of corruption.*

Right to Live

In the research, the theme of right to live was linked with equality indicating that human rights ensure every person to live a life. The data which was linking to this theme was majorly addressing the current scenario of vaccination and the organization also condemned Sudan military which had caused many to dead in the protest. This also had faced criticism, as the respondents recalled the organization that its job was not to condemn only but to take serious actions on such situation. Only 15% responses were satisfied with the condemnation off organization while 47% were disagreed with 34% of those who criticized.

The living for everyone was also linked to health of people. A report shared stated that "*422 million people suffering with diabetes*". Along the difficult times of covid, others diseases also had contributed in the suffering of people. Among which diabetes is included. Vaccine, Food for child are also indicators for the equality of health right to be addressed as a right towards peace.

Vaccination

In the current situation, vaccination for all was among the hot topics de to covid and very recently omicron variant. From the data collected, the post on vaccination not specifically linked to covid or

omicron but it was addressed that vaccines work. It was stated that vaccines protect us against harmful diseases and prevent us from getting sick. But the responses were appeared to be not in favour of vaccination. People were not likely to get vaccinated as they believed that vaccination alter their genome as well as it failed to prevent against covid and omicron. The proportional ratio was only 15% positive while 47% negative with other irrelevant and error data.

"It's working? Deminishing and cripple the world population? 😒"
"No they don't and its in the numbers. Over here at least 40% of cases are in fully vaccinated people. So....? What's working exactly?"

Information War

With reference to information war, it was asked to be responsible while sharing any information. During the times of covid, it had become a major issue that an wrong information could proved drastic. It was proclaimed that; we were at the stage of information war and everyone had the responsibility to take care while sharing anything. Among all other content upon the human rights where rights come first, it was the only content upon which people were asked to perform their duty first.

take care before you share

Misinformation

The organization had asked the community to take the issues of Misinformation in time of covid very seriously, as it was creating chaos. They were asked to consider the 5 W's before sharing a content online. These five W's were the five questions to be kept in mind which included Who made it? What is the source of information? Where did it come from? Why are you sharing? When was it published? But the responses in the comment section indicate that the people were not serious, and they considered it some lame excuse of the organization. and believed that institutions themselves share such wrong information.

"Consider the 6th W.
WHO benefits? Cui Bono"
"first rule: do not believe neither share anything being published by the UN of any of its agenda!"
"Indeed everyone must be a responsible person when it comes in sharing an information or a news!"

CONCLUSION

It was believed that peace sustainability was maintained by deliverance of rights. These were considered as the legislative measures in order to spent life, and to bring balance in the living, as rights and duties were assigned. So, peace and rights were directly linked with each other, in-fact peace depend upon rights fulfilment. Although human rights and peace were fundamentally connected to each other. The relationship between the two was direct, where presence of right deliverance ensured peace production. But the data indicated that 60% of the community was not satisfied with the international organization working with the universally declared human right to make peace in the worlds. While of course 40% of the community of representative Facebook pages showed a positive response towards the organization.

RECOMMENDATION

The research study contributed to the understanding of Facebook post and its respective comments in order to find the responses upon content of posts whether positive or negative linking to the significant potential connection (if more responses were positive) or no connection (if more negative responses). However, the study was not without the limitations. As the methodology of content analysis was used upon the already available content where even the number of selected posts was limited. Secondly, the comments which were included were only those who fit in among the established codes and those which were directly linked with the content of the posts and others were ignored among irrelevant and error code and thus not analysed. Furthermore, the potential connection between peace and human rights were estimated only on the basis of positive or negative responses in the comment section of an international organization working on Human rights to ensure peace.

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