Social Media for Conflict Escalation and De–Escalation: Two Sides of a Coin
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Abstract

Communication may be said to be "the conveying or shifting of information by speaking, writing or using some of the other media" (Oxford, 2021). Without communication, there will not be conflict. Conflict is a state when units of intercourse agents are in dissension. When two agreeing parties’ dissent, the conflict has happened. The term conflict is relative as its usage spans across different segments, sectors, institutions and areas of life. Conflict escalation refers to the spreading of minor disagreement between parties. Conflict de-escalation refers to the process of reducing the tension of any conflict, especially by not allowing it to be more destructive or going beyond the level it is. Social media is also part of the media type that is majorly centered on technological advancement. Examples of social media we have include Facebook, Twitter, Instagram, google chat room, Eskimi, telegram, WhatsApp. Part of the profitable components of social media is that. A varied group of people use social media to formulate trouble. They use the medium to start conflict and also use it to escalate it. The research procedure embraced was exploratory research design. Secondary reference of data was used. However, the study examines Glasl's conflict escalation model to properly understand how minor disagreement escalate to large scale conflict. This paper base its theoretical argument on the theory called “The Role of Resource Mobilisation Theory in Social Movement. Another theory to look at is the C - Escalation and D - Escalation A theory of the time dynamics of conflict by Randall Collins. Authority to fashion a bill directing social media usage. The paper concluded that every authority to fashion a bill directing social media usage.

Keywords: Social media, conflict escalation, conflict de-escalation, conflict

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Introduction

The corporeality of human society has a long hard background that spans across centuries starting from the foundation of the earth. Interaction with each other is a necessary means of communication used to pass information either from living things to non-living things which can also be subdivided into various. As old as the earthborn society may be, communication is also the foundation of every society. Without it, there will not be dealings or proper understanding between people and context. Notwithstanding, the importance of effective communication cannot be overemphasised in any given society. The import of effective communication cut across conflict resolution, conflict de-escalation, conflict governance and so on, it also ensures societal integration, harmony, effective collaboration, peace edifice, consonance, societal progress and family edifice. As a result of the corporality of humans, communication is imperative in erecting up a better society, especially making the world a better place. Communication may be said to be "the conveying or shifting of information by speaking, writing or using some of the other media" (Oxford, 2021). However, the act of communicating can also be said to be means of transmitting or accepting information, which could be in any form, in as much it communicates meaning to the receiver. It is apparent that while communicating with one another, a time will come where one disagrees with the other or agree with another. In the process of shifting information, conflict may come because of misconception, misconstruction, or incorrect operation of certain words, statements, or expressions. Conflict is a state when units of intercourse agents are in dissension. When two agreeing parties dissent, the conflict has happened. Notwithstanding, conflict is needed whenever there is intercourse or communication between objects especially between humans with high intelligence and advanced mind. Conflict occurs in prismatic portions of the society like organisations, institutions, families, associations, congregations, etc. In as much there is mortal reality. Nevertheless, conflict can also take the form of privy conflict. That is one having internal conflict with himself or herself alone without engaging others. As it explained anteriorly that conflict occurs in different forms, so also different mediums are used to pass the information to others which include prismatic sets of media like prints (periodicals, magazines, books, journals, papers, pictures etc.), social media (Facebook, Twitter, WhatsApp, Gmail, yahoo post, social forums, blogs, Instagram, educational emplacements, and any electronic means packaged with technology), and television and radio and other forms. As technology began to advance, many
people and society shifted attention to using social media as a means of communication. This has the following reasons of fast and effective communication provision, instant messaging which is profitable over the crude way of transmitting and taking information, its convenience and also allow junkies to enjoy the virtual experience over the print media. The advantages are large but notwithstanding, as there are large advantages of social media, there are also disadvantages of social as a medium of communication. No wonder the subjective expression of two sides of a coin is used to express the varied ways, connection, nexus, tie-ups of examining or dealing with social media as a tool for conflict escalation or de-escalation. A varied group of substances use social media to formulate trouble. They use the medium to starts conflict and also use it to escalate it. Kaleidoscopic society has one point in time witnessed conjuncture that erupted from social media, so also states, regions, races, adolescences and majorities clans and section/group been turned against each other through the use of social media by some stakeholders. Some countries have had short term war or long-term war/conjuncture or had both which the social media played an important function in its configuration and escalation. Countries like Nigeria, Libya, Sudan, etc. have experienced social media inclined conflicts. This has caused loss of life and properties, espial of peace and tranquillity in society. Therefore, social media can also be a great tool in conflict de-escalation. Multiple peace and security institutes, parties, groups, societies have also employed social media to dwindle conflict, while it has been used to resolve conflict at some point in time. Using social media to downscale conflict has multifold advantages than using it to form and escalate the conflict. This paper will look into the service of social media as a medium to start, formulate and escalate the conflict in our society across the world, as well as using it to ease conflict. In addition, the paper will explain various notions and also talk about the methodology used and also gave insight into the theoretical background and make a valid conclusion.

Methodologies

This research is qualitative. The research procedure embraced was exploratory research design. Secondary reference of data was capitalised and critically delved. These data were mined from the internets, IOTS, databases, websites, archive materials, books, journals, magazines, conference documents, bulletins, and erstwhile works felicitous to the study. Nonetheless, the data were contextually, exhaustively quizzed. overcritical judgment of the dependent and independent
variables was cross examined to determine the relationship and interrelatedness of the variables. This will amend us to explore the research more effectively and extrapolate a sound inference. The significance of this probe draws its potency from the central pivotal point which is conflict and social media as an aid for its escalation or de-escalation. Conflict is unavoidable in every society, but the level of it should be syncopated significantly. In the meeting of humans, particularly when there is interaction and communication, there will always be strife. Social media has been conceived to be an agent to breed it by disseminating or attenuating it. This paper examined the relationships between the variables. This study will notwithstanding unclose up not only the stakeholders but also policymakers, and everyone in the society to expostulate against the act. It will drive harmony making and conflict minimal.

Results

Clarification of concepts

What is conflict?

In the traditional settings of society, a society exists through communication. The main component of any society to survive is effective communication. Without it, it destroys the integration of any existing society and never allows the formation of new ones. Without communication, there will not be interaction, without interaction, there will not be any form of association, integration and life existence. Communication usually involves a sender (source) and a receiver (Fatimayin, 2018). The information sent and received between two parties formed the basis of communication. Furthermore, communication refers to the tendency for people to interact and connect with each other's especially when they are in either a good term or bad term (Coleman, Deutsch, Marcus, 2014) (Kutner, 2018).

However, the information sent from the sender to the receiver during communication goes a long way to determine the formation of relationships. How the receiver perceived or interprets any information from the sender goes a long way to determine if the relationship will be fruitful or not or end in conflict. So the genesis of any conflict is the interpretational perspective of the receiver of any information during communication. If the receiver interprets the information wrongly, surely, the response to the information will be negative and vice versa. In addition, any negative response usually leads to conflict.
The term conflict is relative as its usage spans across different segments, sectors, institutions and areas of life. The way it is used in the peace and security sector is quite different from the way it will be used in the organisation and other areas of society. "Conflicts are endemic to society as a whole (Madalina, 2015.). They are directly related to the scarcity of resources, division of functions and tasks, power of relations, differentiation and organisation roles in society (Madalina, 2015.). Any organisation, regardless of its type (public institution, state-owned commercial organisation or private non-profit organisation, etc.), face daily conflicts that are based on different causes of an internal and external organisation. (Madalina, 2015.) Conflict is inevitable in the gathering of humans. Conflict refers to some form of friction, disagreement, or discord arising between individuals or within a group (Madalina, 2015.). Furthermore, it can also be said to be any disagreement or misconception of ideas that occur between two or more people (Lim Jin Huan, 2012). Conflict is a part of human interaction that can change something sharply and irrevocably (Andakulova, 2021).

Types of Conflict

Conflicts can happen in many forms, amongst the numerous types of conflict include the following.

**Interpersonal conflict:** refers to a conflict between two individuals. This occurs typically due to how people are different from one another.

**Intrapersonal conflict:** This occurs within an individual. The experience takes place in the person's mind. Hence, it is a type of conflict that is psychological involving the individual's thoughts, values, principles and emotions (Madalina, 2015.)

**Intra-group conflict:** This is a type of conflict that happens among individuals within a team. The incompatibilities and misunderstandings among these individuals lead to an intra-group conflict (Madalina, 2015.) while

**Inter-group conflict:** Takes place when a misunderstanding arises among different teams within an organisation. In addition, competition also contributes to the rise of intergroup conflict (Madalina, 2015.).

Other authors also gave their various types of conflicts types which include

**Task conflict:** This focuses on the ways to resolve problems caused by differences in viewpoints, ideas and opinions (Lim Jin Huan, 2012).
**Relationship conflict:** This focuses on blaming other parties rather than resolve the conflict. It is a conflict based on disagreements about values, personal or family norms, or personal taste. (Lim Jin Huan, 2012).

**Benefit of conflict**

The conflict has been seen to rise in almost every country. Something always triggers it. But there have been some underlying factors about the increase in the number of cases around the world. Some war technocrats have risen and to this day we have witnessed some conflict entrepreneurs who derive joy in initiating conflict for financial gain or other benefits they derived from it.

Some of the benefits of conflict-to-conflict entrepreneurs include financial benefits, political power, economic dominance, natural resources extraction, national shares benefits. The third parties also gained from war and conflicts especially from the supply of arms, ammunition etc. for instance, the USA made a profit from arms export to conflicting countries. Almost half (47%) of U.S.A arms trade is conducted with the Middle East, with Saudi Arabia alone accounting for 24% of total U.S.A weapon exports. The U.S. A. is now supplying arms to 96 countries (BBC, 2021). There are other benefits which include solidification of a loosely structured group, enhancement of power, diversification of economy and acquisition of new allies. In most cases, conflicts contribute to the third side benefit, i.e. powerful countries aiming to keep a certain control in the region. For example, the presence of Russia in Nagorny Karabakh, Transnistria, Abkhazia and South Ossetia or even merely the U.S.A. arms industry (Andakulova, 2021).

**Conflict Escalation**

Having understood the concept of conflict, it is necessary to examined conflict escalation. There is something that naturally escalates slight problems or conflict. Having the understanding will help us in solving the problem easily. Understanding the way conflict increases go a long way in addressing it judiciously. However, contemporary conflicts are constantly changing and evolving in a broad cultural context (Lan Bui-Wrzosinska, 2014). It is necessary to critically examine the conflict escalation model before any conflict facilitator can be able to understand the dynamics from which he/she will operate. However, there are many forms in which little disagreement can lead to large conflict between parties. Various things can trigger it.
Glasl's Nine-Stage Conflict Escalation Model

However, we will examine Glasl's conflict escalation model to properly understands how minor disagreement escalate to large scale conflict. "Glasl's escalation model is a very useful diagnostic tool for the conflict facilitator, but also valuable as a means for sensitising people to the mechanisms of conflict escalation" (Jordan, 2015). Note all excerpts were gotten from Thomas Jordan's work.

Glasl's Nine-Stage Model of Conflict Escalation

Stage 1: Hardening

This is the first stage of conflict escalation. This stage states that as all efforts were made to solve any conflict/ disagreement, it proved abortive thereby returning to the initial intensive hot stage of conflict. That is, resolution efforts proved abortive, the problem remains the same, with no hope of reconciliation or conflict amelioration. Parties refuse to shift ground to allow peace in this stage (Jordan, 2015). In this stage, one unique thing to note is that various groups involved in the conflict take their position on certain grounds, adamantly claiming rights or not wrong. The next thing that will happen after the first step is that the groups will further divide and form various parties. Stakeholders will split to the party they belong to having two or stronger divided groups. One group will start developing negative opinions against the other group (Jordan, 2015).

Stage 2: Debates and Polemics

This stage pioneered verbal confrontation from one party to the other. Each party struggle to pass their information to the other through forceful means, and one of the visions of each group is to gain dominance over the other (Jordan, 2015). At this stage, various hot debates will be put forward by both parties trying to judge who is at fault and who is not and the process always leads to one party becoming weak by a stronger argument put forward by the other which will lead the other party to start looking for stronger counter-attack point to gain strength from the other opponent and diminish their strongholds (Jordan, 2015). When rational and issue-relevant arguments don't suffice to ensure success, the parties resort to "quasi-rational" argumentation (Jordan, 2015), such as:
• "Bickering about the underlying causes of the present problems, to avoid blame;

• Strong exaggeration of the implications and consequences of the counterpart's position, to present it as absurd;

• Suggestive comments about the relation of the central issue with other concerns, linking the issue to larger value considerations.

• Reference to recognised authorities or tradition to gain legitimacy for a standpoint;

• Stating the alternatives as extremes, to get the opponent to accept a "reasonable compromise". However, this tactic is directed at making the other part upset and lose focus, to gain upper hand or advantage. It is more of mind playing game. This stage may lead to parties using physical power instead of verbal power when it becomes tensed and hotter. Although, at this stage parties still believe in common goals and interest

**Stage 3: Actions, Not Words**

At stage 3, the parties no longer believe that further talk will resolve anything, and they shift their attention to actions (Jordan, 2015). Parties see themselves as competitors which makes the common interest held at the second stage get cold. One of the most pursuits of parties is to make sure that the other parties do not achieve their goal or become powerful than them. This stage usually leads to conflict escalation because one party can no longer trust what is stated verbally, action and non-verbal communication dominate the course of events.

**Stage 4: Images and Coalitions**

At stage 4 the conflict is no longer about concrete issues, but about victory or defeat. Defending one's reputation is a major concern (Jordan, 2015). These images are stereotypical, highly fixed and are very resilient to change through new information. Such images serve an important role in providing a sense of orientation: one has the feeling of knowing what to expect from the environment (Jordan, 2015). No side accepts the image presented of them by the other side. The other side's image is vehemently rejected, but at the same time each party tries to get the other side to recognise their other image." A salient symptom of stage 4 dynamics is the difficulty of the parties to mention the positive qualities of the counterpart when asked by a facilitator. The other side is thought of as uneducable: "Such people are unable to change." (Jordan, 2015)."The
conflict activities are now focused on affecting the counterpart and gaining the upper hand in the power struggle, rather than achieving issue-related results. Attacks are made on the identity, attitude, behaviour, position and relationships of the counterpart. The causes of the conflict are no longer seen in terms of incompatible standpoints, but as rooted in the very character of the counterpart" (Jordan, 2015).

**Stage 5: Loss of Face**

Loss of face means that the conflict parties feel that they have suddenly seen through the mask of the other party, and discovered an immoral, insane or criminal inside. The transformation of the image one party holds off the other is radical (Jordan, 2015). "The images and positions the parties hold are no longer regarded in terms of superiority and inferiority, but terms of angels and devils. One's side is a representative of the good forces in the world, whereas the other side represents the destructive, subhuman, and bestial forces. The counterpart is no longer only annoying, but an incarnation of moral corruption" (Jordan, 2015).

**Stage 6: Strategies of Threats**

"Since no other way seems to be open, the conflict parties` resort to threats of damaging actions, to force the counterpart in the desired direction" (Jordan, 2015).

"There are three phases in the increase of issuing strategical threats (Jordan, 2015):

1. The parties` issue mutual threats to show that they will not retreat. The threatening party wants: (a) to draw attention to themselves and their demands; (b) to demonstrate autonomy and ability to form the agenda, and (c) to get the counterpart to conform with a specific demand or norm by issuing a threat of sanctions.

2. In the next phase the threats are made more concrete, unequivocal and firm. The parties make dedicated statements of self-commitment from which they cannot retreat without losing credibility, to enhance the seriousness of their threats.

3. In the third phase, the threats are formulated as ultimate, where the counterpart is forced to an either-or decision" (Jordan, 2015).
"A serious risk in stage 6 is that stress, uncontrollable aggressive actions, and increasing turbulence and complexity lead to the disintegration of the parties into smaller units acting autonomously. When this happens, not even binding agreements between the main actors may stop the destructiveness" (Jordan, 2015).

**Stage 7: Limited Destructive Blows**

The threats of stage 6 undermine the basic sense of security of the parties. Now they expect the counterpart to be capable of very destructive acts. Securing one's further survival becomes an essential concern. It is no longer possible to see a solution that includes the counterpart. The counterpart is regarded as an impediment that must be eliminated by targeted attacks aiming to maim the other. The counterpart is now a pure enemy and has no longer human qualities. No human dignity stands in the way of the attacks; an enemy is just an object standing in the way. This may go as far as using words like "eliminate" and "exterminate" when discussing what to do. The attacks target the sanctions' potential of the enemy, such as destroying or undermining the counterpart's financial resources, juridical status or control functions. Fear and stress lead to forceful attacks, which are seen as extreme or at least heavily exaggerated, by the counterpart. The attacks lead to retaliations, often even more destructive. In a frustrating situation, attacks may generate feelings of being powerful and in control, thus giving secondary benefits that reinforce further escalation. The calculation of consequences becomes increasingly skewed: the losses of the counterpart are counted as gains, even though they do not give any benefits whatsoever in terms of one's interests and needs. The parties may be prepared to suffer losses if only there are prospects that the enemy will suffer even larger losses. Malice may become a powerful motive.

**Stage 8: Fragmentation of the Enemy**

At this stage, the attacks intensify and aim at destroying the vital systems and the basis of the power of the adversary. One may specifically aim at fragmenting the counterpart into ineffectual splinters, and at the ability of the counterpart to make decisions. Negotiators, representatives and leaders may be targeted, to destroy their legitimacy and power in their camp. The system that keeps the counterpart coherent is attacked, hoping that the very identity of the other side will crumble so that it falls apart through its internal contradictions and inherent centrifugal forces.
Stage 9: Together into the Abyss

In the last stage of conflict escalation, the drive to annihilate the enemy is so strong that even the self-preservation instinct is neglected. Not even one's survival counts, the enemy shall be exterminated even at the price of the destruction of one's very existence as an organisation, group, or individual. Ruin, bankruptcy, prison sentences, physical harm, nothing matters any longer. All bridges are burnt, there is no return. A total war of destruction without scruples and remorse is waged. There are no innocent victims, no neutral parties. The only remaining concern in the race towards the abyss is to make sure that the enemy will fall too.

Conflict De-escalation

Conflict de-escalation refers to the process of reducing the tension of any conflict, especially by not allowing it to be more destructive or going beyond the level it is. Conflict cannot be overemphasised and cannot be eradicated in society. The best society can do is to maintain a balance between conflict and de-escalation of conflict. However, some author diversely defines conflict de-escalation. (Skiba, 2020) Says that conflict de-escalation means "Taking action to stabilise the situation and reduce the immediacy of the threat so that more time, options, and resources are available to resolve the situation. The goal of de-escalation is to gain the voluntary compliance of subjects, when feasible, and thereby reduce or eliminate the necessity to use physical force" (Best, 2019, s8.050) (Skiba, 2020). De-escalation of conflict goes beyond stabilising conflict for a limited time frame, it should continue to evolve throughout the existence of a crime. However, it should involve taking necessary actions to solve a conflict crisis permanently or make it less volatile. Having reduced tension in the heat of a conflict can make the conflict less harmful and also make it solvable. This de-escalation process often involves many dimensions like usage of verbal, non-verbal, non-toxic gestures and friendly approaches to ameliorate behavioural patterns that have the potential to increase the volatility of anger, frustration, fear, and harm.

As tasking as the de-escalation process usually seems, the process always required expertise to handle. The deescalating team must have top-down information about the situation, environment, and possibly the stakeholders involved in the conflicts. Also, the team needs to have a quiet number of tendencies to calm themselves first before they forge ahead to calm the situation,
also making sure they appear not bias, threatening, as well as ensure that they establish personal relationships with both parties in conflict, and be a good listener to all parties, also establishing hope and enthusiasm during the process and never to forget getting agreement from all parties involved in the conflict (Skiba, 2020). However, (Skiba, 2020) gave some de-escalation process to "include implementation of listening to what the issue is and what the person's concerns are, offering reflective comments to indicate their concerns are heard, allowing the person to release their frustration and waiting until they have released their frustration and explained how they are feeling. They can also include body language such as inclining the head slightly, to show listening and provide a non-threatening posture, nodding to confirm listening and understanding and expressing empathy to show understanding. There is also a range of behaviours that should be avoided such as getting loud or trying to yell over a screaming person, responding to abusive questions, touching the person as agitated people may misinterpret physical contact as hostile or threatening, arguing or trying to convince and constant eye contact which does not allow the person to break their gaze and look away" (Skiba, 2020).

One of the necessary imperative things to note when trying to de-escalate conflict includes receiving proper training. This is necessary for ensuring that all skills are gotten adequately and properly equipped with accurate information before starting the de-escalation process of any conflict or else, it may lead to more conflicts. The training should also involve using effective communication techniques adequately to ensure any conflicts are resolved (Skiba, 2020). Furthermore (Skiba, 2020) postulated some results the de-escalation training participants should be able to get to be a certified conflict de-escalator. They involve

• Recognises and discuss the importance of anticipating risk and reducing the likelihood of aggression.

• Identify and recognise sources of anger.

• Describe and identify the physiological responses to anger.

• Define de-escalation.

• Describe Glasl's Nine-Stage Model of Conflict Escalation.

• Utilise effective communication techniques.
Social Media as a Tool for Conflict Escalation

What is social media?

Social media is part of the technological advancement the world underwent and still undergoing, it's a fleetly medium of communication that aids fast telepathy, direct communication between parties which may necessarily contain a large number of the individual at a go. Social media is also part of the media type that is majorly centred on technological advancement. Examples of social media we have include Facebook, Twitter, Instagram, google chat room, Eskimi, telegram, WhatsApp. Part of the profitable components of social media is that

1. It is fast.
2. It is productive.
3. It is reliable especially when there's available fast network.
4. It aids intimacy when likened to the traditional medium of communication and other types like print media.

5. Information spreads fast on social media than other types of media when compared together.

6. It can accommodate a large number of people at a go.

7. Freedom of speech and freedom of expression were relaxed exercised on social media (Kutner, 2018)

There are numerous advantages the social media has over other types of communication mediums, but notwithstanding, as multitudinous as the advantages, so also are the disadvantages. Part of the disadvantages of social media include

1. Spreading fake news.

2. Using it as a medium to pass hate speeches to others.

3. Terrorist use the medium to get information on their following attack and depends heavily on the information of the social media for their operating memorandum.

4. It has always used to recruit new terrorists or armies to disrupt the peace of the society or launch an attack.

5. It has also used to imitate conflict, spread conflict, and also disrupt the peace of any target audience.

6. It is prone to hackers harvesting information to perpetrate evil.

7. Infringement of privacy is prone to social media, especially illegal ones.

8. People get hurt emotionally and get suicidal information not healthy for mental health.

The rate at which terrorism also rise in social media is also on the high side.

**How did social media influences conflict escalation?**

Social media has been noticed to be an effective tool for creating upheaval in society. Due to the competence of the platform to spread news fast, also allows anonymous personalities to communicate via the platform, many protests have been linked to births from the social media which thereafter erupted to a full-blown mass protest, destructive movements and perhaps civil war has witnessed in some countries and states across the world. Some hashtag has been found on Twitter which includes the following (e.g., #OWS Occupy Wall Street; #Jan25 protests in Egypt;
#direngezipark? protests in Turkey; and Euromaidan protests in Ukraine, #EndSars protests in Nigeria) (John T. Jost, 2018).

Some protests in Nigeria, Thailand, Spain, Turkey, and Brazil, to revolutionary surges, such as the Arab Spring and the Occupy movements, Egypt and so on are noticed to have started from the social media (Gerber, 2017). “the early 2010s saw many parts of the world engaging in contentious politics to oppose authoritarianism and demand social change. During these civil uprisings, circumstances of mass protests, riots, and even civil wars erupted sporadically, compromising civil and military operations in the affected regions “(Gerber, 2017). Furthermore, the use of social media has been linked to the spread of political protest in numerous cities around the world, including Moscow, Kiev, Istanbul, Ankara, Cairo, Tripoli, Athens, Madrid, New York, Los Angeles, Hong Kong, and Ferguson, Missouri " (John T. Jost, 2018)

Research has it that social media were the agent used to premeditate most of the uprising. Twitter is the most used platform to initiate those conflicts. Notwithstanding, human right activist and other users like a terrorist, conflict entrepreneurs use this medium during various civil unrest to express their opinion and gather information on their next move. There are a lot of confirmations that point out the impact social media played during the Arab Spring Uprising. Although, social media which originally is designed to be an information dissemination platform was commandeered by scrupulous individuality to spread hateful information that got the Arab Spring revolution. Notwithstanding, not only Arabs witnessed this kind of occurrence, other countries including Nigeria, Egypt witnessed the same (Congyu Wu, 2017). One of the active forms of how social media contributed to the various uprising in numerous countries includes numerous users who have various accounts which they use to perpetrate the act. Social media platforms like Twitter have been noticed to be used to send collective-conformity information to large numbers of people, political debates and arguments that spur up minds were disseminated, and also mass protests were organised via social media. From the multiple exertions that had passed, we've observed that numerous large scale mobilisations had happened more on social media than any other methods used especially when cross-examined with resource mobilisation theory. This facilitated massive revolution and large protests in so many countries.

**Social Media as a Tool for Conflict De-escalation**
As we have noticed that social media was used to escalate conflict across the world. So also it has been used to reduce the tension of certain conflicts across the world. Social media like Facebook, Twitter has been instrumental to ameliorate certain conflict that would have escalated into war or fatal destruction. Facebook which hosts billions of users across the world allow users to communicate and connect with people across the world. As social media was used to fuel the success of President Barack Obama's 2008 election campaign, it was also used to fuel the douse the tension between Israel and Iran.

**Israel and Iran Conflict De-Escalation**

Israel and Iran had a conflict that was about to turn into a serious war between the two countries. A man took to his social media page to start a peace campaign that bears good fruit and ameliorate the conflict. The man named Ronny Edry created a social media campaign tagged “Israel Loves Iran”. This campaign came into existence when tension arose between the Israeli government and Iran government over the Iranian nuclear enrichment program. He exposed that one of the first unique things he observed during this campaign was that Iranians were just as ordinary as his Israeli neighbours (Goodman, 2016). He directed that when he makes a friend with an Iranian, he did not see an antagonist about Israel's progress so there's no reason they can't be friends, but rather he saw a potential friend with a good heart (Goodman, 2016). Mr. Edry went on to elaborate that the problems between the two governments are being fueled by misconstruction and fear from both sides and that we would not fall victim to that ongoing cycle (Goodman, 2016). Since his creation of this project, there have been expansions of this idea throughout Facebook such as "Iran Loves Israel", "Israel Loves Palestine", "Palestine Loves Israel", and much more (Goodman, 2016). Most important about this online crusade is that he has inspired other entities to bring about their peace campaign. Ronny is also meeting with Palestinians and Iranians he'd met on Facebook, and hosting them his home – something that may have not came if it weren't for the access to communication that Facebook provides (Goodman, 2016).

**Israel and the Persian Gulf States**

History has its records that Israel and the Persian Gulf states had some undocumented ties for over two decades. These unofficial relations were chiefly the result of communal interests followed by collaborative visitations of religious groups, sports delegations, and even an
authorised visit of the Israeli Prime Minister, Benjamin Netanyahu, to Oman during November 2018 (ZWILLING, 2011). The conflict between Israel and the Gulf States has no breathed a firsthand one, and yet, over several decades, no formal ties have been demonstrated between the parties (ZWILLING, 2011). "There was an implied concurrence in the Arab world that normalisation shouldn't be followed as long as the Palestinian matter isn't figured. nonetheless, the investigation findings and implications, derived from the breakdown of social media content harnessed by the Gulf states citizens, appear that changes that have taken place in the Middle East in the last decade, known as the ' Arab Spring,' have led to a rethinking of the conflict, not only among decision-makers and leaders but likewise along different and momentous strata of the population in these fields, which in turn, catalysed normalisation and relationship established between these countries and the State of Israel (ZWILLING, 2011). Normalisation with Israel has recently come up as a lively and periodical topic of deliberation on social media platforms in the Gulf States (ZWILLING, 2011). Indeed, five of six Gulf States have concluded to meliorate their alliances with Israel harnessing a variety of modes Qatar and the UAE are doing so openly; Saudi Arabia's connection with Israel is chiefly stealth, and Bahrain and Oman join unclosed and retired connection. hence, on social networks in all the Gulf States (involving Kuwait), there are wide-distributing discussions on the interrogative of normalisation with Israel, even as they all have groups calling for 'anti-normalisation'" (ZWILLING, 2011).

**Theory**

This paper will base its theoretical argument on the proposition called “The Role of Resource Mobilisation Theory in Social Movement “(Akbar Golhasani, 2016). The resource mobilisation (RM) theory was amplified in the early 1970s to challenge social breakdown and relative deprivation theories that finger individual grievances as the firsthand incitement for collaborative doing (Curti, 2008; Heitzman, 1990), (Akbar Golhasani, 2016). This theory addresses the fact displeasures over certain issues are allowed but are not enough demonstrate to stimulate the birth of a mass movement. The explanation for this plea is that annoyance and society conflict are inherent and enduring in almost every sane society. “Rather, the configuration of social movement organisations and the ability of these associations to muster resources from possible supporters, both labour and money, are the critical factors in movement mobilisation " (Kelly, 2011; Mann, Schreibman, Mann, & Schreibman, 2015), (Akbar Golhasani, 2016). This pointed
out the fact of social media is a critical aspect to look unto when examining massive protests that pilot to some conflict escalation like civil war, insurgency and protest in some countries as researched in the case of Nigeria, Iran, Egypt and so on. This theory highlights that usually, the number of the large crowd any social movement can pull is more than the networks from which it was drawn. Most times, the large figure of people that partake in any conflict escalation scheme is naturally great than a set of groups that initiated the move particularly when it happens on social media. Studies have flaunted that beyond the ideologies and aspects that bolted any conflict escalation or mass protest, the social networks or social class to which each partaker belongs naturally plays a pivotal purpose in deciding who'll join the movements or not. This steeked the illustrations that those who join any mass protest or revolution usually agreed with the ideologies clutched or presupposed and social media is always the starting point of its grip off. As it applies to conflict escalation and revolution, crisis or mass protest, thereupon similarly this ideology is useful to conflict de-escalation as we have regarded during the Israel and Iran conflict peace movement which started on social media. Another piquing thing about this proposition is that it pointed out that the characteristics of the demographics of a set of people who join any social movements have a lofty cogency in the success or failure of the movement because the members within some demography have the peculiar advertence to carry out the operation successfully and alike to recruit others to join the movement. That age category and proper people demography plays a big role to accelerate conflict or deescalate conflicts.

Another theory to look at is the C - Escalation and D - Escalation A theory of the time dynamics of conflict by Randall Collins. This theory talks about the social conflict that had been elaborated after it was been propounded over 100 years ago. This theory illuminated that extraneous conflict leastwise offers rise to group solidarity, as well as group solidarity usually give rise to dissidence. The theory states that solidarity is a critical armament in conflict. Groups with solidarity are better competent in marshalling and fighting, also, groups with ferocious solidarity are particularly sensitive to a threat to their boundaries (Collins, 2012). The theory thinks that for conflict to arise, conflicts and solidarity beget each other to rise. It similarly includes a barbarousness polarization loop. He termed atrocities as opponent's deportment that are smelled as prejudicial and evil. A mixture of physical and moral offences that we classified as outrageous (Collins, 2012).
Conclusion and Recommendation

As we are aware that social media can be employed for conflict escalation, the next expedient should be how are we going to correct the menace.

1. Part of the answer for this challenge is for every authority to fashion a bill directing social media usage. notwithstanding, this doesn't denote the government should employ this opportunity to err on the rights of their citizens but bulwark the citizens right and also safeguard the unity and integration of the society in their various nations and states.

2. Some governments have put hate speech bills in their various countries to attenuate the echelon of hate speeches that disseminate on social media. However, it will go a long way to defend the victims of hate speeches and ditto foster societal integration, if the hate speech bill is properly formulated having the citizens right at the rear of their minds.

3. Social media corporations should reconsider their policies to ensure people do not use their sites for spiteful content, scandalous statements or expressions that can stir discordancy and conflicts.

4. Penalties should be set up in place for violators of hate speech crimes to contain the spread of the problem. Correspondingly, the stakeholders who establish contentment in causing disharmonies in the society for their selfish interest either for a monetary reason, power ownership or other advantages they could have been deriving from the conflict they sponsor should be brought to book.

5. As social media can be employed for disharmony escalation; it should alike be employed for conflict de-escalation. The measure should be placed in a position to form it practicable.

6. Peaceful conflict plans and know-how can be advantageous in the mental health care sector particularly psychiatric centres (Richard Whittington, 2006). Exhaustively applied de-escalation expertise will be an important tool for multifold mental health workers who stand between two dangers to harness too much force or to do nothing when encountered with tempestuous behaviour (Richard Whittington, 2006).
7. Social media becomes the handiest and simple thoroughfare for people to get free of conflict they face (Iroka, 2016). People do this through their status or display pictures which will, in turn, elicit advice and analysis from their friends. Besides, (Iroka, 2016) opines that Disagreeing couples might as well log in to one of their favorites relationship talks group on Facebook to learn advice about their completing claim. One intelligent existent to comprehend is that clubbable means less time is wasted (Iroka, 2016). Conflict arising between or among people divided by geographical landmarks can correspondingly be quickly resolved via chatting on social media platforms, calls might be made but, there's a fact that conflict resolution doesn't happen in few hours, it takes processes (Iroka, 2016). Policies should be put in place to effectively make use of social media to solve conflict or devaluate the escalation.

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