The Significance of Applying Logical Knowledge in Addressing Viral Culture on Social Media

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Abstract
The rapid advancement of information technology has revolutionized human interactions through the emergence of various social media platforms like Facebook, Twitter, Instagram, TikTok, and others. Although initially intended for convenience and benefit, social media has now become associated with negative cultural trends in society. The enthusiastic adoption of social media has led to the rapid spread of viral culture, resulting in the dissemination of fake information, defamation, and uncontrolled outbursts on these platforms. The rapid propagation of viral culture highlights the need for a deep understanding of logical knowledge, which plays a crucial role in shaping human thought processes. Consequently, this study aims to examine the significance of logical knowledge in today's society, which faces the overwhelming inundation of viral issues on social media. Employing qualitative research methods, including documentary data collection and content analysis, the study concludes that logical knowledge holds great importance in addressing viral culture on social media. Additionally, it provides a systematic guide to human reasoning, aids in discerning between truth and falsehood, and cultivates critical thinking skills. These findings hold particular relevance in fostering a Madani society in Malaysia.
Keywords: Logical Knowledge, Viral Culture, Social Media

Introduction
The rapid advancement of information and communication technology in the modern world has revolutionized social interactions among communities, making them easier and faster. This progress has found application in various fields such as education, business, marketing, and lifelong learning. Social media networks have played a significant role in facilitating communication and the swift dissemination of information across continents, transcending time and geographical barriers. Platforms like WhatsApp, Facebook, Instagram, TikTok, and

Clubhouse have transformed into virtual spaces where internet users socialize and engage with one another. This new form of communication has given rise to a phenomenon known as viral culture, wherein content spreads rapidly among internet users.

The concept of "viral" in media theory, as introduced by Rushkoff (1994), refers to a method that subtly promotes commercial activities while encouraging the widespread sharing of content among users. Originally used in marketing to attract users to products and services, the viral phenomenon rapidly turns something ordinary into something extraordinary (Omar et al., 2022). Sensational and attention-grabbing information, ideas, events, or content quickly spreads among internet users, transcending nationality, location, or age group. The attractiveness of such content depends on societal values and norms, often incorporating elements like captivating titles, video duration, humor, quality music, surprise elements, youth, or exceptional talent (Ramli et al., 2021). The implications of this phenomenon, whether positive or negative, are influenced by the logical thinking abilities of internet users. The term "logic" derives from the Greek word "*logos*" which encompasses reason, rational ground, basic, thought, and speech (The Encyclopedia of Religion, 1987). According to (Dewan, 2010), logic is defined as a science related to principles that enable systematic and orderly thinking and reasoning, or the science of thinking methods. In the context of the Arabic language, logic refers to "mantik," which means speech or conversation (Manzur, 2003). In the Malay language, "mantik" is understood as the science of discussing something using reason (Dewan, 2010). From a terminological perspective, logical knowledge is a branch of philosophy in the axiology section that examines the principles of correct reasoning. Developing logical thinking skills helps individuals control emotional impulses and resist being influenced by viral content on social media. Weaknesses in logical thinking can make social media users susceptible to values and ideas that contradict societal norms in Malaysia. Therefore, this paper aims to examine the importance of logical knowledge in addressing viral culture on social media, specifically within the Malaysian context.

Literature Review
In general, when writing literature reviews, there are commonly three primary methods used. These methods include organizing the review chronologically, categorizing it by themes, or grouping it based on methodology. Consequently, in the present study, the researchers opted for the second approach, which involves organizing the review by themes. The researchers focused on two main themes, namely, studies related to logical knowledge and studies centered around viral culture in social media.

i.   Studies on Logical Knowledge
A study conducted by (Wahab & Hamat, 2018) elucidates the concept of logical knowledge or mantik as the discipline that deals with accurate thinking methods. This perspective aligns closely with the views of al-Ghazali, who defines logical knowledge as the means to distinguish between correct and incorrect definitions and *al-qiyas*, and Ibn Khaldun, who regards logical knowledge as the methods to determine the validity of one's thinking through definitions and arguments (*al-tasdiqat*). Similarly, al-Jurjani defines logical knowledge as a tool to prevent errors or mistakes in human thinking processes. Undoubtedly, logical knowledge plays a vital role in guiding the thinking of social media users.

Furthermore, (Wahab & Hamat, 2020) explain that logical knowledge holds a significant position within Islamic thought. It serves as one of the sources of arguments in matters of faith and contributes to strengthening a Muslim's faith and belief (*iman)*. Logical knowledge

is also employed in defending the Islamic faith against adversaries who employ reasoning as a weapon in their attacks. Islamic scholars, such as al-Ghazali, emphasize the importance of logical knowledge, stating that " logical knowledge is the scale of knowledge; anyone who does not understand logical knowledge knowledge be trusted in their knowledge" (Abd Latif & Rosmawati, 1997). Meanwhile, Ibn Rushd believes that studying logical knowledge is obligatory as long as it aligns with the principles of Shariah and does not compromise one's faith. This perspective is rooted in the Quranic call for humanity to utilize their intellect (Abd Latif & Rosmawati, 1997).

Notably, the use and significance of logical knowledge within Islam extend beyond historical times (Musa et al., 2020). Logical knowledge continues to be employed in addressing ongoing challenges faced by the Muslim community, including contemporary theological (*aqidah*) issues. Consequently, logical knowledge should be comprehended and applied by Muslims today, especially in countering viral culture that encompasses matters of creed and Islamic thought. Logical knowledge serves as a tool for acquiring and evaluating knowledge in various disciplines, distinguishing between truth and falsehood, *haq* and *batil*, and sharpening the mind for systematic and creative thinking (Ismail & Azhar, 2021.).

Moreover, in the context of contemporary ideologies that demand critical and creative thinking, the absence of proper reasoning and thinking systems impedes the ability to discern right from wrong and good from bad. Therefore, logical knowledge assumes utmost importance in confronting the challenges posed by viral culture on social media. Logical knowledge emphasizes the process of seeking information, knowledge, data, and facts to substantiate the veracity of something and this, too, is seen as an important element in addressing the challenges in regards to viral culture on social media (Hassan et al., 2015).

Based on the aforementioned discussions, it is evident that the exploration of logical knowledge remains crucial in developing a sound thinking system within society. Consequently, this present study holds significance and stands apart from previous research. Its focus lies in highlighting the importance of logical knowledge within the realm of social media, particularly in addressing the phenomenon of viral culture.

ii.   Studies on the Viral Culture on Social Media

Research conducted by (Mokhtar & Hassan, 2021) indicates that social media has evolved into a platform for expressing views, sharing ideas, and disseminating information in today's world. In addition, it has become a medium through which stories from diverse individuals, ranging from infants to adults, are transmitted. However, the unfiltered nature of social media can lead to societal divisions and pose a threat to the harmony and security of social institutions. Misunderstandings, conflicts, and disputes can arise when messages and content shared on social media are misinterpreted or provoke negative reactions outside the online realm.

The development of digital communication platforms has given rise to a viral culture that carries risks of confusion, discord, and hostility among society. Social media designs, influenced by psychological factors, possess characteristics that can manipulate users' thinking, leading to impulsive and emotional behavior. Moreover, unethical content and inaccurate information are easily accessible on social media, fostering a viral culture that includes negative elements like cyberbullying, fraudulent activities, defamation, emotional purchasing, and the propagation of ideologies that contradict cultural and religious values. This discomfort threatens the harmony of life (Mokhtar & Hassan, 2021).

Discussions on social media, often driven by emotions, can result in users insulting, mocking, questioning, or ridiculing others (Faisal & Hanisah, 2018). Viral culture can be seen as a form of non-physical attack that generates confusion, misunderstandings, and prejudices, whether through flawed logic or fallacious reasoning. The freedom to express opinions and comment on trending issues can contain numerous fallacies that, if not filtered, may lead to misunderstandings and incorrect conclusions.

Besides, the virality of content determines its widespread awareness, whether in a positive or negative context. This new cultural phenomenon also spontaneously influences the thoughts and emotions of the masses, thereby impacting society's thinking and local culture. The emergence of various social media platforms especially Facebook, Twitter, Tiktok, etc. has subsequently changed the thinking styles and culture of the local society. Consequently, the viral culture brought about by these social media platforms has started to influence the lifestyle of the Malays and it somehow has gradually affecting the norm values which have been practiced by the previous generations (Yusoff & Hanafiah, 2015).

To assess the positive and negative aspects of viral culture, it is important for the community to understand why and how content becomes viral. Emotional factors play a significant role in the flow of information, from creation to transmission, reception, and dissemination, leading to viral content (Faisal & Hanisah, 2018; Omar et al., 2022). Balancing this situation requires the ability to make logical judgments based on rational thinking and correct knowledge concepts, in order to avoid the negative impacts of viral culture. However, filtering information on the internet becomes challenging when individuals lack a good understanding of logical reasoning. Interaction patterns observed in social media posts and comments highlight a weakness in the mastery of logical and rational thinking among social media users, including the younger generation of Muslims (Ismail et al., 2022).

Upon examinations and observations, it becomes evident that social media plays a significant role in disseminating accurate and useful information to the community. The combination of religious propagation and media has fostered the development and progress of religious knowledge. Thus, Islamic media should align with the principles of Islam and fulfill its role accordingly (Sulaiman et al., 2022). Allowing viral culture to thrive among social media users, particularly the Muslim majority in Malaysia, is deemed inappropriate.

Therefore, the discussion on viral culture on social media is crucial and warrants continuous study and exploration to ensure ethical usage of social media in society. This present study stands out by analyzing the importance of logical knowledge in addressing viral culture on social media, specifically within the context of Malaysian society.

Research Methodology
This study employs a qualitative approach with content analysis as the research design. It follows a systematic and planned process to ensure the accuracy of detailed research information. The article selection undergoes three main filtering stages: introduction (identification), screening, and eligibility. To avoid bias in data search, Xiao and Watson (2019) recommend utilizing multiple database searches. Therefore, three databases—Scopus, MyCite, and Google Scholar—were utilized in line with their advice of "*the more the merrier*." To enhance the search results, the researchers also employed a diverse range of keywords (Shaffril et al., 2020). Also emphasize the importance of expanding search results by using synonymous or related words relevant to the research topic. As such, four main keywords were used: *logic* (logic), *mantik*, *budaya tular* (viral culture), and *media sosial* (social media).

Moreover, this present study narrowed the scope of the search to focus solely on studies conducted in Malaysia. As suggested by Okolo (2015), researchers need to establish and clearly explain the criteria for article selection to ensure alignment with the study's objectives and goals. Hence, in the present study, the selected articles were limited to those published between 2000 and 2022. This eligibility process took place after the completion of article screening. Subsequently, the researchers reviewed the abstracts of the articles, compiling general information such as publication year, study type, analysis type (qualitative, quantitative, or mixed), and research findings. These articles, deemed relevant to the research topic and objectives, were then coded and thematically analyzed. The analysis process was conducted manually to address all the research questions.

Analysis on The Importance of Logical Knowledge in Addressing Viral Culture on Social Media

It is undeniable that logical knowledge holds significant importance in both oral and written communication. In both forms of communication, the utilization of systematic language is essential to facilitate comprehension and interpretation by the audience or readers (Hamid, 2001). Hence, this paper aims to examine three key aspects that highlight the significance of logical knowledge in the context of social media, encompassing both oral and written communication. The ensuing sections will elucidate the importance of logical knowledge in addressing viral culture on social media.

i. Logical knowledge guides human reasoning in a systematic manner

Drawing from logical knowledge principles, there are four fundamental elements that facilitate systematic thinking and guide human reasoning. Firstly, it involves the identification and comprehension of problem premises. Secondly, it entails the exploration of causes or origins. Thirdly, it encompasses the evaluation of solution methods. Lastly, it involves making informed decisions or conclusions (Wahab & Hamat, 2018). These elements hold great importance and should be understood and applied by social media users. It is essential for individuals engaging with social media to engage in systematic thinking by incorporating these four basic elements emphasized in the realm of logical knowledge before sharing any received issues or information. This process is crucial in ensuring that the information shared on social media does not transform into negative viral content that can lead to cyberbullying, subsequently causing emotional distress to the victims. Moreover, a study conducted by (Awang & Alavi, 2020) discovered a distressing correlation between cyberbullying and suicidal ideation. Therefore, it is incumbent upon every social media user to exercise caution and thoroughly scrutinize information before deciding to disseminate it. Hence, logical knowledge enhances the capacity for accurate reasoning, not only pertaining to religious matters but also encompassing worldly human issues (Wahab & Hamat, 2020). It is evident that logical knowledge plays a critical role as a guiding force for humans to engage in systematic thinking, and its application is highly pertinent in the realm of social media, thereby aligning with the government's vision of creating a Madani society.

ii. Logical knowledge guides human reasoning in distinguishing between truth and error

With the aid of logical knowledge, individuals possess the ability to discern between truth and error (fallacies), particularly in their thinking processes. Logical knowledge places emphasis on the method of definition (*ta'rif*) and the process of conceptualization, which involves

expressing the essence of something through singular terms without any imposed legal determination (Hamat, 2002). While humans possess the faculties of reason and perception to attain knowledge and truth, the absence of sound thinking systems leaves individuals susceptible to incorrect thoughts and beliefs (Ismail & Azhar, 2021). Moreover, within the realm of social media, various detrimental phenomena such as slander, the dissemination of fake news, the propagation of ideological concepts, and the promotion of extremist or militant ideologies are prevalent. For instance, Shiite groups actively propagate their teachings through social media platforms (Masod, 2013). Similarly, extremist and militant organizations like DAESH utilize social media channels to influence public opinion (Hassan, 2016). Additionally, the influence of liberalism is particularly prominent among teenage social media users, where ideas are freely expressed in the name of freedom of expression (Salleh et al., 2017). Hence, logical knowledge plays a vital role for social media users in discerning the veracity of received or shared issues and information, especially when religious and racial sentiments are involved, as they can undermine unity in Malaysia. In this regard, logical knowledge is not only instrumental in curbing the viral culture among social media users but also in safeguarding the well-being of a Madani society in Malaysia. Despite the presence of legal regulations, it is essential to provide the current generation with proper thinking systems, as meaningful change must begin at the individual level.

iii. Logical knowledge trains the human mind to think critically

The enthusiasm displayed by some present-day social media users in spreading particular issues and information has given rise to the phenomenon known as the "breaking news syndrome." It becomes even more worrisome when social media users find satisfaction in relying solely on viral information found on social media platforms. Hence, the skill of critical thinking becomes a crucial aspect that should be acquired and applied by social media users. This skill encompasses three key elements: analytical thinking, objectivity, and evaluation (Hamid, 2010). Additionally, the absence of training the mind to think critically poses a concern as it can lead individuals to act without objectivity and evaluation, turning social media into a platform for excessive sharing, commonly known as "oversharing" (Rahman et al.,2022). Furthermore, this can even give rise to narcissism and mental disturbances (Błachnio & Przepiórka, 2018). Therefore, as social media users, it is essential to continuously develop these three aspects of critical thinking in order to avoid falling into the problems caused by the prevalent culture of virality. According to (Wahab & Hamat, 2018), the application of logical problem-solving knowledge serves as a fundamental basis in the discourse of critical thinking. It is evident that logical knowledge plays a pivotal role in shaping an individual's critical thinking when responsibly utilizing social media, and this holds significant relevance in fostering a Madani society in Malaysia.

Conclusion

From the preceding discussion, it can be concluded that logical knowledge holds immense significance and plays a crucial role in shaping the thought processes of social media users. In the present landscape, characterized by the rampant culture of virality, logical knowledge becomes even more essential to counteract the resulting societal chaos. The present study's findings underscore three key importances of logical knowledge in addressing the viral culture on social media. Firstly, it provides a framework for systematic thinking. Secondly, it enables individuals to distinguish between truth and falsehood. And thirdly, it cultivates critical thinking skills. Subsequently, the failure to grasp and apply logical knowledge among social

media users has contributed to the proliferation of viral culture, giving rise to various issues like cyberbullying, the dissemination of fake news, the propagation of false ideologies, and more. Consequently, the significance of logical knowledge in the use of social media cannot be understated, as it serves to mitigate the viral culture and align with the government's aspiration to foster a Madani society.

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