

With growing use of social media for all purposes, it's becoming increasingly relevant to think about social and psychological impacts being experienced across audiences.

Traditional mass media organizations are using social media for further penetration of their content. But the real problem is user generated content which is absolutely free from any gate keeping. The content can range from thoughtfully designed messages to spontaneously generated comments on those contents. Both have a potency to be extremely careless and harmfully toxic.

Social media users receive racist, misogynist, islamophobic, xenophobic content on a daily basis and are most often unequipped to handle hurtful situations. Sometimes such online experiences leave a deep scar.

Media and information literacy is the answer to counter hate speech seeping through online communications.