

Mechanism of Formation and Giving Related News Ethnic and Religion in the Tay Nguyen Area, Vietnam

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Abstract: Rumor is a common psychosocial phenomenon that exists in all human societies. In conditions of lack of information, or when the media campaigns of public agencies fail, rumors will appear more and more and spread quickly. The negative impacts of rumors on people's lives as well as the stability and development of society are very serious, especially in the context of crisis, conflicts and disasters. The article identifies ethnic and religious rumors in the Tay Nguyen area and applies the theory of Allport and Postman in analyzing the mechanism of rumor formation and spread to propose a solution to suppressing rumors. True rumors as well as limit negative impacts caused by rumors. Our research results show that most of the events surrounding the lives of the people of Tay Nguyen - Vietnam are rumored and spread in the form of rumors related to the exercise of autonomy. Due to belief, religion or discrimination, racism. These rumors are formed and spread according to the law of spreading rumors that Allport, Leo Postman pointed out, and there are some other forms of transformation that Postman has not mentioned.

Keywords: The mechanism of forming and spreading rumors; Rumors related to ethnicity and religion in the Tay Nguyen area

1. Background

Rumor is a common psychosocial phenomenon that exists in all human societies. In conditions of lack of information, or when the media campaigns of public agencies fail, rumors will appear more and more and spread quickly. The negative impacts of rumors on people's lives as well as the stability and development of society are very serious, especially in the context of crisis, conflicts and disasters. The article identifies ethnic and religious rumors in the Tay Nguyen area, and applies the theory of all post and Postman to analyze the mechanism of rumor formation and spread to propose a solution to eliminate false rumors as well as limit negative effects caused by rumors. The results of our research show that most of the events surrounding the lives of ethnic minorities in the Tay Nguyen area are rumored and spread in the form of rumors related to ethnic minorities. The exercise of freedom of belief, religion or discrimination. These rumors are formed and spread according to the law of spreading rumors that Allport, Leo Postman pointed out, and there are some other forms of transformation that Postman has not mentioned.

2. Research Overview

Rumors cannot spread without the supportive modalities presented through channels such as the mass media, social media and inter-personal media. Many rumors research studies have conducted surveys through different channels to explain the transmission path of rumors from the starting point to the diffusion process between individuals and different subjects.

Researchers (Allport and Postman, 1947; Lecerf and Parker, 1987; Hall, 2011) emphasize that the media has an important role in the spread of rumors. This is where the data is stored in network systems so it is difficult to retrieve it even if it

can be proved false. In addition, the media technology that has accelerated the rate of news updates and information transmitted to the public tends to increase rapidly, although the content has not been verified, but they accept it as news by the expectation on matters of concern.

Recent studies have also highlighted the need for communication theory to explain how people communicate during disasters (Sellnow and Seeger, 2013) and as a result, people are increasingly turning to social media in such a context (Sweetser and Metzgar, 2007). However, while social media can be used to provide and update information related to the local situation (Shirky, 2011) it also presents the flip side. Social media was also used to diffuse rumors that were harmful and destabilizing the economic, political and social situation at that time (Zhou and Zhang, 2007).

Regarding the way in which rumors are conveyed according to the law of exaggeration, some researchers (Sinha, 1952; Schachter and Burdick, 1955) also emphasize the fact that the content of rumors is distorted numerically rather than quality. Exaggeration can take place as a result of exaggerated changes in information.

When studying rumor transmission in accordance with the law of less detail, Shibutani (1966) emphasizes that the public tends to shorten or shorten information in order to be easily remembered and grasped. Thus, the law of detail reduction is used to only lose detail and gradually reduce the length each time rumors are conveyed to make it easier to grasp information, especially when rumors need to be conveyed early. Kirkpatrick (1932) emphasizes that the reduction of detail is a process of "condensation." For example, there are 20 detailed statements that were originally described, reduced to 15 and ultimately only 5 statements.

Across hundreds of studies conducted by psychologists in recent decades, consistent results have revealed that witnesses cannot be perfect in their memories and that the systemic factors can affect information retrieval.

As can be seen, assimilation is often seen as a more comprehensive and higher level of change of content leading to rumors. The public tends to present relevant exaggerated evidence to assimilate a rumored situation (Peterson and Gist, 1951; Buckner, 1965; Shibutani, 1966; RH Turner and Killian, 1972; Rosnow, 1991). Therefore, the use of the law of assimilation often involves incorporating certain changes of information to make the rumor more meaningful to the communicator. The rumored structure is changed to become more coherent and consistent with the expectations and beliefs of the participants in relation to the transmission process.

Besides, the law of addition is often done to supplement the rumor's content in a new material form by adding detailed information. Until now, many researchers have used the terms of the law of addition such as "rapid increase" (Rosnow, 1991), "create and explain further" (Allport and Postman, 1947), "Complexes" (Peterson and Gist, 1951), "embroidery" (Allport and Postman, 1947), and "fabrication" (Sinha, 1952). The researchers found that a new topic is often given more information without sacrificing any detail.

From the above analysis, it can be seen that checking rumor trends according to the law of reducing detail, emphasizing (exaggerating), assimilating, and adding makes sense when applied to "natural" situations. In practical cases, not in experimental situations. Thus, it can be seen that the research on the mechanism of rumor operation has shown the importance of four rules in the process of spreading and spreading rumors. The Law of Exaggeration underlines is to highlight details in the content of rumors. The detail of the law of shortening is related to the tendency to reject or ignore some details, even those necessary to understand the meaning of a rumor. The laws of assimilation are carried out in order to make rumors more coherent and specific on the topic. Finally, the law of adding detail is supplemented with new material or detailed information. Each rule shows its strengths in order to convey the content of rumors from individuals, groups to individuals, groups. The rules of the rumor mechanism depend on the characteristics of each individual, group-oriented meaning when participating in different rumors. Thereby, it shows the main decisive issues to the rumor operating mechanism in general. Research on the mechanism for forming rumors related to ethnicity and religion in Tay Nguyen is currently very limited, under the sociological perspective, it is even more rare. Therefore, this article serves as a supplement to the missing close-up picture of the rumor-forming mechanism for ethnic minority groups in the Tay Nguyen area.

3. Theory of Research

Gordon Willard Allport and Leo Joseph Postman (1947) two famous American psychologists, have done a lot of empirical research on rumors in the context of war. The authors have pointed out three basic rules of spreading rumors: exaggeration, reduction of detail and assimilation.

The Law of Exaggeration: According to Allport and Postman, exaggeration of rumors is often done when a very small but remembered aspect of information is recounted selectively with sharper wording. The most commonly emphasized information, according to Allport and Postman, is: quantity; time, the moment in which the event occurred. Besides the time, the location, the size, the number of participants, the information is easily exaggerated to attract and emphasize.

The Law of Detailed Reduction: Detailed reduction is often done to help the transmission and receipt of information take place in a clear and fast way, in which the transmitted information will be reduced to concise, easy to understand and recount. According to Allport and Postman, the amount of detail memorized decreases drastically at the early stages of narration and decreases slowly in information acquisition. After the amount of information is reduced to a certain extent, the receiver will unconsciously recite the information being conveyed.

The Law of Assimilation: Allport and Postman point out that the rearrangement process is often not influenced by the emotions of the messenger. Rearranging information in one direction helps to eliminate inconsistencies, making the message more coherent and general.

Thus, rumors from Allport and Postman's theoretical point of view are formed and spread through a process of distorting news according to complex mechanisms. Using this theory, we investigate the transition of information flows related to religion and ethnic minorities in the Tay Nguyen area to find out the law and the regularity of the process of formation and spread rumor.

4. Main Research Results

4.1. Rumors related to religion and ethnic minorities in the Tay Nguyen area

Tay Nguyen is the operating area of many types of religions recognized in terms of religious organizations, mainly Catholic, Buddhist, Protestant and Cao Dai, with a total of 1,753,761 followers, accounting for 34.7% of the population, nearly 3,500 monks. In recent years, the number of followers of religions in Tay Nguyen has increased rapidly with population growth. It is noteworthy that ethnic minorities have increased rapidly, mainly according to Catholics and Protestants. Currently, ethnic minority Protestants are 324,135, accounting for 89.3% of the total number of Protestants in the region; Minority Catholics are 248,039, accounting for 30.9% of the total number of Catholics in the region. Besides, a number of new religious phenomena are also developing in Tay Nguyen recently. Tay Nguyen is the province with the largest number of Protestant denominations in the country. According to data, Tay Nguyen provinces have up to 47 Protestant denominations, many of which are not yet recognized in terms of religious organizations (Nguyen Thi Ngan, 2017). The peculiarity of the population composition, the history of its formation is one of the reasons why this land has so many false rumors surrounding ethnicity and

religion. We classify these rumors into the following main groups:

Firstly, the rumors show false views about freedom of belief and religion and the guarantee of the people's right to freedom of belief and religion. Although for many years, the State has had many policies to ensure freedom of religious beliefs for all people. However, the subjects always spread distorted information that the Party and the State restrict the people's right to freedom of belief and religion, especially preventing the exercise of the right to freedom of beliefs. followers of Buddhism, followers of the Cao Dai religion, Catholicism or Protestantism. On the website, the People's Newspaper published the article "Religious dignitaries in the Central Highlands denied the false accusations and distortions" showed: "Before that, it meant that only after two days, some people happened listening to the bad guys inciting, gathering, disturbing public order, we went to AMA Ron commune, Ia Pa district (Gia Lai) to attend the opening ceremony of the PleiRNgol Protestant Association with the participation of 736 members, on behalf of more than two thousand members living in the area. Here, Pastor Siu YKim, Member of the Representative Committee of the Vietnam Protestant Church, said: On behalf of the faithful of PleiRNgol Protestant Association in particular and the Protestant relatives in Gia Lai province in general, I thank the Party and authorities at all levels for creating favorable conditions for us to organize religious activities in the past years in accordance with the principle of law and the State's purpose of law and law "(Nhan Dan Newspaper, 2004).

It can be seen that in recent years, taking advantage of the fact that many people convert, convert to other religions, hostile forces put false information related to ethnic and religious issues to manipulate reactionary forces implemented "peaceful evolution and overthrow riots". The hostile forces gave false information because the right to freely practice religious celebrations was clearly recognized in Vietnam's Law on Freedom of Beliefs and Religions.

Second, rumors show false views related to racism and discrimination against ethnic minorities. Due to the specific characteristics of the population composition, many misinformation related to ethnic issues were formed on this land. Despite efforts of the Party and State in implementing the principle.

Over the past years, the Party and State have consistently implemented the national policy with the basic content of socio-economic development, ensuring that all ethnic groups can bring into play their potentials and strengths in their development. development. The Party implements many policies to develop health care and education to ensure the basic freedoms of people while focusing on solving well the issue of national unity. Because the development level of some ethnic minorities such as Ba Na, Ede, Co Ho, . Tay Nguyen is often lower than that of Kinh people, the Party and the State are implementing many policies to support the people. ethnic minorities alleviate poverty. Despite the fact that the powers are always spreading information regarding the local government's persecution of ethnic minorities.

4.2. Mechanism of formation and spread of rumors related to ethnicity and religion in Tay Nguyen area

Using the theory of Allport and Postman, we analyze the mechanism of formation and spread of rumors related to ethnicity and religion in Tay Nguyen area. After reading and analyzing the rumors surrounding the research, we found that most of the rumors were formed and spread according to the rules that Allport, Leo Postman pointed out and had some more variable form. other changes that Postman has not mentioned. Accordingly, the process of forming and spreading rumors related to ethnicity and religion in Tay Nguyen area took place according to the following rules:

First, the formation and spread of rumors according to the law of exaggeration

The law of hype is often done to emphasize and highlight the details in the message the gossip wants to send. This rule is often combined with information reduction and only focuses on a few details the communicator wants to emphasize in a compensatory manner. In this way the rumors will deviate from the original truth and become information compounded by the variation or standardization of the event. For example, when information about events related to public authorities preventing the practice of religious rituals in contravention of law, rumors are often spread according to the law of reducing physical information. Currently, it is a violation of the law while emphasizing the public service performance of the public agency as an act of repression, preventing the freedom of religious beliefs of the laity.

Thus, thanks to the process of exaggerating, emphasizing some details through the use of the emphasized language or the use of methods of underlining phrases, adding illustrations to attract attention and increase the level of trustworthiness for the information, the rumors formed and transmitted in this way will be distorted in terms of quantity rather than quality, which magnifies the original information, causing certain misunderstandings for message recipient.

The second is to form and spread rumors according to the rule of adding information or reducing detail

Aside from the law of exaggeration, rumors are often spread according to the law of adding information or reducing detail. Shortening the details in conveying a rumor is often associated with a tendency to reject or ignore some details, even the details needed to understand the true meaning of the message. Due to the limited process of storing and memorizing information, the communicator often uses the trick of reducing some details and certain information so that the receiver can easily remember it. Shibutani emphasized that the public tends to shorten or shorten the information in order for the recipient to grasp it faster and easier to remember (Shibutani, T, 1966). Rumors about ethnicity and religion in the Tay Nguyen area are also formed according to this rule. Simplified practice will be used when describing public service practices in the suppression or resolution of illegal acts. Accordingly, the shortened information is the information related to the law violation, they only give information about the public agency's handling of the act and emphasize or add new details, new content is

considered. It is the repression of public agencies with the exercise of the people's basic freedoms or the oppression of the nation or religion.

Third is to form and spread rumors according to the law of assimilation

The law of assimilation is often associated with a rule of subtracting or adding information and exaggerating to rationalize the information the messenger wants to convey. The law of assimilation makes rumors more coherent and reliable, so this rule is often used to realize the personal interests of the messenger. It can be seen that assimilation is a more comprehensive and higher level model of the change in information content, leading to the formation and spread of rumors widely and quickly. This is because the public tends to present relevant evidence to exaggerate or alter information in a way that is more meaningful to the communicator and more trustworthy to the receiver. Because of the advantages of assimilation, the subjects have thoroughly applied this rule in the development and spread of rumors related to the religious nation to serve their personal purposes.

Basically, rumor is an element of human psychology when interacting for a long time often has questions surrounding the social environment. In particular, the sharing and spreading of rumors has become a means for individuals to seek more information to relieve psychology, to fill the knowledge gaps on a certain issue. In the study of Lu Thi Mai Oanh, Nguyen Quy Thanh (2018) shows that 72% of the rumor public often verifies information mainly through media channels (press, television), inter-social channels (Facebook, Youtube...) with the respective rates of 65.7% and 56%.

The media, mainly newspapers, radio and television ... are considered to be the official and reliable sources. Therefore, individuals and groups tend to verify information through official channels and check more from other open sources such as the social network Facebook. However, a lot of unclear content was posted that had a big impact on personal psychology. When asked about their feelings when reading a lot of information about the right and wrong and clear conclusions on the media, social media showed that 89.2% felt confused, worried and lost confidence into society. Therefore, when more rumors appear, personal trust tends to decrease and transmit more false information.

5. Conclusion and Policy Recommendation

Rumors related to ethnicity and religion are still being formed and circulated on a daily basis in the mass media or inter-personal media. Most of the ethnic and religious rumors of Tay Nguyen region that we analyzed were formed and developed based on the three laws of spreading rumors that Gordon Allport and Leo Postman mentioned. However, we emphasize that the laws of exaggeration, reduction, addition or assimilation of information do not take place in isolation, but have complementary interwoven combinations. Therefore, to eliminate and limit the negative harm caused by rumors, it is necessary to have the cooperation of the authorities, the mass media and the

efforts of each citizen. Then each group of subjects should implement the following solutions well.

Firstly, for state management agencies at all levels: The State needs to set up news sites and information channels that fully, in detail and transparently provide all the Party's undertakings, the State's legal policies on ethnicity and religion. All public service activities of public agencies related to the implementation of policies and laws on religious ethnicity need to be publicly and transparently informed.

In the case when rumors about ethnicity or religion appear and spread in the community, these rumors should be quickly classified. In this case it is only sporadic information that has not been widely disseminated and is not of a critical nature, with this kind of information it is not necessary to take any treatment measures. Rumors, if not related to the masses, are not widely shared, will be self-destructive. With rumors about sensitive issues, shared by many interested people, it is necessary to quickly make an official statement in order to make the information publicly transparent to refute rumors. In this case, the public authorities need to promptly send press releases, press conferences, provide convincing evidence on the mass media in order to deny the information and coordinate the investigative agencies to request to remove the content of false information and proceed with penalties for the objects that spread false rumors.

Second, for communication channels: Mass media and inter-personal communication channels play an important role in information transmission. Therefore, the media need to strengthen coordination with the competent authorities to provide official information to provide information to the people and contribute to information orientation to limit the fact that individuals lack of information but seek to read and share unorthodox information leading to the spread of malicious rumors.

Third, for every citizen: Be careful in finding, sharing and commenting on unofficial information that is spread on channels that spread information channels but the level of information verification is not high such as: social networks Facebook, websites or other localities. Media, online radio are established by individual groups. Rumor receivers need to equip themselves with the ability to think, to criticize as well as constantly learn, accumulate experience over time to distinguish true / false information. It can be seen that the skills of independent thinking and problem analysis play a very important role in the era when information is widely and widely spread.

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