

PREVENTIFICATION OF THE EFFECTS OF BUBBLE FILTERS YOUTUBE CONTENT ALGORITHM ON ATTITUDE JUVENILE DELINQUENCY

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Abstract

YouTube users in Indonesia are almost 94% with an age range between 16 to 64 years old. The main concern in the use of YouTube among teenagers in particular is the consumption of content that not only has a positive impact, but also negative. Fillter Bubble Algorithm as part of the information network contained in various social media, including on YouTube can make it easier for various information to be accessed by users, even the content can appear with just one key word/content code, including when users do one search for content can present similar content continuously. This can lead teenagers to consume YouTube content without filtering, including content that can lead to juvenile delinquency. Therefore, there is a need for social control both online and offline by involving people closest to adolescents, such as family and peers in monitoring the use of digital media by teenagers. This case will be analyzed using Travis Hirschi's social control theory. According to him, deviance is the result of a lack of social control, so it is necessary to optimize prevention in the form of social control from those closest to adolescents as perpetrators of deviant actions. The purpose of writing this article is to find out how to work and strategies to control the impact of bubble fillers on YouTube content that is widely accessed by teenagers so that prevention can be carried out on the attitude of juvenile delinquency.

Keywords: Filler Bubble Algorithm, Juvenile Delinquency, Social Control

A. Introduction

YouTube is a video-based social networking platform that has risen over the last five years. YouTube has more than a billion users, accounting for about a third of all Internet users, according to its own figures. YouTube producers have published 10,000 videos as of March 2015, as having an account or channel on YouTube and gaining followers or views can make money. As time passes, more and more individuals are creating YouTube profiles, which opens up job prospects. Every day, YouTube viewers watch hundreds of millions of hours of video, generating billions of views. On YouTube, we may get music, movies, news and information, sports, lifestyle, games and Vlogs, among others.

YouTube is not only a source of entertainment, but also a source of information and guidance. The content will teach users to do everything from styling their hair to changing a car battery. When asked about her company, YouTube CEO Susan Wojcicki said “In many ways, we are more like a library, thanks to the sheer number of films we have and the potential for people to learn from and watch.” Get every bit of knowledge you can, then learn about it (Thompson,2018). While YouTube may be a convenient source of information, it is not like a library in many ways. The classification and organization of YouTube subjects is broad and unclear. Libraries, including physical libraries and digital libraries, are usually curated by librarians to include a balanced voice, allowing patrons to have accurate views on politics, philosophy, literature, and other arguments, while YouTube content is not as well curated.

YouTube does employ content reviewers to remove disturbing content like “terrorism” and “child abuse” from its servers, but the content is so harmful to its employees that Google is trying to use some reviewers to see if there is a technical intervention, such as allowing workers to watch videos at scale. gray (Newton, 2019). Nearly 94% of YouTube users in Indonesia are between 16 and 64 years old. The main concern regarding the use of YouTube among teenagers in particular is the consumption of content that not only has a positive impact, but also a negative one. Filler bubble Algorithms as part of the information network found on various social media, including YouTube, can make it easier for users to access various information, even content can appear with just one key word/ content code, including when the user searches for content once, it can present similar content continuously.

The phrase “filter bubble” refers to how algorithms decide what information we will find on the Internet. YouTube’s algorithm is a mechanism that determines whether a video is of sufficient quality to be recommended to more people. The phrase “filter bubble” was coined by Eli Pariser. According to him, filter bubbles will strengthen everyone’s prejudices. Therefore, they will continue to believe in one type of information and not know others. Algorithms also make us feel that we are the most correct in the information disseminated on social media. This effect is also called Echo Chamber. Echo Chamber is a space where we only hear our screams and do not want to know the real situation. This effect occurs because of algorithms on social media. Therefore, we are only trapped by certain information that we frequently search for or like.

Some of these effects cause YouTube users to lack adequate information and narrow our perspective. This can cause teenagers to consume YouTube content without any filter process on the content, including content that can lead to juvenile delinquency. For example, teenagers who like short film content or footage of teenagers who like to fight, have fun/hedonism, taboo content with a sexual nature, and other non-educational content. Therefore, it is necessary to carry out social control directly or indirectly by involving people closest to teenagers (such as family members and peers) to monitor teenagers’ use of digital media.

B. Literature review

B1. Algorithm Bubble Filter

The internet has become a necessity for people to carry out daily tasks in our digital era. Of course, we can quickly access many aspects of life on the Internet, including the economy, education, entertainment, and even the latest social news.

Once we find the answer on the Internet, everything seems easy. But have we ever thought that a set of tools and systems created by humans decades ago have now become our best friends for finding simple to complex problems in our lives.

A basic example of this “getting to know the user better” system might be a personal encounter with WhatsApp conversation content and YouTube platform timeline recommendations. When they tell their friends that they want to make brownies, and then when they go to YouTube, they will recommend channels and videos related to “making brownies”. This example certainly makes

us want to know how data and information systems work on the Internet. This allows search engines, platforms and other platform applications to provide the same information even though they were created by different programmers.

Independent research on the Internet has shown that it is influenced by system algorithms, making it easier for users to find content related to the material they are visiting or the content they are visiting. This concept is called “Filter bubble”.

The filter bubble phenomenon was first proposed by Internet activist and author Eli Pariser. Filter bubbles are “each person’s information universe, unique and dependent on that person’s activity on the Internet”, he explained during a TEDTalks session in California in 2011. (Pariser, 2011a). In reality, this algorithm seems normal and not 5 dangerous, and can even help users in finding and searching for information they like on the Internet. Unfortunately, because of search system and social media algorithms, these algorithms can actually isolate users from news that occurs outside the information bubble, so that in the end, because of search system and social media algorithms, these algorithms do not allow users to develop or discover a wider range .

Bubble filtering algorithms can also cause the Echo Chamber phenomenon, that is, Internet users who have preferences for certain themes will be grouped by the system and often meet or appear with users with the same favorite themes. Likewise, although this phenomenon seems harmless, it seems to make it easier for users to return. However, behind that, Echo Chamber can actually cause cognitive bias and even narrow views on certain topics, because the system seems to collect other users who have the same views and favorite topics. Referring to these two aspects of information, it is actually necessary to study the bubble filter algorithm and the echo chamber phenomenon, which are problems that need attention and consideration. Because apart from the benefits obtained, these two things are actually potentially dangerous, if the user is not aware of the impacts that might occur if they continue to do these two things for a long time.

The bubble filter is a system algorithm that allows users to obtain comparable material based on their Internet and network usage patterns. Likes, shares, comments, clicks on certain links, and user search history are examples of this activity. This algorithm is generally used on social media, one of which is YouTube content. As we type in keywords, the algorithm will show us more of what we are looking for. This is because the “system algorithm” knows the topics we watch on YouTube regularly. Bubble filters are algorithms created to make

social media searches easier and help marketers in identifying their top ten target audiences. Filter bubbles, according to Haim et al (2018), reveal that the goal of algorithms is to maximize economic rewards by promoting media consumption rather than ensuring variety. As a result, the system filters out information that is not of interest to certain users, while increasing the amount of content available to them.

Bubble filters can be used to control the amount of information entering the system. This is in accordance with Pariser (2011b), who states that bubble filters are manual tools that provide an information environment that is perfectly suited to whatever situation we face. As a result, the algorithm is consistent with its purpose and function in all respects, offering a lot with a stream of relevant content to connect consumers with the desired information (Rader 7 Gray, 2015). 4 Unfortunately, these advantages come with new dangers. It is common knowledge that internet users have both good and bad impacts. Filter bubbles have the ability to exacerbate ideological isolation by automatically recommending items that may align with a user's beliefs (Flaxman et al., 2016). If this happens, it will have a negative impact on information separation, which is a serious problem. Because everyone has the opportunity to voice their thoughts based on their understanding of other points of view and assumptions.

This algorithm has the potential to adapt our minds to be pampered with favorite things that make us feel comfortable. As a result, individuals ignore the world beyond these issues, or at the very least, it is too late to realize that there is an important topic to pay attention to. Algorithms, on the other hand, actually limit it. Bubble filters are comparable to algorithmic non-transparent filters, which limit user options. As a result, freedom of thought, speech, and action, which should be seen as an effort to improve personal thinking, will be harmed (Bozdag & Hoven, 2015). Individuals who have the freedom to think are more creative, and reason must be cultivated and held by everyone. The loss of capacity to think independently caused by filter limitations is the source of many unnoticed thoughts and viewpoints.

B2. Juvenile delinquency

As technology advances in this era of globalization, it is clear that the presence of the internet is increasingly needed in everyday life, both in social, educational and business activities. It cannot be denied that social media has a

significant impact on a person's life. Small businesses can grow through social media, and vice versa. For people, especially young people, social media has become an addiction, and users cannot avoid using it every day. Adolescents in this developmental period try to find their identity through relationships with their classmates at school. Social media attracts anyone to be invited, to join in on social media by offering feedback, making public comments, and exchanging information in real time. It cannot be denied that social media has a significant impact on a person's life.

Teenagers with social media usually post personal activities, stories and photos with friends. On social media, anyone can freely comment and share opinions without worry. This is because it is easy to fake identities or commit crimes on the internet, especially on social media. In school development, teenagers try to find their identity by interacting with their peers. However, today's teenagers tend to think that the more active they are on social media, the more cool and cool they will be. At the same time, teens without social media are generally considered out of touch or out of touch and less social.

Digital magazines, online forums, web blogs, social blogs, microblogs, wikis, social networks, podcasts, pictures or images, videos, ratings and social bookmarking are examples of today's social media technologies. Blogs have advantages, such as sharing images or photos, video blogs, wall posts, sharing music, chatting, etc., all of which have their own benefits. Social media seems to have become an addiction for Indonesian people, especially teenagers. Not a day goes by without someone using social media, and practically 24 hours can't go by without someone using their cell phone. Facebook, Twitter, Path, YouTube, Instagram, Kaskus, LINE, Whatsapp, and Blackberry Messenger are one of the most popular social networking platforms among young people. Each of these social media platforms has its own advantages in terms of attracting many users. The many conveniences provided by social media enable teenagers to feel at home in cyberspace for long.

Deviant adolescent behavior can also be called juvenile delinquency, which refers to behavior that violates social norms, rules or laws during adolescence or during the transition from childhood to adulthood (Kartono 2010: 6).⁵ With increasing maturity and globalization technology, we can easily enter all corners of the world, including our country Indonesia. There are many impacts of globalization that have positive and negative impacts. But in fact, the impact of

globalization has caused the younger generation to forget their identity. Teenagers are easily influenced by things that are popular in other countries, including lifestyle, speech, clothing and relationships.

Under the influence of popular things, imitative behavior appears among young people. The definition of imitative is imitating the behavior and actions of others and accurately copying what others do. As a process, if what is imitated is good personal behavior that is in accordance with social values and norms, then imitation can certainly have a positive meaning. However, on the other hand, if the personal image being imitated is bad behavior or behavior that deviates from the values and norms that apply in social life, the imitation process can also have a negative meaning. Some YouTube content consumed by teenagers, young video vloggers express themselves too “freely” and often “negatively”. For example, the trend of using foul language or swearing in eye-catching videos, the trend of free Western cultural lifestyles, ranging from vulgar “dating” styles such as kissing and vacationing in hotels, to sexy fashion styles that have received a warning from the Indonesian Child Protection Commission (KPAI).).

B3. Travis Hirschi Social Control

Travis Hirschi (1995) is an American sociological thinker who proposed a theory to deal with many illegal acts committed by young Americans. This theory is based on the view that everyone tends to disobey the law or has the urge to break the law. Therefore, social control theorists view deviant behavior as a logical consequence of a person’s disobedience to the law. Travis Hirschi (1969) developed social control theory to explain why someone can follow rules and norms. According to Hirschi, social control can determine whether a person’s

behavior is in accordance with social norms in the environment. On the other hand, Hirschi starts with the opposite premise: We are all born with hedonistic impulses and act in selfish and aggressive ways, which leads to criminal behavior.

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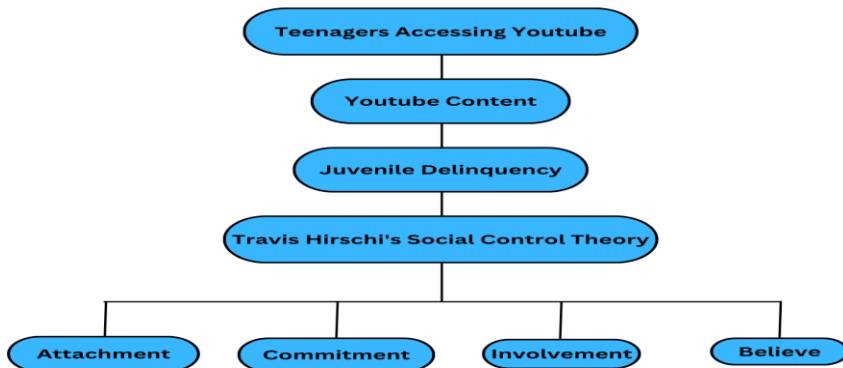
For Hirschi, parents and schools are very important in this regard, where adolescents who have established close relationships with parents and schools will experience greater levels of social control. These forms of social control consist of four elements, namely attachment (affection), commitment (commitment), involvement (involvement), and believe (trust) (Yablonsky, 2000: p. 188).

- a) *Attachments*, feelings or affection are a source of strength, produced by primary group socialization (such as family), which makes individuals have a strong commitment to obeying the rules. The family is a socialization function for family members, especially teenagers, because teenagers are born first into the family and the family is the first and main institution. The first time teenagers learn about rules and norms is in the family.
- b) This is what families teach children, allowing children to play their role and status correctly in society, and allowing teenagers to always obey the rules instilled in the family which are obtained from the love of their parents, especially those who are far from their parents. Parental social control over teenagers is not only through adequate monthly allowances provided by parents, but also enough to make the psychological aspect much more important than the material things parents provide to their children.
- c) *Commitment* or a strong sense of responsibility for rules can provide a framework for understanding the future. This form of commitment is manifested, among other things, in the awareness that if he behaves abnormally, his future will be bleak. Commitment is a guideline not to do the same thing before or after the behavior occurs. A promise made by someone not to break a rule because they know that if they do, they will be disciplined or warned.
- d) *Involvement* or involvement will encourage individuals to act participatively and participate in the rules set by society. The intensity of a person's participation in conventional normative activities will automatically reduce a person's opportunities to commit unlawful acts. For example,

the relationship between a teenager and his girlfriend who often visits to accompany him to sleep like a married couple and stays at his partner's house will trigger and provide many opportunities for deviant behavior.

- e) *believe*, Belief or trust in social norms or community rules, loyalty and obedience are ultimately ingrained in a person. This means that social rules always apply by themselves, and their existence (for everyone) becomes stronger (Budirahayu, 2013: 95). Parents' trust in their children gives them social freedom. People who depend on their parents can reduce deviant behavior. If teenagers rarely communicate with their parents and are far from parental supervision, this will affect their behavior. Compared to teenagers who are close to their parents, they accept their parents' advice, will have strong beliefs and have self-defense.

B4. Framework of thinking



C. Research Methodology

The method used in this research is descriptive qualitative with information collection techniques used as a literature review. The author looks for related sources from various sources of data information such as books, e-journals, e-proceedings, YouTube social media, and websites related to the theme being discussed. Data processing is carried out to ensure the validity of the data information obtained, so in this case the author adopts source triangulation

techniques to ensure the validity of the data collected can be accounted for. In this source triangulation technique, the author tries to compare information obtained from various information sources, namely books, e-journals, e-proceedings, YouTube social media, and websites.

The data analysis used is content analysis, the author carries out an in-depth analysis of the substance of the content from various sources of information. The content analysis steps used are:

- a) Before carrying out data analysis, a library/literature study was carried out which was used as material for the author's consideration and additional insight into the scope of activities and concepts covered in the writing.
- b) To carry out analytical discussions, reference data is needed as a starting point, from which the data can be developed to find material unity in order to reach solutions and conclusions.
- c) A descriptive analysis method based on secondary data was used to analyze some of the data and information collected during the data collection stage.

D. Research results and discussion

D1. How the Bubble Filter Works on YouTube

Artificial algorithms on various types of social media allow users to be intellectually isolated. One of the systems used to run the algorithm is a bubble filter. This means that, subconsciously, a social media user's mind is guided to look at various phenomena presented on social media in accordance with the direction of the algorithm's movement in the vortex of the filter bubble.

The same thing also happens in entertainment media, especially YouTube. Basically, on YouTube, there are several film programs that can be used as a tool to convey socio-political, cultural and other information. However, behind all that, there is a process that allows some members of society to be portrayed as unreal by the media, which influences the image of individuals, ethnicities, races, religions, even countries or stereotypes, leading to social impacts that are usually negative.

Bubble filters works by collecting data on what we frequently search for, like, or share, and then from that data can draw conclusions about what we like. So this algorithm will continue to serve various content without any restrictions. A simple example is that a teenager likes mysterious things, and he often looks for

“mysterious” information on the various social media he uses. Without realizing it, it turned out that on his Instagram, Facebook and YouTube feeds, he only posted mysterious things. He never gets the latest technical information, things that are currently being discussed or useful information. This happens because teenagers’ information knowledge is limited by filter bubbles.

This algorithm also makes us feel that we are the most correct information circulating on social media. This effect is also called Echo Chamber. Echo Chamber is a space where users only get 16 pieces of information presented in the media being viewed without any desire to know the actual situation. This effect occurs because of interest algorithms on social media. Therefore, we are only trapped by certain information that we frequently search for or like. This causes us to lack adequate information and narrows our perspective. The clearest example is that users are people who hate a public figure. These users often search for videos on YouTube regarding the mistakes and shortcomings of these public figures. Therefore, the filter bubble algorithm will continue to display videos that disparage them on its homepage. The user does not know what the views of the video support the public figure. Therefore, these users feel they know the worst of a public figure without knowing their strengths. This is what is called the Echo Chamber effect.

D2. Strategy to Control the Impact of Filter Bubbles on YouTube Content Accessed by Teenagers

Social media has become an addiction for many individuals, especially teenagers, making it difficult for them not to use it every day. Social media invites anyone who is interested to participate by providing feedback, posting comments, and sharing information publicly in a fast and unlimited time. It cannot be denied that social media has a big influence on a person’s life.

One of the social media that teenagers often visit is YouTube. The content displayed on YouTube includes movies, music, news information, etc. Some YouTube content consumed by teenagers, young video vloggers are too “free” and often express themselves “negatively”. For example, the trend of using foul language or swearing in videos that attract attention, the trend of a free Western cultural lifestyle, ranging from vulgar “dating” styles, such as kissing and vacationing in hotels, to sexy fashion styles. Under the influence of popular things, imitative behavior appears among young people. The definition of

imitative is imitating the behavior and actions of others and accurately copying what others do.

Bubble filter This algorithm is widely used on social media, and YouTube content is one of them. If we enter keywords, the system will show more of what we are looking for. This is because the “system algorithm” knows the topics we watch on YouTube regularly. The algorithm achieves its goal and function in every way, connecting users with the information they need by presenting things with a stream of linked content. Unfortunately, these benefits come with new dangers.

Filter bubbles can have both beneficial and dangerous consequences for users, especially teenagers, including:

Profit :

- a) Users will be able to find the items they are looking for more quickly (in terms of relevance and accuracy of information).
- b) Users can quickly filter out information they don’t want or need.
- c) Users are very happy because the system provides what they want (especially when playing social media).

Lack :

- a) Users are lazy to look for information outside their chosen theme.
- b) A sense of security prevents consumers from being innovative or interested in new ideas.
- c) Users use the bubble filter algorithm as a tool to automatically display content on the Internet. As a result, users feel served and pampered.

It is common knowledge that internet users have both good and bad impacts. If this happens, it will have a negative impact on information separation, which is a serious problem. Because everyone has the opportunity to voice their thoughts based on their understanding of various points of view and assumptions.

Each platform has its own way of helping users organize the content they need. There are several things users can do to burst the filter bubbles and echo chambers that arise in the Internet environment. Most importantly, users need to know and understand what they are looking for, what they need, and how to distinguish between quality and non-quality content, as well as the habit of validating information so that users can see it from various perspectives. Users should also be aware that they can be toxic or misleading by accidentally getting caught in echo chambers or bubble filter algorithms. Ignoring this point will

ensure that all content provided by the system will continue to be provided to users without realizing side effects that can limit the perspective of new things.

The second point is to make maximum use of the platform features that are provided on YouTube, such as content restrictions, content sorting, and destroying the echo chamber itself. The following are examples of platform features that can be used to regulate the display of YouTube content, including:

- a) A “disinterested” feature that allows users to remove content that is not relevant to their ad.
- b) If the content is fake news or inappropriate content, there is also a “report” feature.

Some of these points of view are accompanied by personal experience, here are some things that might be done to reduce the influence of filter bubbles on YouTube content viewed by teenagers, namely:

- a) Look for other information that interests us on social media. First of all, deliberately looking for information that is different from your interests is the first step to eliminating the filter bubble. This method allows a person to gain more information, which can have an impact on changing behavior just by looking at things from one point of view.
- b) Second, it is necessary to use critical thinking behavior to burst this bubble. This behavior causes a person to root for questions and suspicions to test whether the information is valid.
- c) Use multiple social media accounts to create each echo chamber with different information.
- d) Be neutral when reviewing available information.
- e) Believing or not believing the information is their choice, but accept the positive side of the information and examine the negative side of the information.
- f) Be diligent in deleting browsing history.
- g) enable ad-blocker.

These methods are very effective in reducing the circulation of similar content on social media timelines. Search achievements retrieved by search engines via cache and cookies have been removed, so there is nothing that search engines can use as a basis for recommending content. This method does not

permanently delete the “root” data record. This is because similar content can suddenly appear in the “timeline” years later. This may occur because certain accounts, such as email and Google accounts, continue to store recorded data for personalization purposes. This method sounds troublesome because many new things appear and at a certain point we need to “clean up” so that the timeline feels fresh. However, this method is very valuable because it allows us to receive information about new topics to enrich our knowledge, especially teenagers.

E. Closing

E1. Conclusion

Bubble filters are a system algorithm that allows users to obtain comparable content based on their Internet and network usage patterns. This algorithm is widely used on social media, one of which is YouTube content. If we enter keywords, the system will display more content that we are looking for. That’s because the “system algorithm” knows what topics we frequently open on YouTube. In addition to having benefits, this system algorithm is accompanied by new threats. The existence of positive and negative consequences for internet users is commonplace.

Considering the many benefits we can gain, this algorithm may never be eliminated. However, it is possible that in the future this algorithm will be strengthened in terms of relevance and precision so that it is more sensitive in presenting content to users without jeopardizing the intent of the content. If this is the case, the only thing we can do is prepare ourselves to face the situation. The simplest approach to overcoming or reducing the influence of bubble filters and echo chambers is to equip ourselves by educating ourselves about the use of information, using existing content sorting tools, and deleting our own search history regularly.

Here are several things that might be done to reduce the influence of filter bubbles on YouTube content viewed by teenagers, namely:

- a) Looking for other information that interests us on social media.
- b) Need to use critical thinking behavior to solve the filter bubble algorithm.
- c) Use multiple social media accounts to create each echo chamber with different information.
- d) Be neutral when reviewing available information.

- e) Believing or not believing the information is their choice, but accept the positive side of the information and examine the negative side of the information.
- f) Be diligent in deleting browsing history.
- g) Activate ad-blocker.

E2. Suggestion

By writing this scientific work entitled “Preventing the Influence of the Youtube Content Algorithm Filter Bubble on Juvenile Delinquency Attitudes,” it is hoped that social media users, especially teenagers who often access YouTube content, can be more careful in their use. Apart from that, filter bubbles in YouTube videos must be limited by equipping ourselves with education about the use of information, using existing content sorting tools, and deleting our own search history regularly, so as not to fall into other toxic or negative things that lead to juvenile delinquency.

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