Proposing Social Media Platforms for Peace-Making According to Buddhist Teachings for Resolving Family Conflicts

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Abstract

This study reimagines social media as a transformative tool for peacemaking in family conflicts by integrating Buddhist ethical principles. Addressing the dual role of digital platforms, as both conflict accelerators and potential reconciliation spaces, the research pursues three objectives: (1) analyzing existing social media roles in family conflict resolution, (2) examining Buddhist teachings applicable to these conflicts, and (3) proposing a Buddhist-inspired framework for social media design. Utilising qualitative methods, including document analysis and interviews with Buddhist scholars, social media experts, and conflict-resolution practitioners, the study identifies key challenges (e.g., impulsive communication exacerbated by nonverbal cue deficits) and transformative opportunities.

Buddhist teachings offer a robust ethical and psychological foundation for transforming online interactions. In particular, the principles of Right Speech (Sammā Vācā), Mindfulness (Sati), Loving-Kindness (Mettā), and Gratitude (Katannu-Katavedī) emerged as essential for promoting respectful, non-reactive communication. We illustrate how guided Dharma discussions, meditative exercises, and digital content structured around these virtues can reduce hostility, rebuild trust, and support sustained reconciliation.

Based on these insights, we introduce a comprehensive, Buddhist-inspired social media framework. Key components include AI-assisted moderation that flags and gently corrects harmful language; curated discussion forums anchored in ethical precepts; and interactive features such as live guided meditations, storytelling modules that model compassionate behaviour, and virtual support circles for family members. Together, these elements are designed to temper emotional volatility, encourage reflective engagement, and convert social media from a conflict accelerator into a vehicle for peace-making.

Keywords: Social Media; Peace-Making; Buddhist Teachings; Family Conflict Resolution

Introduction

In the digital age, social media platforms such as Facebook, LINE, WhatsApp, YouTube, and TikTok have become central to family communication, enabling instantaneous connection across distances but also creating new arenas for misunderstanding and conflict. Text-based interactions often omit crucial nonverbal cues—tone, facial expression, and body language—leading to misinterpretation, impulsive responses, and emotional escalation (Pew Research Center, 2022). Mahmoud & Shafik (2020) demonstrate that the absence of context in digital exchanges frequently gives rise to protracted disputes, as interlocutors react reflexively rather than reflectively.

Despite widespread recognition of these challenges, current social media architectures lack embedded ethical frameworks to guide compassionate, mindful engagement. This deficiency poses two primary problems: (1) digital family interactions remain prone to reactive, conflict-driven dynamics, and (2) there are insufficient built-in mechanisms for de-escalation or reconciliation when disputes arise. Without principled intervention strategies, families risk deepened misunderstandings and eroded relational bonds, particularly across generational divides where younger (18–35) and older (50+) cohorts differ markedly in digital literacy and communication norms (Monell, 2023).

Buddhist teachings offer a coherent ethical and psychological foundation to address these problems. Core elements of the Noble Eightfold Path, Right Speech (Sammā Vācā), Right Mindfulness (Sammā Sati), and Loving-Kindness (Mettā), prescribe non-harmful communication, emotional regulation, and empathy (Gethin, 2020; Harvey, 2018). Applied digitally, these principles can shape interaction protocols, content guidelines, and technological features that promote reflective engagement over impulsive reaction. Although Sadiku et al. (2021) explore how community standards and moderation affect online behaviour, they do not integrate Buddhist ethical precepts as a holistic framework for conflict resolution.

This study addresses the critical gap of how Buddhist peace-making principles can be operationalised within social media environments to resolve ongoing family conflicts and prevent future disputes. Specifically, it examines (a)

the roles social media platforms currently play in both fueling and mitigating domestic tensions, (b) the applicability of Buddhist communication ethics to digital contexts, and (c) the design of a prototype social media framework imbued with Buddhist values.

This research offers several benefits by investigating these dimensions through document analysis and expert interviews. First, it contributes to scholarly discourse at the intersection of Buddhist ethics, conflict resolution, and human–computer interaction. Second, it provides practical guidance for designers and policymakers to embed mindfulness and compassion into digital platforms, thereby enhancing users' emotional well-being. Finally, by proposing AI-assisted moderation, structured Dharma-based discussion forums, and interactive content such as guided meditations and ethical storytelling, this study charts a path toward transforming social media from a conflict accelerator into a vehicle for sustainable family harmony and long-term peace-making.

Research Objectives

1. To study existing social media platforms and their roles in peace-making for resolving family conflicts.
2. To examine Buddhist teachings for resolving family conflicts.
3. To propose social media platforms for peace-making according to Buddhist teachings.

Literature Review

This literature review synthesizes existing research on social media's role in family conflicts, Buddhist conflict resolution principles, and digital ethics to identify gaps in integrating Buddhist teachings into online platforms. It establishes the theoretical foundation for designing a Buddhist-inspired social media framework to address family disputes.

1. The Role of Social Media in Family Conflicts

Social media platforms have transformed family communication, offering connectivity but also fostering conflict. Mahmoud & Shafik (2020) note that while platforms enable long-distance bonding, text-based interactions often lack nonverbal cues, increasing misinterpretations. Boyd and Ellison (2007) similarly argue that the absence of emotional nuance in digital exchanges can escalate disputes due to impulsive responses. Empirical data from the Pew Research Center (2022) supports this, revealing that 55% of families experience conflicts

stemming from social media misunderstandings, particularly among younger adults (ages 18–35).

Efforts to mitigate digital conflict include AI moderation tools and community guidelines (Sadiku et al., 2021). However, these strategies focus on reactive content filtering rather than proactive ethical frameworks. Notably, no studies have explored integrating Buddhist principles, such as compassion and mindfulness, into platform design to guide peaceful interactions, highlighting a critical research gap.

2. Buddhist Teachings and Conflict Resolution

Buddhist philosophy provides a robust ethical foundation for resolving interpersonal disputes. Central to this are the Noble Eightfold Path's principles of Right Speech (avoiding harmful language), Right Action (ethical conduct), and Right Mindfulness (present-moment awareness), which collectively foster nonviolent communication (Gethin, 2020). Harvey (2018) demonstrates how Buddhist monastic practices, such as structured Dharma discussions in the Kosambi Sutta, resolve conflicts through mutual respect and dialogue. Similarly, the Metta Sutta emphasises loving-kindness (mettā) as a tool to neutralise hostility (Bhikkhu Bodhi, 2017).

Despite these insights, existing research focuses on offline contexts, neglecting digital applications. For instance, while Harvey (2018) validates Buddhist peace-making in face-to-face settings, no studies adapt these teachings to mitigate family conflicts on social media. This omission underscores the need to bridge ancient ethical frameworks with modern digital communication.

3. Digital Ethics and Mindful Communication

Emerging research in digital ethics highlights the psychological risks of online interactions, including anonymity-fueled hostility and reduced empathy (Suler, 2016; Turkle, 2020). Mindfulness-based interventions, such as Mindfulness-Based Stress Reduction (MBSR), show promise in improving emotional regulation (Kabat-Zinn, 2013), but their application to digital spaces remains underexplored. Uthaphan & Phramaha Surasak Phooriko. (2024) found that digital mindfulness practices enhance emotional resilience, yet no studies have structured these practices into social media platforms to address family conflicts.

Current AI moderation tools prioritise content removal over fostering ethical dialogue (Sadiku et al., 2021). This reactive approach contrasts with Buddhist principles, which emphasise proactive cultivation of compassion and

self-awareness. The absence of a unified model combining AI moderation with Buddhist ethics represents a significant gap in both conflict resolution and digital design literature.

The reviewed literature reveals three key gaps:

1. Ethical Framework Deficiency: While AI moderation addresses harmful content (Sadiku et al., 2021), it lacks an ethical foundation to guide constructive communication.
2. Digital-Buddhist Disconnect: Buddhist teachings offer conflict resolution strategies (Gethin, 2020; Harvey, 2018), but their adaptation to digital platforms is unexplored.
3. Mindfulness Implementation Gap: Though mindfulness improves emotional regulation (Kabat-Zinn, 2013), structured Buddhist-inspired interventions for online family disputes are absent.

This study addresses these gaps by proposing a Buddhist social media framework integrating Right Speech, Mindfulness, and Loving-Kindness with AI moderation tools. By embedding Dharma-based principles into platform design, such as guided meditations, gratitude journals, and ethical discussion forums, the framework aims to transform social media into a space for mindful reconciliation. This bridges traditional Buddhist methods with modern technology, offering actionable strategies for developers and community leaders to reduce hostility and promote family harmony.

Conceptual Framework

This research is a qualitative study exploring the application of Buddhist teachings in social media platforms to facilitate peace-making, resolve existing family conflicts, and prevent future disputes. It investigates how Dharma-based content can transform digital communication spaces into platforms that encourage mindful engagement, emotional regulation, and ethical discourse among family members.

The conceptual framework integrates two core areas:

(1) Buddhist ethical communication principles, and

(2) Social media theories on digital engagement and ethical AI moderation.

The Buddhist principles central to this study include:

Right Speech (Sammā Vācā): Ethical communication that avoids lying, divisive speech, harsh words, and idle chatter, comparable to setting clear ground rules for respectful family discussions.

Mindfulness (Sati): Maintaining present-moment awareness to prevent reactive and impulsive communication, much like pausing before responding during a heated conversation.

Loving-Kindness (Metta): Cultivating unconditional goodwill towards others, similar to extending patience and compassion even during disagreements.

Gratitude (Katannu-Katavedi): Recognizing and appreciating others' contributions, akin to keeping a gratitude journal to foster positive interactions within families.

From the digital communication side, the study draws upon theories of digital engagement, emphasizing user participation and emotional investment in online communities, and ethical AI moderation, which involves using technology to uphold community standards based on fairness, empathy, and conflict prevention.

Together, these elements form an integrated framework that highlights how structured Buddhist content can be leveraged on social media platforms to enhance family communication, resolve conflicts, and prevent future misunderstandings.

The conceptual framework is structured as follows:

1. Input (Independent Variables):

- Buddhist Teachings: The study draws upon key Buddhist ethical principles, specifically:
  - Right Speech (Sammā Vācā): Speaking truthfully, harmoniously, and kindly.
  - Mindfulness (Sati): Maintaining present-moment awareness to guide thoughtful responses.
  - Loving-Kindness (Metta): Extending unconditional goodwill towards others, fostering emotional warmth in communication.
  - Gratitude (Katannu-Katavedi): Acknowledging and appreciating the support and contributions of family members, similar to cultivating a gratitude practice.
- Social Media Platforms: Digital spaces such as Facebook, LINE, WhatsApp, YouTube, and TikTok serve as the operational environments where Dharma-based interventions are implemented.

2. Process (Mediating Variable):

- Dharma-Based Content on Social Media Platforms:

The integration of Buddhist teachings into digital content, including AI-assisted moderation, guided Dharma discussions, ethical storytelling, meditation guides, and supportive online community practices. This content aims to foster mindful, ethical engagement during family digital interactions.

3. Output (Dependent Variables):

The expected outcomes from applying Dharma-based content to social media platforms include:

- Reduction in family conflicts on social media: Minimising disputes arising from miscommunication and emotional misunderstandings.
- Improved emotional regulation and family conflict resolution: Enhancing the ability of family members to manage emotions and resolve disputes peacefully.
- Enhanced mindful communication within family digital interactions: Promoting compassionate, thoughtful engagement in online conversations between family members.

This framework emphasises how Buddhist ethical principles, when systematically adapted into digital environments, can transform social media from a catalyst for conflict into a platform for peace-making, emotional healing, and long-term relationship building within families.
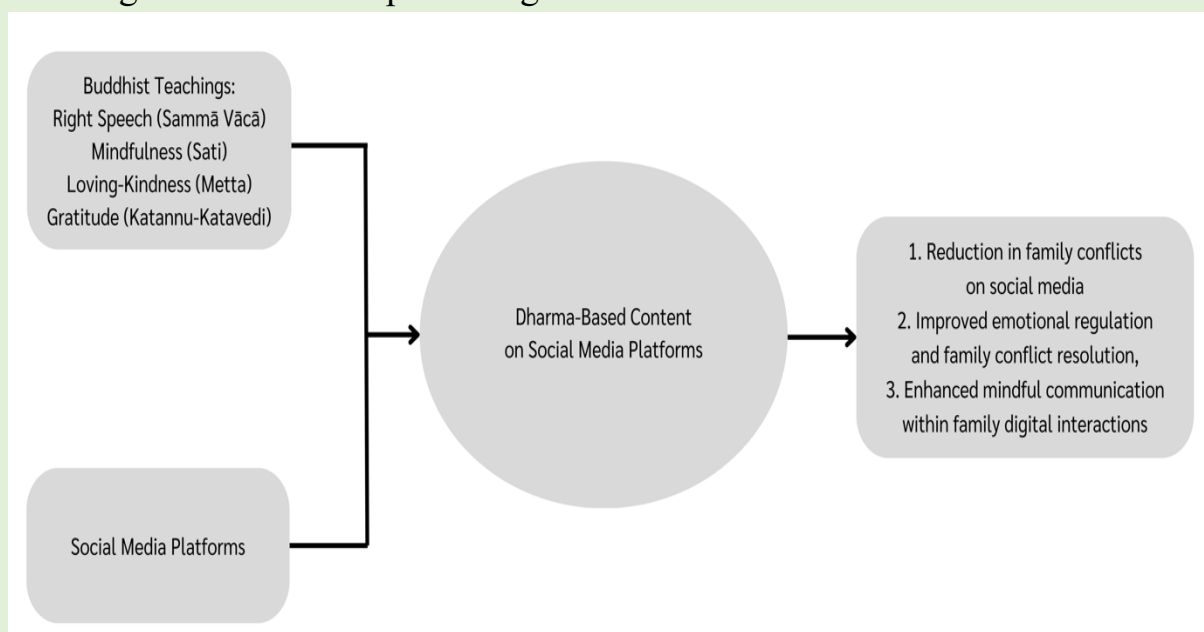

Figure1 Conceptual Framework

This framework demonstrates that by integrating Buddhist principles into social media communication, digital interactions can shift from being a source of conflict to a tool for peace-making. The application of AI-assisted moderation, structured discussions, and interactive Buddhist digital content will create a digital space that fosters ethical engagement, mindfulness, and constructive dialogue.

Research Methodology

This qualitative study employs a mixed-methods approach to examine how Buddhist teachings can inform the design of social media platforms for family conflict resolution. Grounded in documentary analysis and semi-structured interviews, the research is structured across three phases, aligning with its objectives to analyze existing social media roles, Buddhist peace-making principles, and their integration into digital frameworks.

Phase 1: Documentary Analysis of Family Conflict Resolution

The first phase involves a systematic review of academic literature (2018–2023) addressing family conflicts in digital spaces. Peer-reviewed articles, case studies, and reports were purposively sampled to identify recurring themes such as communication breakdowns, financial disputes, and intergenerational misunderstandings. Sources were selected using keywords like "family conflict resolution," "social media disputes," and "digital mediation," prioritizing studies from psychology, communication, and sociology. Thematic analysis (Braun & Clarke, 2006) was applied to compare traditional mediation techniques (e.g., legal interventions, counseling) with challenges unique to online interactions, such as nonverbal cue deficits and impulsive communication.

Phase 2: Buddhist Textual Analysis

The second phase analyzes Buddhist teachings relevant to conflict resolution through primary texts (e.g., Tipitaka, Metta Sutta) and secondary scholarly interpretations (Gethin, 2020; Harvey, 2018). Texts were thematically coded to extract principles like Right Speech (truthful, non-harmful communication), Mindfulness (awareness of emotional triggers), Loving-Kindness (compassionate intent), and Gratitude (acknowledging interdependence). A comparative framework assessed their applicability to digital contexts, contrasting Buddhist ethical models with secular conflict resolution strategies (e.g., active listening, emotion regulation).

Phase 3: Qualitative Interviews

The final phase integrates insights from Phases 1–2 through semi-structured interviews with six key informants: Buddhist scholars (n=2), social media designers (n=2), and conflict resolution practitioners (n=2). Participants were purposively sampled for expertise in Buddhist ethics, digital communication, or family mediation. Interviews explored practical challenges in translating Buddhist principles into platform features (e.g., AI moderation, mindfulness prompts) and ethical risks (e.g., commercialization of Dharma content). Data were transcribed and analyzed via inductive coding to identify emergent themes, such as the need for hybrid (AI/human) moderation and culturally adaptable Dharma modules.

This study combines Buddhist conflict resolution principles with social media strategies to promote digital peace-making. It aims to develop a structured framework that applies Buddhist ethical communication, such as Right Speech, Mindfulness, Loving-Kindness, and Gratitude, to support mindful engagement and resolve family conflicts in digital interactions. The findings contribute to the development of a structured social media framework that applies Buddhist ethical communication principles to promote peace-making, mindful engagement, and conflict resolution in digital family interactions.

Research Results

Objective 1: The results showed that social media platforms play a dual role in family conflict resolution.

The findings indicate that social media serves both as a catalyst for conflict and as a potential tool for peacemaking in family interactions. Digital platforms such as Facebook, YouTube, TikTok, Instagram, Twitter/X, and Reddit facilitate communication and knowledge-sharing but also pose challenges such as misinformation, impulsive interactions, and digital hostility. The research highlights that the integration of Buddhist teachings into social media platforms has allowed for the dissemination of ethical communication principles, mindfulness practices, and peace-making strategies rooted in Buddhist philosophy. By promoting Right Speech (Samma Vaca), Loving-Kindness (Metta), and Mindfulness (Sati), social media can serve as a modern extension of Buddhist conflict resolution approaches.

Different platforms play distinct roles in integrating Buddhist teachings into digital peace-making efforts. Facebook fosters community-driven conflict

resolution through private discussion groups and live-streamed Dharma talks. YouTube serves as an educational platform, offering guided meditations and structured Buddhist teachings to enhance emotional regulation. TikTok and Instagram introduce Buddhist teachings in an engaging, short-form manner, particularly appealing to younger audiences. Twitter/X facilitates daily reflections on mindfulness and ethical speech, while Reddit and online forums provide long-form discussions and textual analyses for deeper engagement.

Social media makes Buddhist conflict resolution strategies globally accessible, transcending geographical and cultural barriers. However, challenges remain, including misinterpretation of Buddhist principles, the commercialisation of Dharma teachings, and the short attention spans of digital audiences, which limit deep engagement. Despite these limitations, social media remains a powerful tool for promoting mindful communication and ethical speech, creating a new avenue for digital Buddhist peace-making.

Objective 2: The results showed that Buddhist teachings offer a structured ethical framework for family conflict resolution.

Buddhist teachings provide a contemplative, ethical, and self-transformative approach to resolving family conflicts, emphasising mindfulness, non-violence, and ethical communication. The study identifies several key Buddhist principles that can be applied to family conflict resolution, including:

- Right Speech (Samma Vaca): Encourages truthfulness, non-harmful speech, and active listening to prevent misunderstandings.
- Mindfulness (Sati): Cultivates self-awareness, helping individuals regulate emotions and respond rather than react in conflicts.
- Loving-Kindness (Metta): Fosters patience and forgiveness, transforming hostility into compassion.
- Gratitude (Katannu-Katavedi): Promotes appreciation and strengthens familial bonds, shifting focus from resentment to reconciliation.

The research highlights that Buddhist conflict resolution focuses on self-mastery rather than adversarial blame. According to the Four Noble Truths, suffering arises from attachment, anger, and ignorance, which can be mitigated through ethical conduct and mental discipline. The Noble Eightfold Path provides a practical guide to resolving conflicts, particularly through Right View, Right Effort, and Right Mindfulness. The findings also underscore the relevance of

historical Buddhist conflict resolution strategies, such as monastic mediation, Buddhist counselling techniques, and Emperor Ashoka's governance model, as practical applications of Buddhist peace-making principles.

While Buddhist teachings offer a timeless and structured approach to conflict resolution, challenges arise in their digital adaptation. The results show that many social media users engage with Buddhist content passively, consuming teachings without applying them to real-life conflicts. The study emphasises the need for interactive engagement methods, including guided meditations, structured online discussions, and real-world applications of Buddhist teachings in digital family dynamics.

Objective 3: The results showed that social media platforms play a crucial role in peace-making according to Buddhist teachings for resolving family conflicts. This study synthesised findings from documentary research and in-depth interviews, identifying how Buddhist principles can be effectively disseminated through social media to promote mindful communication and conflict resolution within family structures.

The findings reveal that social media is widely used for engaging with Buddhist teachings, though different platforms serve distinct roles. YouTube and Facebook were found to be the most trusted platforms for structured Buddhist learning, particularly for users seeking in-depth teachings on ethical speech, mindfulness, and emotional regulation. TikTok and Instagram, on the other hand, were found to be effective for engaging younger audiences with short-form Buddhist content, making complex philosophical ideas more accessible. However, the research highlights that while Buddhist teachings are widely available on social media, content specifically tailored for family conflict resolution remains underdeveloped.

In conclusion from interviews with Buddhist scholars, Social Media Specialists, and lay practitioners revealed that Right Speech (Samma Vaca) is the most commonly cited Buddhist principle for resolving family conflicts, as many disputes originate from unskillful communication. Mindfulness (Sati) was identified as essential for preventing reactive responses, while Loving-Kindness (Metta) was emphasised as a key approach to fostering patience and forgiveness. Gratitude (Katannu-Katavedi) was also highlighted as a means to strengthen family relationships, shifting the focus from blame and resentment to appreciation and reconciliation.

Table 1 Key Informants' Answers Related to Proposing Social Media Platforms for Peace-Making According to Buddhist Teaching for Resolving Family Conflicts

Key Informant	Belief in Buddhist Teachings for Conflict Resolution	Most Effective Buddhist Teachings	Social Media Platforms Used	Preferred Content Format for Buddhist Teachings	How Buddhist Teachings Reduce Conflict
K1	Yes, Buddhist teachings help in fostering loving-kindness, mindfulness, and gratitude, which reduce resentment and encourage understanding.	1. Gratitude 2. Mindfulness & Loving-Kindness 3. Right Speech	LINE, WhatsApp, YouTube	Audio sermons and Dhamma music	Fosters gratitude and appreciation, making anger difficult to hold.
K2	Yes, the Four Brahmaviharas (loving-kindness, compassion, sympathetic joy, and equanimity) help in family conflict resolution.	1. Gratitude 2. Loving-Kindness 3. Mindfulness 4. Right Speech	LINE, Facebook, YouTube, TikTok	YouTube videos and books	Encourages loving-kindness and self-reflection, preventing misunderstandings.
K3	Yes, but real application is necessary. Practicing loving-kindness can prevent conflicts from escalating.	1. Loving-Kindness 2. Mindfulness 3. Right Speech 4. Gratitude	Instagram, TikTok, YouTube	Podcasts and short quotes	Helps individuals pause before reacting, reducing arguments.
K4	Yes, Buddhist teachings provide a mental framework for handling problems and shifting perspectives.	1. Right Speech 2. Mindfulness 3. Loving-Kindness 4. Gratitude	TikTok, YouTube, Instagram	Algorithm-based recommended videos	Encourages loving-kindness and self-reflection, preventing misunderstandings.
K5	Yes, mindfulness helps in regulating emotions and reducing impulsive reactions during family disputes.	1. Mindfulness & Loving-Kindness 2. Right Speech 3. Gratitude	Facebook, Instagram, TikTok	Long video teachings with deep explanations	Teaches self-regulation through mindfulness, preventing harsh speech.
K6	Yes, Buddhist teachings help in managing emotions, ensuring that conflicts do not escalate unnecessarily.	1. Mindfulness 2. Loving-Kindness 3. Right Speech 4. Gratitude	Facebook, TikTok, YouTube	Short Dhamma videos and guided meditation	Promotes patience, non-reactivity, and mindful communication.

The study further revealed that while social media provides significant opportunities for Buddhist digital engagement, it also presents challenges, such as misinformation, reactionary communication, and the oversimplification of Buddhist teachings. Documentary research emphasised that social media algorithms often prioritise engagement over accuracy, increasing the risk of superficial interpretations of Buddhist conflict resolution principles. Additionally, interview findings suggested that passive consumption of Buddhist teachings on social media should be supplemented with interactive and practical

engagement tools, such as live Dharma discussions, guided meditation exercises, and structured conflict resolution workshops.

The study identified five distinct types of online platforms that can be effectively utilized for peace-making and family conflict resolution through Buddhist teachings. Each platform serves a unique role in delivering Dharma-based conflict resolution strategies, enhancing accessibility and engagement for different audiences.
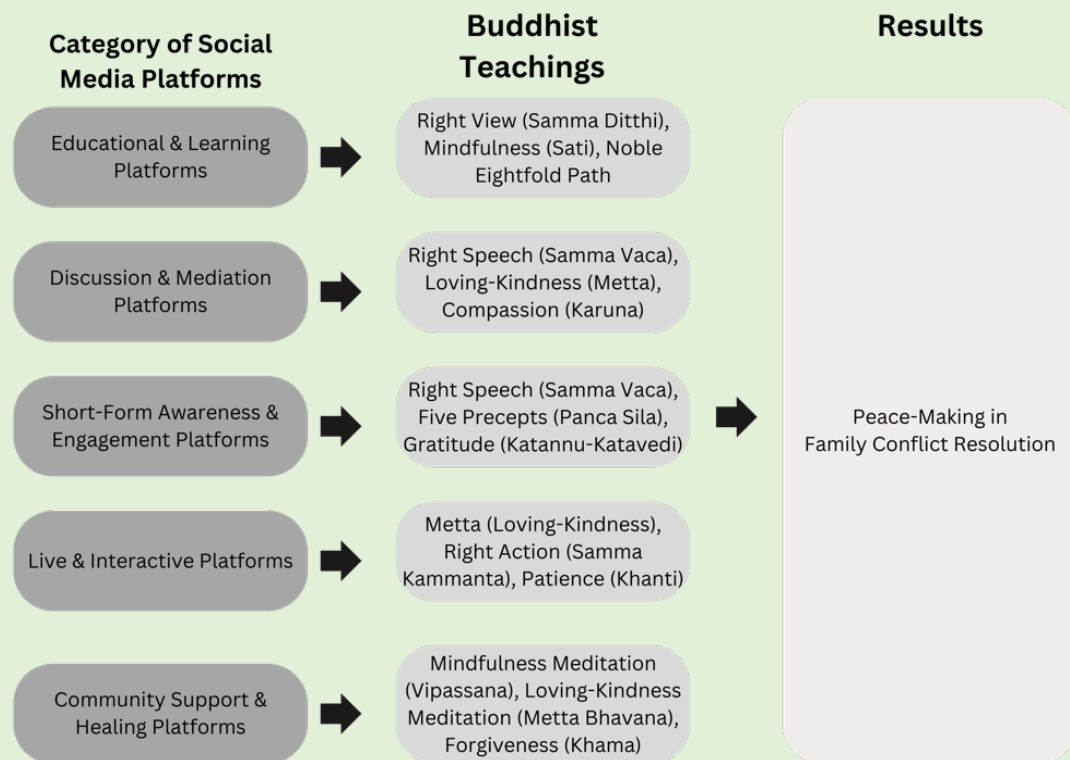

Figure 2: Five Types of Online Platforms for Peace-Making in Family Conflict Resolution through Buddhist Principles

Educational platforms, such as YouTube, Facebook Watch, and Podcasts, provide long-form, structured Buddhist teachings on ethical communication, mindfulness, and emotional regulation. These platforms are particularly beneficial for individuals seeking in-depth explanations of Buddhist peace-making principles, including Right Speech (Samma Vaca), Loving-Kindness (Metta), and Mindfulness (Sati). By offering comprehensive video lectures and Dharma talks, these platforms create a knowledge base for digital Buddhist learning.

Discussion and mediation platforms, including Reddit, Facebook Groups, and online forums, facilitate community-driven conversations and peer-to-peer mediation based on Buddhist teachings. These platforms provide structured discussions on Buddhist conflict resolution methods, allowing participants to share personal experiences, seek advice, and apply Buddhist ethical guidelines to real-life conflicts. This form of digital engagement mirrors traditional Buddhist monastic discussions, where conflict resolution often occurs through guided discourse and collective wisdom.

Short-form awareness platforms, such as TikTok, Instagram Reels, and Twitter/X, serve as effective tools for raising awareness and engaging younger audiences in Buddhist digital discourse. These platforms deliver brief yet impactful Buddhist teachings focused on Right Speech, patience, and emotional regulation. While they may not offer deep learning, they act as an entry point for individuals unfamiliar with Buddhist principles, helping them to explore mindful digital engagement and ethical online communication.

Live and interactive engagement platforms, including Zoom, Facebook Live, and Twitter Spaces, provide real-time Dharma discussions, guided meditation sessions, and interactive Q&A forums. These platforms encourage direct engagement with Buddhist teachers, digital Sanghas, and family members seeking conflict resolution strategies. By fostering real-time participation, live platforms allow individuals to ask questions, clarify misunderstandings, and receive immediate guidance on applying Buddhist teachings to family conflicts.

Community support platforms, such as Zoom, YouTube Live, and private WhatsApp/LINE groups, serve as safe spaces for individuals and families seeking Buddhist-based emotional support. These platforms enable the creation of structured digital Sanghas, where users can participate in mindfulness exercises, meditation sessions, and Buddhist counseling programs. This approach helps families apply Buddhist teachings in real-life conflict resolution, transforming digital spaces into supportive and healing environments.

By leveraging these five types of online platforms, Buddhist teachings can be effectively disseminated and applied in family conflict resolution, ensuring that social media evolves into a mindful and constructive space for ethical discourse and emotional well-being.

The results suggest that an effective Buddhist-based digital platform for peace-making should integrate structured learning pathways, interactive engagement mechanisms, and ethical content dissemination. This includes daily

Loving-Kindness meditation exercises, community support platforms, and real-time engagement features such as live Q&A sessions with Buddhist teachers. The study concludes that by leveraging social media's accessibility and interactivity, Buddhist teachings on peace-making can be more effectively integrated into digital family conflict resolution strategies. Future efforts should focus on balancing short-form engagement with long-form structured learning, ensuring that Buddhist principles are introduced and deeply applied in real-life family interactions.

Discussions

Social media's dual role in family conflict—as both a catalyst for discord and a conduit for reconciliation—aligns with prior scholarship on digital communication's paradoxical impacts. As Kaplan and Haenlein (2010) observed, social media represents a "revolutionary new trend" in fostering internet-based communities, enabling families to build social capital through supportive exchanges. Mahmoud & Shafik (2020) similarly emphasize its capacity to strengthen relational bonds across distances, particularly through real-time updates and shared milestones. However, the absence of nonverbal cues in text-based interactions often exacerbates misunderstandings, amplifying emotional reactivity (Khalili et al., 2024). This dichotomy mirrors Suler's (2004) "online disinhibition effect," where anonymity and asynchronous communication lead users to oscillate between benign confidences (e.g., emotional support) and toxic hostility (e.g., impulsive criticism) (Suler, 2004). Turkle (2020) further highlights how digital platforms, while mitigating isolation, enable behaviors like "ghosting" and trolling, which erode empathy and deepen familial rifts. Our findings corroborate this duality: social media can inflame conflicts through gossip or misinterpretation, yet also offer tools for reconnection, such as virtual support circles and shared gratitude journals. This nuanced perspective challenges alarmist narratives that focus solely on harm, instead advocating for strategies that amplify social media's prosocial potential while curbing its risks, such as AI-driven content moderation and mindfulness prompts.

Integrating Buddhist principles into conflict resolution frameworks provides a robust ethical foundation for addressing these challenges. Central to this approach are the Four Immeasurables: loving-kindness (metta), compassion (karuṇā), empathetic joy (mudita), and equanimity (upekkha), which collectively foster nonviolent communication and emotional self-regulation. For instance,

Right Speech (Sammā Vācā), a tenet of the Noble Eightfold Path, emphasizes truthfulness, harmony, gentleness, and timeliness in dialogue, directly countering the impulsivity of online exchanges. Participants in our study highlighted the utility of metta-meditation and gratitude (katannu-katavedī) in de-escalating anger during family disputes, a practice rooted in Buddhist teachings that prioritize inner peace as a precursor to social harmony (Ramm, 2021). Mindfulness (sati), as Kabat-Zinn (2013) notes, enhances present-moment awareness, enabling users to pause before reacting impulsively, a critical skill in mitigating the "toxic disinhibition" pervasive on social media (Suler, 2004). However, translating these ideals into digital environments presents ethical and practical hurdles. Algorithmic governance of "right speech" risks stifling free expression, while the attention economy's design often prioritizes engagement over ethical discourse. As Bombaerts et al. (2023) argue, platforms must reorient toward "right effort" (discerning wholesome content) and "right concentration" (resisting distraction) to align with Buddhist values, though scalability and cultural adaptability remain unresolved challenges (Ramm, 2021).

Our proposed Buddhist-inspired social media framework bridges these gaps by operationalizing mindfulness and compassion into platform design. Features such as AI-assisted moderation, guided meditations, and gratitude journaling align with emerging research on digital mindfulness, which Liu et al. (2023) associate with "balanced and harmonious" online engagement. Unlike conventional digital ethics frameworks focused on privacy and transparency, our model emphasizes compassionate communication as a core value, resonating with "values-based technology". For example, "mindful posting" prompts, which encourage users to reflect before commenting, address Suler's (2004) concerns about impulsive hostility, while Dharma-based discussion forums foster empathetic dialogue. Nevertheless, ethical risks persist, including privacy concerns in digital dispute records and the potential exclusion of non-Buddhist users. The framework's success hinges on hybrid moderation models that blend human facilitators with AI tools, ensuring cultural sensitivity and minimizing spiritual bypassing, a critique leveled at oversimplified mindfulness interventions (Ramm, 2021).

In conclusion, this study advances the discourse on Buddhist digital ethics by demonstrating how ancient teachings can mitigate modern online conflicts. While social media's dual nature—as both a "conflict accelerator" and "peace-making tool"—echoes prior work (Kaplan & Haenlein, 2010; Mahmoud &

Shafik, 2020), our framework offers a novel synthesis of structural and personal interventions 17. Future research must empirically test these proposals, particularly their efficacy across diverse cultural contexts and their adaptability to mainstream platforms. By harmonizing Buddhism's reflective pace with the digital world's immediacy, this work underscores the enduring relevance of ethical communication in fostering familial and societal harmony.

Knowledge from Research

This research provides a structured framework for integrating Buddhist teachings into social media platforms to facilitate peace-making and family conflict resolution. The study synthesises findings from documentary research and qualitative interviews, leading to the development of a conceptual model for digital Buddhist peace-making. The following diagram illustrates the key insights derived from the research.
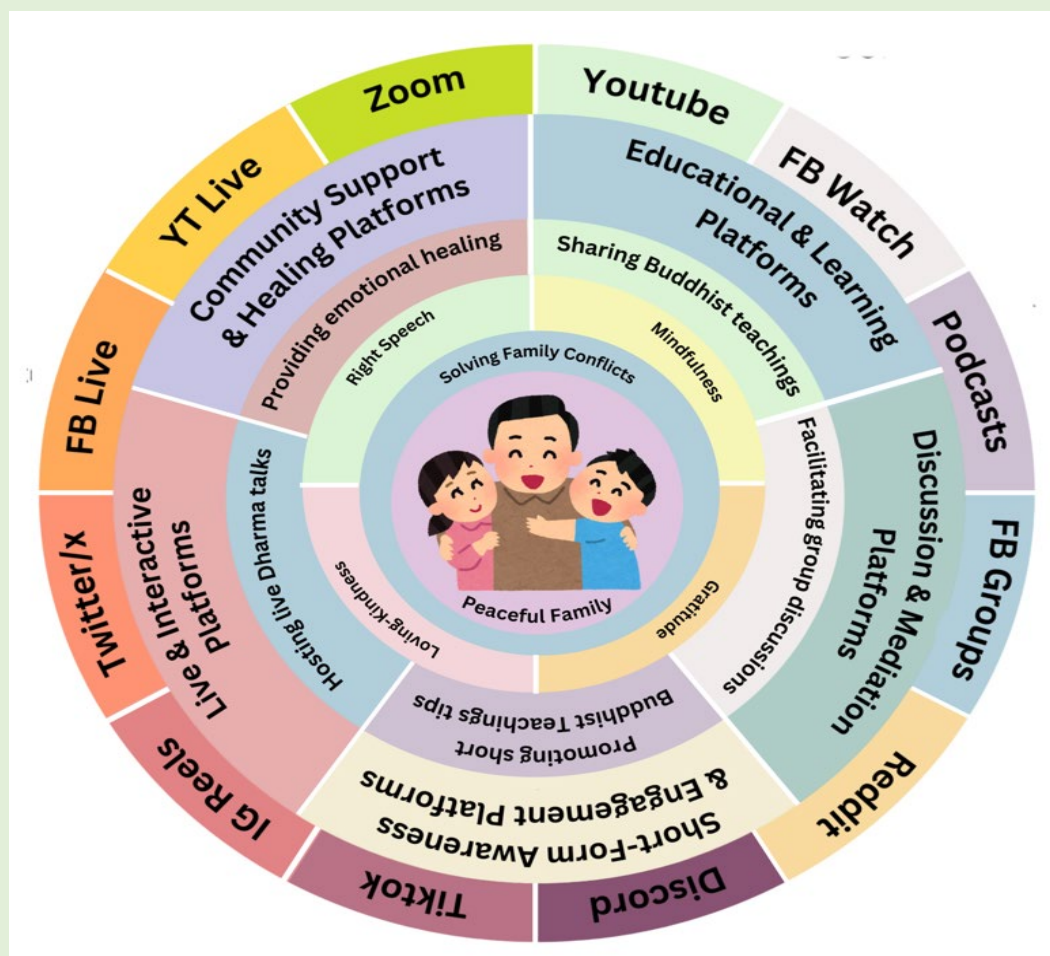

Figure 3: Social Media Platforms for Buddhist Peace-Making in Family Conflict Resolution

This study advances the fields of digital ethics and conflict resolution by proposing a structured framework to transform social media into platforms for mindful family reconciliation through Buddhist teachings. By synthesizing documentary analysis and qualitative insights, the research demonstrates how core Buddhist principles, Right Speech, Mindfulness, Loving-Kindness, and Gratitude, can recalibrate social media's dual role as both a conflict amplifier and a mediator. The findings categorize platforms like YouTube (educational hubs), Reddit (discussion forums), and TikTok (short-form awareness) into functional roles aligned with Dharma-based strategies, enabling tailored interventions such as AI-assisted moderation, live Dharma discussions, and gratitude journaling to de-escalate disputes.

The research offers actionable strategies for translating Buddhist ethics into digital peace-making tools across key sectors:

1. Academia: Supports interdisciplinary curriculum development in Buddhist studies, digital communication, and AI ethics, fostering research on hybrid moderation models (e.g., AI-human collaboration) and ethical training programs for mindful online engagement.
2. Communities: Empowers digital Sanghas (Buddhist communities) to host guided Dharma sessions and structured support forums, promoting non-harmful dialogue and emotional resilience in family conflicts.
3. Business: Encourages tech companies to adopt AI-driven content moderation systems that prioritize compassion (e.g., flagging harmful language while suggesting mindful alternatives) and develop mindfulness-based wellness programs for users.
4. Policy-Making: Advocates for ethical speech guidelines and public initiatives rooted in Buddhist principles, such as mindfulness campaigns to reduce misinformation and algorithms that reward empathetic content over sensationalism.

While the framework addresses risks like algorithmic bias and superficial engagement through interactive strategies (e.g., live discussions replacing passive scrolling), challenges persist, including cultural adaptability and privacy concerns. Future research should empirically test AI moderation efficacy, refine cross-cultural implementation, and explore sustainable models for scaling Dharma-based interventions.

By aligning ancient Buddhist wisdom with modern technology, this study provides a replicable blueprint for transforming social media into ecosystems of

peace. It bridges theoretical and practical gaps in digital ethics, advocating for platforms that prioritize mindful communication, emotional regulation, and familial harmony. Collaborative efforts across academia, industry, and policy can ensure these innovations foster enduring digital and societal well-being.

Conclusion

This study demonstrates that integrating Buddhist teachings, Right Speech, Mindfulness, Loving-Kindness, and Gratitude, into social media can transform these platforms into structured spaces for family reconciliation. By reorienting digital environments into five functional categories (educational hubs, mediation forums, awareness channels, live engagement venues, and support circles), the framework provides Dharma-informed tools for ethical dialogue. Technological innovations, such as AI moderation redirecting harmful speech and interactive mindfulness exercises, enable emotional self-regulation and compassionate engagement.

However, ethical risks, commercialisation, misinformation, and superficial engagement require mitigation through hybrid models combining facilitator-led guidance with user-driven participation. This balance ensures depth and accessibility, preserving the integrity of Buddhist principles. The study advances Buddhist digital ethics by offering a replicable peace-making model. Future research should empirically assess user outcomes, refine AI ethical filters, and develop cross-cultural guidelines. By prioritising mindful design and rigorous evaluation, social media can evolve from conflict amplifiers into enduring instruments of family harmony, aligning technological innovation with ancient wisdom for modern challenges.

Suggestions

This research has found that Buddhist teachings can be effectively integrated into social media platforms to promote peacemaking and resolve family conflicts. Key insights demonstrate that principles such as Right Speech (Samma Vaca), Mindfulness (Sati), Loving-Kindness (Metta), and Gratitude (Katannu-Katavedi) provide a structured ethical framework for digital engagement, helping to reduce online hostility and encourage mindful, compassionate communication. An important finding is that social media platforms, when properly structured, can serve as effective tools for promoting Buddhist conflict resolution strategies. These findings have practical applications for digital Buddhist education, AI-driven ethical moderation, and online

community engagement strategies aimed at fostering constructive discussions and preventing digital misunderstandings.

For future research, several directions are recommended:

- Longitudinal studies should be conducted to evaluate the long-term impact of Buddhist-based digital interventions on reducing family conflicts, improving emotional regulation, and sustaining mindful communication over time. This would provide stronger evidence for the lasting effectiveness of the proposed social media framework.
- Comparative studies should explore how different Buddhist traditions— Theravada, Mahayana, and Vajrayana—adapt digital peace-making strategies across various cultural and social contexts, to enhance the model's flexibility and global relevance.
- Additional research should investigate the comparative effectiveness of digital Buddhist interventions versus traditional Buddhist conflict resolution methods, such as monastic mediation and face-to-face Dharma counseling.
- Further studies could also refine digital Buddhist engagement strategies by examining the role of new technologies, such as AI-driven personalized Dharma guidance, in supporting ethical communication and family harmony.

By addressing these areas, future research can provide a roadmap for further development of digital Buddhist peace-making models and ensure that social media continues to evolve as a tool for ethical discourse, mindfulness, and sustainable family relationships.

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