

The Dynamics Of Civic Education In Building Social Awareness In The Digital Era

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Abstract

Civic education has become an essential component in shaping individuals as active members of society who are aware of their rights and responsibilities. However, in this digital age, technological developments have brought new challenges that impact the way we understand and engage in social life. In this situation, research has focused on civic education programs to educate the public about digital critical skills and ethical principles in the online world. This study aims to investigate and analyze the more profound impact of social media on forming people's civic awareness in the context of the digital age. This research uses qualitative methods, where the data in this study was obtained through interviews with academics in the field of citizenship and looking for data sources in journal articles and related books. The result of this study is that social media has great significance in the context of civic education, which has an impact that can be both positive and negative. That's why it's essential to work together to tackle cyberbullying and promote online safety, with parents, teachers and caregivers having a key role to play in educating children about safe and responsible online behavior.

Keywords: Civic Education, Digital Age, Social Media, Cyberbullying, Online Safety

Introduction

Civic education has become an integral part of efforts to shape individuals as members of society who are aware of their rights and obligations (Santoso, 2021). However, in this digital age, technological advances have presented new challenges that affect the way we understand and participate in social life. This backdrop shows that with the adoption of digital technologies, both in the learning process and daily interactions, the role of civic education is becoming increasingly important to guide individuals through the complexities of a digitally connected society.

In the rapidly evolving digital age, technological transformation has drastically changed the landscape of communication and human interaction. Advances in information and communication technology have brought fundamental changes in the way we acquire, process, and disseminate information (Ngafifi, 2014). This has affected various aspects of life, including education and social awareness. Civic education, as an important part of the education system, is faced with new challenges in building social awareness in the midst of this digital era.

One of the main challenges faced in the context of civic education is the large amount of unverified information available on digital platforms. The spread of fake news (hoaxes) and misleading information quickly spread through social media and websites,

confusing and affecting people's understanding of social and political issues (Soraja & Thurmudzi, 2021) In addition, the phenomenon of filter bubbles and echo chambers further reinforces the polarization of opinion and narrows the viewpoints accessible to individuals, hindering the construction of a holistic social consciousness.

Digital literacy is the main focus in efforts to strengthen civic education in the digital era. A lack of understanding of how to use technology responsibly and critically can hinder individuals' ability to participate in healthy social dialogue and affect positive change in society. In this context, the integration of digital literacy into the civic education curriculum is crucial to preparing a generation that is able to adapt and contribute positively to the digital environment.

Other challenges include polarization and conflict that often develop online, making it difficult to create constructive and inclusive dialogue. Intense online confrontations can trigger social tensions that negatively impact social awareness and the togetherness of society as a whole. Therefore, civic education needs to create a safe space for discussion and reflection, enabling students to understand and manage conflict in a productive way.

In the face of these challenges, collaboration between governments, educational institutions, and technology platforms is becoming increasingly important. Concerted efforts to promote digital literacy, provide access to verified information, and create a safe and inclusive online environment can help build strong social awareness amid the information turmoil of this digital age. Thus, civic education can play a role as the main motor in forming a responsive and responsible generation in the face of complex social dynamics in the future.

A number of previous studies have been conducted to explore the challenges of civic education in building social awareness in the digital age. One relevant study is research on sentiment analysis of political comments on social media. The study aims to conduct sentiment analysis of political comments on social media X using a deep learning approach, especially the Convolutional Neural Network (CNN) method by utilizing the Word2Vec training model. The results showed that the CNN model used was able to provide sentiment analysis results with a satisfactory level of accuracy, reaching 81%. This indicates the effectiveness of deep learning methods in analyzing sentiment towards political comments on social media X (Liawati et al., 2024).

Previous studies have highlighted the difficulties posed by technological advancements in shaping people's civic awareness and involvement in society, particularly in the digital age. While the significance of civic education in guiding individuals through the complexities of this digitally interconnected society is evident, there is still a gap in understanding how well current civic education programs address these challenges. In contrast to previous research that often concentrated on specific facets like sentiment analysis or digital citizenship, this study adopts a more holistic approach. It delves into the influence of social media on civic awareness and participation while evaluating the effectiveness of civic education programs in imparting essential digital skills and ethical behaviour online.

Moreover, the research aims to also unpack the filter bubble and echo chamber mechanisms commonly used by social media algorithms, while exploring strategies to address polarization of opinion and promote dialogue between different groups online.

Furthermore, the study seeks to address pressing issues such as cyberbullying and disparities in technology access among different social and economic backgrounds. By analyzing the impact of cyberbullying on individuals' well-being and evaluating the effectiveness of anti-cyberbullying policies, alongside assessing the implications of

technology access initiatives on educational equity and civic participation, the research aims to provide a comprehensive understanding of the challenges and opportunities in building civic awareness in the digital age. The purpose of this study is to investigate and deeply analyze the influence of social media on the formation of people's civic awareness in the digital age. Through this study, researchers identified factors that influence people's civic awareness in the context of social media use and digital technology, as well as to evaluate the effectiveness of civic education programs in teaching digital critical skills and ethics online.

The research aims to enhance comprehension regarding how social media impacts civic awareness and engagement in the digital age through its diverse set of objectives. By pinpointing influential factors and assessing the efficacy of civic education programs, the study seeks to offer valuable insights for policymakers and educators. These insights can aid in the development of improved strategies and policies to foster citizenship awareness amid the ever-changing dynamics of the digital realm.

Research Methods

This research uses a qualitative approach with a focus on case study analysis to understand challenges and strategies in civic education in the context of social awareness building in the digital age. Data collection will involve interviews with education experts and practitioners, direct observations in civic education classrooms, and analysis of relevant documents such as curricula and learning materials. Through thematic analysis, this research will identify common patterns, dominant challenges, and effective strategies in building social awareness in the digital age.

This research method has the advantage of enabling a deep understanding of the dynamics of civic education in the digital age, as well as providing flexibility to explore perspectives from various stakeholders. However, it should be recognized that there are limitations in generalizing research results due to the focus on specific case studies, as well as the possibility of subjectivity in the interpretation of qualitative data (Fadli, 2021). Therefore, the results of this study will provide valuable insights for the development of civic education practices, but need to be accompanied by a critical assessment of the specific context in which the research was conducted.

Results and Discussions

The Influence of Social Media and the Role of Civic Education

Social media has become an integral part of modern life, impacting many aspects such as civic education. Social media, a large and influential platform, allows individuals to participate in discussions on civic issues, disseminate information, and exchange opinions. In education, social media can be a powerful tool to help students deepen their understanding of their rights and responsibilities as citizens and raise awareness about important issues that affect their daily lives. The role of social media in raising public awareness is very important. Content distributed through social media platforms educates about civic responsibility and encourages participation in social activities that impact society. This helps individuals understand their roles and responsibilities as responsible members of society (Hadi, 2019)

One of the positive impacts of social media on civic education is facilitating the dissemination of information on citizenship issues. With information obtained through social media, people better understand the social and political dynamics around them. This allows them to more easily participate in efforts to improve existing social conditions. In addition, social media can broaden our views on social diversity and the

importance of tolerance and unity in building a strong nation. In this context, civic education through social media also plays a role in creating solidarity and a sense of belonging to the community. With the help of a platform that allows the exchange of information, opinions, and experiences, people can support each other and create a harmonious social environment together. In addition, social networks allow for more open dialogue between different social groups, thus strengthening the sense of openness and tolerance in public life (Juliswara, 2017)

However, the influence of social media in civic education also has its own challenges. Information that is not properly verified can trigger the spread of fake news or hoaxes that can damage public awareness. In addition, polarization of opinion in social networks can exacerbate social disputes and conflicts. Civic education should provide a deeper understanding of filtering out true information and developing a critical attitude towards all forms of social media. To overcome these negative impacts, civic education must also strengthen understanding of ethics and positive and constructive communication methods in the digital world. Schools and educational institutions can provide lessons on good behaviour and emphasize the importance of respect, responsibility, and courtesy when communicating on social media. Thus, it is hoped that a younger generation of smart and ethical leaders will emerge who will utilize social media as a tool to communicate their desires and fight for common interests (Mihit, 2023).

In addition, cooperation between educational institutions, government, and social media has had a positive impact on increasing civic awareness in the community. This can be done by providing educational content about civic values, encouraging participation in social activities, and forming online communities that come together for a common goal. This collaboration is expected to be more involved and caring for the community in various issues related to citizenship, as well as train people to use social media as a tool to convey hope and positive social change. They are taught effective strategies to participate in public debate, influence policies and fight for their rights online (Tosepu, 2018).

Civic education must continue to adapt to technological developments and social media trends. This includes incorporating digital literacy learning and critical media literacy into the curriculum, and using digital technologies and platforms to enhance interaction and collaboration as students think about civic issues. In this way, civic education can be a force that encourages individuals to become active, engaged, and responsible citizens in an increasingly interconnected and complex society. Overall, the impact of social media on civic education is a complex phenomenon that has both positive and negative impacts and should be taken seriously. It is important for us to continue to develop civic education that is inclusive, progressive, and responsive to the development of information technology. In this way, the potential of social media can be harnessed to increase citizen awareness (Anjarwati et al., 2022).

Disassembling the Filter Bubble and Echo Chamber

Filter Bubble and Echo Chamber are two phenomena related to the use of the Internet and social media. Filter bubbles refer to algorithmic processes that filter information displayed to users based on their past preferences and behavior. These algorithms can influence what users see and don't see, so they only get information that matches their own views. Filter Bubble is also a digital space where past online behavior influences what we see on social media later.

The bubble filter algorithm allows users to get content that matches their preferences, but can produce information that is relevant and different from other points of view. An echo chamber, on the other hand, is a situation in which individuals are

exposed to information based solely on their own opinions, thus not receiving different information and not having the opportunity to think critically and creatively. In this situation, social media users tend to believe that the information they are receiving is true without any further verification. An echo chamber is an environment in which a person finds only information or opinions that reflect and reinforce his or her own opinion.

In this environment, the user receives only information that corresponds to his opinion, and it is difficult to have an open discussion. Both phenomena can have a negative impact on the use of the Internet and social media, such as reducing information diversity, isolating users from various types of information, and weakening critical and creative thinking skills. Therefore, it is important to understand and overcome bubble and echo chamber filters, so that internet users have access to wider and more diverse information.

Filter bubbles and echo chambers are two phenomena associated with social media use, but they have differences in the way they affect the way we interact with information and limit views. Filter bubbles, also known as "echoing chambers" in Indonesian, occur when social media algorithms select content based on previous preferences, presenting us with information that matches our views. As a result, we become isolated from different perspectives and may be unaware of issues that are important to society in general, hindering deep understanding.

In contrast, echo chambers are a way in which we only find information from like-minded people. We tend to follow and interact with people who share similar views, causing our views to be corroborated and alternatives ignored. This results in a repetition of opinions that can deepen social divisions.

In synthesis, filter bubbles are more related to how social media algorithms affect what we see, whereas echo chambers are more related to how we select the information we see and interact with people who hold similar views. Both of these phenomena can affect the way we interact with information and limit views, but in different ways.

The positive influence of social media on citizens' political participation The use of social media has a significant positive influence on citizens' political participation. Some of these positive impacts include:

- 1) Access Internet capabilities on phones, tablets, and laptops for students such as first-time voters.
- 2) By strengthening communities, social media provides opportunities for people to act as creators of political content. They can create and share personal information, opinions, and experiences about politics. It gives citizens the opportunity to express their wishes, receive support and defend important issues.
- 3) Active engagement and participation, social media provides a platform for citizens to actively participate in political debates. They can share opinions, comment and contribute to political issues that are important to them. When citizens' voices are heard on social media, they feel more involved and influence the political decision-making process.
- 4) By strengthening communities, social media offers opportunities for people to act as political content creators. They can create and share personal information, opinions, and experiences about politics. It gives citizens the opportunity to express their wishes, receive support and defend important issues.
- 5) Effective mass mobilization, social networks prove to be an effective tool to mobilize the masses to achieve certain political goals. Social movements and political actions can quickly spread on social networks, garner support, and

organize demonstrations or political campaigns. Thus, social media can strengthen people's collective voices and increase political participation in real actions.

- 6) Political transparency, social media has forced politicians and political institutions to be more transparent in their activities and policies. Citizens can easily monitor and criticize government actions, pay attention to politicians' actions, and express their dissatisfaction. This kind of openness can promote better political accountability and responsibility. In general, the positive impact of social media on political participation includes increased citizen access to information, active participation, social empowerment, effective mass mobilization, and political openness. Social media offers people a better opportunity to participate in political life and make their voices heard in the decision-making process.

The negative impact of social media on citizens is:

- 1) Anxiety and incomprehension: Information that is not clear, diverse and hand-inducive can cause anxiety and incomprehension for individuals especially if they are not used to different thoughts.
- 2) Increased spread of false information: Encouraging filter bubbles and echo chambers can increase the risk of spreading false information, also known as hoaxes, because individuals can be exposed through unverified content.
- 3) Potential for Social Conflict and Division: Different perspectives can trigger conflict and Social Division, especially if individuals are unable to manage differences well.

Social media as a new public space is used by the community to communicate, manage affairs, and various other communication functions. The development of communication technology makes the internet and social media no longer known to the public. Based on the We Are Social report, there were 167 million active social media users in Indonesia in January 2023. Ahead of the 2024 Presidential Election, social media is now a place for massive discussions about politics, political news, and political campaign content produced by political messengers. So what is the concern in this situation? The answer is the threat of "death" from filter bubbles and social media echo chambers.

It is undeniable that social networks help spread information about politics and make it easier for people to access that information. However, it is undeniable that information spread on various social media platforms and eaten raw by people trapped in filter bubbles and reverberation spaces actually further strengthens social polarization. This is exacerbated by the spread of fake news, political campaigns that do not educate, the framing of content that gives a bad impression to candidates, and all political communication activities by political media that trigger hatred and anger.

During the ongoing presidential elections, various phenomena emerged on social media. Some threatened to shoot one of the presidential candidates, wept over the candidate, and other behaviours that might indicate that social network users may have fallen into the "death trap" of filter bubbles and echo chambers. What efforts should be made to avoid this "death trap"? The solution, according to the author, is to understand media literacy.

Here are some solutions to solve the Babble Filter and Echo Chamber problem:

- 1) Media Education and Literacy: Raising media awareness to help people understand how social media algorithms work and how information is presented online. By improving sources of information and evaluating the truth and reliability of information, people can be more open to different points of view.

- 2) Diversification of information sources: Encourage people to seek information from various sources and verify information before sharing. , including sources that may contradict their views. This can be done by following multiple news, following social media accounts from multiple political spectrums, and reading various publications.
- 3) Promotion of open discussion and dialogue: Encourage open discussion and healthy dialogue between people who have different points of view. This can be done through online forums that facilitate constructive discussions or community events that allow people with different points of view to meet and share views.
- 4) Algorithm Regulation and Transparency: Increase transparency on algorithms that control the content users see on social media platforms and encourage regulation that promotes algorithm transparency and user data protection. This allows users to better understand how content is selected and displayed, thus potentially reducing the effect of babble filters.
- 5) Ethical Arrangements and Standards: Encourage regulatory and ethical standards for social media platforms that promote diversity of opinion and prevent the creation of echo chambers. This may be based on company policy or government regulations.

Polarity of Opinion in the Digital Space

The polarization of opinion in online social networks raises many concerns regarding social, economic and political consequences and is an important topic in academic research. Based on systems theory, a theoretical framework for analyzing polarization of opinion incorporating big data analysis (BDAC) capabilities was proposed. The web crawler was used to collect data from the Sina Weibo platform on the topic "Tangping". Regarding the characteristics of the big data environment, social network analysis (SNA), machine learning, text grouping, and content analysis were used to investigate the polarization of opinions on Weibo "Tangping". The results showed that like-minded social network users have a clustering phenomenon. Although no influential users supported the opinion of "Tangping" on Weibo, many people supported the idea. The support group has the most clusters, while the opposing group has the highest keywords. The study adds to the existing literature on the application of BDAC to analyze online polarization from a systems perspective, from user behavior and interaction to topic grouping and keyword identification. The conceptual systems framework shows excellence in coordinating information between microsystems and external systems.

To complement the theory of the formation of polarization of opinion, a leadership strategy is proposed that provides a proposal for rational management of polarization of network groups. The current polarization does not only occur in Indonesia which has just implemented a democratic system. In addition, many countries that have long adopted a democratic system also experience the same thing. For example, the United Kingdom and the United States. In fact, the polarization of the digital space in these two countries is severe. An example of the impact of polarization is that people do not greet each other. Social media has become the most essential tool of public debate in the era of big data. Users of online communities publish and share their opinions in the future to make society more open and accessible to different perspectives, cultures and ways of life, as well as to make society more democratic and diverse. Social media users typically connect with like-minded people and reinforce their opinions by creating echo chambers and filter bubbles. Research shows that in group decision-making situations, individual opinions or decisions influenced by intergroup discussions often provide results consistent with group opinions.

In various social, political, and economic issues, polarization of opinion is manifested in various forms. In social media literature, opinion polarization has so far focused on political events that highlight issues most likely to attract public attention. But controversial topics can reduce the likelihood of polarizing opinions on social media. Other research focuses on predicting polarization of community and group polarization, ideological polarization, determinants of opinion polarization and polarization of fake news. Microblog Sina Weibo is a popular social media site based on user relations in China. Users use Weibo to share instant information between devices, communicate with friends, and interact with strangers through text, images, videos, and other multimedia. Several studies have investigated the rules of information sharing patterns on weibo and how weibo is used to analyze social networks of popular topics in society. However, few studies have investigated the polarization of opinion generated by online discussions on Weibo.

Studies that use big data analysis methods to uncover online communities and polarization have not received widespread scientific attention. Social media data has volume, variability, speed, truthfulness, and value that fits the Big Data environment. Big Data Analysis (BDAC) capabilities have proven effective in analyzing large amounts of web data to explain social phenomena. A growing number of artificial intelligence approaches and social media analytics tools with BDAC have enabled new ways to polarize opinions on online social networks. Current research is primarily concerned with the amount of data but ignores the diversity of data, thereby reducing the value of BDAC in online social networks. Data polarizing opinions from online users focused on the characteristics of discrimination, diversity and complexity, showing advantages over BDAC studies conducted on social networks. With the increasing availability of technology, social media has become an important factor in acquiring and disseminating information in various fields over the past decade. One of the reasons for the popularity of social media is that, unlike traditional media, it offers the ability to receive or create and share public messages anywhere at an affordable price. Recent studies on social media mainly focus on various areas such as political science, public opinion and fake news, etc. The massive growth in the use of social media is making a huge impact. the amount of data generated. In this digital age, social media platforms are accused of being incubators of extremist views and resonance spaces for like-minded people. The ease of posting quick responses on social media can make it easier for us to express rash and extreme opinions.

In the ever-evolving digital era, information and communication technology has had a significant impact on the way people participate in the political process in Indonesia. Access to political information has significantly increased, especially with the existence of social media as a new platform for discussing political issues. Social media is a public forum for people to express opinions, share news, and involve themselves in various political activities. The role of digital technology also opens up opportunities for more inclusive political participation. Using the online platform, citizens can participate in discussions, sign digital petitions, raise funds for political campaigns, and take part in public consultations. It gives a voice to individuals who previously may have been less actively involved in politics, and thus, increases public representation and participation in public decision-making. Digital technology provides practical tools for people to share views, organize political movements, and voice demands to political leaders. However, political participation through social media has significant differences from participation through traditional media. Through social media, individuals can build more active and meaningful relationships with official institutions, so they feel closer to expressing their

opinions openly and freely. The digital age poses challenges for candidates, political parties, and volunteers in elections. They must be able to adapt to this new era and transform in order to face digital political management well (Pratikno, 2020).

Fighting Cyberbullying and Building Online Safety

In a world that has become increasingly technologically sophisticated, especially among teenagers, the issue of cyberbullying or online bullying has become the talk of society. Technology gives us very wide access to information and communication, but if used incorrectly, technology can have a detrimental impact, especially on the younger generation. Cyberbullying is a form of violent behavior or intimidation that occurs in the digital world, involving the use of media such as cell phones, computers. This action can occur through various platforms such as text messages, emails, threats through chat platforms, disseminating embarrassing photos or videos of someone, and writing words that hurt someone's heart in the comments column of their social media or even in online games using internet technology with the aim of intentionally and repeatedly hurting individuals (Palilingan et al., 2024).

Cyberbullying can have an impact on the victim's psychology. Victims who experience cyberbullying can experience depression. The most feared effect of cyberbullying is suicide. Cyberbullying is a phenomenon that many people must understand how it can affect a person's life, even to the point of choosing to end his life. In this situation, someone who gets cyberbullied must have a companion. This escort aims to maintain mental health and support victims in difficult times. There are so many factors that can cause cyberbullying such as envy, dislike of people, and lack of attention from parents (R. Pratiwi et al., 2023).

The need to restrain lust or self-control not to make a negative response. In social media, there needs to be self-awareness. Self-awareness is key in preventing cyberbullying. Have the awareness that everyone is responsible for their actions online. Committing to acting responsibly on social media is a crucial step to prevent cyberbullying. Think Before acting or expressing something online. Becoming more aware of the potential impact of such actions can help avoid cyberbullying behavior (Sunardi & Herman, 2023).

The role of parents is very important in educating children about the use of technology and preventing them from cyberbullying. Teach children about the importance of online etiquette, how to use suitable online media, such as respecting others, not spreading hoaxes, and not doing actions that can hurt others verbally or emotionally. Encourage them to share positive content, help others, and be part of a positive online environment. Educating children about technology and providing appropriate direction is an essential effort for parents in preventing cyberbullying. Parents, teachers, and caregivers have a crucial role to play in monitoring their children's online activities and providing education on safe and responsible online behavior (Anzari et al., 2021).

In Indonesia, cyberbullying is regulated by Law Article 27 Paragraph 3 of the ITE Law that every individual is not allowed intentionally and without permission to disseminate information that aims to cause hatred or hostility against specific individuals or groups of people based on ethnicity, religion, race, and intergroup (SARA). Article 28 Paragraph 2 of the ITE Law also prohibits the dissemination of information that has the intention to intimidate, ridicule, or degrade the dignity of individuals and/or community groups. In law enforcement related to cyberbullying, the Indonesian government cooperates with law enforcement agencies such as the police and prosecutors so that cyberbullying perpetrators can be dealt with in accordance with applicable law. With this

regulation, it is expected to provide protection for the community from cyberbullying and provide strict sanctions for cyberbullying perpetrators (S. J. Pratiwi, 2022).

Leveling Access to Technology

In today's digital age, information and communication technology has become an indispensable aspect of daily life, influencing various fields including education, economics, and government. However, the digital divide is still a serious problem, especially in remote and rural areas, where many people do not yet have adequate access to technology. This creates inequality in utilizing technological opportunities and benefits, creating significant gaps among marginalized groups (Tambak & Lubis, 2022).

The importance of equal access to technology cannot be overstated, because this is the main key to ensuring that all levels of society can benefit from advances in information technology. E-Government is one of the important solutions in improving the accessibility of public services, enabling wider participation from various circles of society. Thus, education and technology have an important role in improving the quality of human resources, especially in remote areas (Anfal, 2020).

The use of technology in learning is not only a challenge, but also an opportunity for the world of education in Indonesia. Technology can make education more inclusive, innovative, and adaptive to changing times. However, to achieve this, there needs to be cooperation between the government, educational institutions, and the wider community in building an educational ecosystem that supports the use of technology in a fair and sustainable manner (Fitriani et al., 2023).

The importance of equal digital access also includes economic aspects, where every individual must have equal opportunities to access and use technology to improve their quality of life. However, obstacles such as lack of digital literacy and uneven distribution of ICT infrastructure are still challenges that must be overcome (Arifin, 2023).

By harnessing the potential of technologies, such as artificial intelligence, and the concerted efforts of various parties, including startups like TShield that offer cybersecurity services, we can pave the way to a future where digital access equality becomes a reality for all Indonesians. The government also has an important role in bridging the digital divide, especially in ensuring that social assistance can be accessed by everyone without exception (Lestari, 2020).

Conclusion

In conclusion, social media profoundly influences civic education, presenting both opportunities and challenges. While it serves as a valuable tool for raising public awareness of civic issues and promoting positive political engagement, its negative impacts, such as the dissemination of misinformation and the amplification of polarized opinions, cannot be overlooked. To address these issues effectively, a multi-pronged approach is necessary. This includes prioritizing education and media literacy efforts, fostering collaboration among educational institutions, governments, and social media platforms. Additionally, concerted actions are required to combat cyberbullying and enhance online safety, with a focus on educating children about responsible digital behavior. Through these measures, we can harness the potential of social media for civic education while mitigating its adverse effects.

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