

## Role of Social Media in shaping Perception of masses

### Outline

1. Introduction
2. Positive role of Social Media in shaping perception of masses
  - a. Social media has increased awareness.
  - b. Social media has supported participation.
  - c. Social media has promoted transparency.
  - d. Social media has contributed to equality.
  - e. Social media has strengthened rule of law.
3. Negative role of Social Media in shaping perception of masses
  - a. Social media has fomented hatred and division.
  - b. Social media has furthered extremist tendencies.
  - c. Social media has aggravated inequality.



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4. Some doable ways to promote positive role of the social media

- a. Supporting effective check and balance mechanism
- b. Propagating true and verified information
- c. Investing in equality of access for all

5. Conclusion

Social media is the most effective platform for shaping perception of the masses. It has contributed to both positive and negative views. On its credit, it has efficiently raised awareness. Surge in interest of people to manage their affairs has been associated with more use of social media. Further, social media has contributed to fairness and transparency in the system. Promotion of equality and adherence to the rule of law have also been the results of just and efficient use of social media. On its negative side, social media has shaped perceptions to foment rivalries. Rise in polarization and lack of respect for diversity of the views have also been the products of social media. These issues caused by misperception of the social media

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can not be left unattended if certain pragmatic measures are followed in this direction. Therefore, social media has both positive and negative role in shaping perceptions of masses, but timely measures can offer effective guard against issues caused by its negative role.