

# Emerging power of social media; Prospect and problems

## Outline

### 1. Introduction

Emerging power of social media has significant positive influence but it has many negative impacts as well. It connects the people at global level and has potential to change the world. However, the challenges need to be addressed in order to avert its harmful consequences.

### 2. Emerging power of social media

### 3. Prospects of emerging power of social media.

- a. Social media is the fast and speedy connectivity throughout the world
- b. Social media promote freedom of speech
- c. It is the medium to speak up about human right
- d. People get more opportunities of earning through social media
- e. Social media serve as a source of education and extend professional network.
- f. Social media create political awareness and enhance accountability

### 4. Problems in emerging power of social media



- a). It act as a platform for political propagandas
- b). Discrimination in a society is increasing by emerging social media
- c). Youth become involve in immoral activities
- d). Fake online business trap the people and cheat them
- e). Social media has deteterous impacts on human health
- f). Increase use of social media cause intolerance and extremism
- e). Compromise the people's fundamental right to privacy

#### 5. Recommendations ~~for~~ to overcome the harmful impacts of social media

- a. Need of stringent laws that regulate the use of social media
- b. Launch awareness campaigns about the wise use of social media
- c. Reform education system to adopt social as productive mode of learning
- d. There must be a proper control of regulatory authorities to curb the fake news and propagandas.
- e. Strengthen the data-privacy and and data management processes.

#### 6. Conclusion



Dawn of twenty first century has seen the unprecedented rise in the use of social media platforms to exchange information, ideas and enhance connectivity. This growing power of social media entails both prospects and problems depending upon how responsibly this power is harnessed. As the famous saying: "We donot have choice on whether we do social media; the question is how well we do it." (Erik Qualman). The emerging power of social media has a very fast and speedy connectivity that helps the people to extend their professional network. It provide an opportunities for economic development that raise the living standards. Furthermore, social media create political awareness and enhance accountability. It plays very significant role in speaking up about human rights throughtout the world. However, there are some problems associated with the use of social media like it increase cyber crimes, intolerance, extremism, political propogandas and compromise the people's fundamental right to privacy. Therefore, there is a need to overcome the harmful impacts by stringent laws, regulatory mechanisms, awareness campaigns and encourage the productive mode of learning. On a



nutshell, the emerging power of social media has significant positive influence but it has negative impacts as well. It connect the people at global level and have potential to change the world.

However, the challenges need to address in order to avert its harmful consequences.