

Impacts of Social media on Pakistani Society.

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Outline

01 Introduction

Thesis statement: In the ambit of digital globalization, nearly everyone has know-how about social media. Its influence and scope has conquered the globe in general and Pakistani Society in particular. Rising use of social media sheds positive as well as negative impacts on the country.

02 A birds eye view of the upthrusting social media - industry in Pakistan. i.e. Facebook, Instagram, WhatsApp etc.

03 Positive impacts of social media on Pakistani Society:

3.1 Social-networking has increased connectivity and accessibility.

{Pakistan home to 71.70 million social media users}

3.2 It is amplifying marginalized voices in the country.

{Case study of Ramah Furro ^{case} and }

3.3 Social media promotes entrepreneurship in Pakistan
{- 71 per cent businesses use social media
— Brand watch study?}

3.4 Access to information has become easy.

3.5 Social media legs up social mobilization i.e #MeToo, #JusticeForZainab

3.6 Social media boosts remote learning in the country.

04 Negative impacts of social media in the country.

4.1 Social media spreads deluge of misinformation.
{Case study of "Mid journey" — an AI based programme}

4.2 Cyber bullying and online harassment rises at break-neck speed.
{The Digital Rights Foundation 'DRF' report 2023}

4.3 Social media aggrandizes addiction and mental health issues in the country
{CARC research in Social Science}

4.4 Social networking promotes cultural-homogenization

05 Challenges in the way of social-networking in Pakistan

5.1 Limited digital literacy in the country is looming challenge in the way of social networking in the country.
{comparative analysis of Pakistan, India and China}

5.2 Rising Government censorship impedes social media growth in Pakistan
{~~Def.~~ Fire wall, Defamation Act}

5.3 Online radicalization is a bigger challenge to the social networking in the country.
{digital terrorism - ISPR}

06 ways forward to counter the challenges

6.1 Government must work to enhance digital literacy.

6.2 There is dire need to act in accordance with the Article.19 and 19A of the constitution of Pakistan 1973.

6.3 Radicalization could be wiped out with well build narrative (counter) rather than fire wall or other curtailing tools.

07. Conclusion

"When you give everyone a voice and give people power, the system usually ends up in a really good place"
— Mark Zuckerberg.

Pakistan is moving towards digitalization with greater speed. According to Digital 2023: Pakistan "

"Internet penetration stood at 36.7 per cent in 2023. Pakistan is home to 71.70 million social media users in January 2023". This highlights that a wider range of population in Pakistan uses social networking. The number of users goes upward with each passing day. Kepios analysis indicates that internet users in Pakistan increased by 5.4 percent between 2022-23. Social media industry grows up fast in Pakistani society. Therefore, it sheds multifaced impacts on the society. In positive side, it has increased connectivity. Social media has become voice of the voiceless communities. Further, social media not only promotes businesses but also legs up social mobilization.

in the country. As each coin has two sides social media also has many negative impacts on society.

It spreads deluge of misinformation. Deleire has rightly observed

"Reliable information is drowned in a deluge of disinformation".

In addition to this, cyber bullying, online harassment and mental health issues are the curses of social media in the society. Despite rapid growth social media faces numerous challenges in the country ranging from limited digital literacy to censorship and online radicalization. Is Pakistani society digitalized? To what pace social media penetrates in the country? How much it impacts the society. In the ambit of digital globalization nearly everyone has know-how about social media. Its influence and scope has conquered the globe in general and Pakistani society in particular. Rising use of social

media sheds positive as well as
negative impacts on the Society.

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