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B-61

Day: \_\_\_\_\_

Date: 09.08.24

# Essay Practice

Topic: "The Emerging Power  
of Social Media: Prospects  
and Problems"

## Outline

### 1. Introduction

### 2. Historical Context

- i) Transition from traditional media to social media in the 21<sup>st</sup> century
- ii) Global access to social media has increased rapidly making it powerful (e.g. 65% of the global population has access in 2024)

### 3. The Prospects of Increasing Power of Social Media

- i) Increased access to information leading to increased awareness
- ii) Promotion of democratic values due to freedom of speech



- iii) Social media is acting as a platform for advocacy of human rights and justice (e.g. Black Lives Matter Campaign)
- iv) Social media has promoted timely justice (e.g. Shohzeb Khan murder case in Pakistan - 2012)
- v) Instagram and Facebook are popular E-commerce market places promoting small-scale businesses (e.g. Facebook and Instagram Monthly active users: 2.96bn and 2.35bn, respectively)
- vi) Growing influencers marketing and content creation using social media platforms
- vii) Promotion of multiple cultures and values allowing greater integration and acceptability
- viii) Rising global connectivity utilizing social media platforms

#### 4. The Problems of Increasing Social Media Uses

- i) Serious rise in misinformation leading to disastrous consequences



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Day: \_\_\_\_\_

Date: \_\_\_\_\_

- C.e.g Myths surrounding Covid during 2019-2021)
- ii) Major source of propaganda causing global instability and <sup>(e.g. ISIS UK)</sup> radicalisation <sub>Substantial</sub>
  - iii) Coercive marketing tactics used giving rise to populist leaders (e.g. Trump targeted marketing campaigns pre-2017 US election)
  - iv) Undermining states control to preserve national interest and sovereignty
  - v) Misuse of data by social media platforms (e.g. Cambridge Analytica case in 2018)
  - vi) Surge in cybercrimes (e.g. Russia's alleged interference in U.S elections in 2017)
  - vii) Global surge in mental health crisis due to identity loss caused by overflaring concepts and values in social media.

## 5. Limiting the Problems of Social Media

- i) States interference in applying AI & filtration tools to counter misinformation
- ii) Strengthening cybersecurity mechanisms to be secured from hybrid warfare threats



Day: \_\_\_\_\_

Date: \_\_\_\_\_

iii) Strict punishment implementation if companies are involved in data theft and/or misuse.

## 6. Conclusion