

Pros and cons of social media

outlines

I. Introduction

Thesis statement:

Social media has revolutionized the world and bridged the gap. It keeps people aware of what's happening in the world. It has made communication very easy. However, it has a dark side. It spreads false news, propaganda. It threatens the privacy of a man.

II. Evolution of social media

III. Pros of social media

Source of knowledge and information

Promotes democracy

Brings people closer to one another

Source of entertainment

Platform where one can

propagate one's ideology

Boosts business activities

Accountability and transparency

Expose corruption and
maladministration

Opportunity of online
learning

IV. Cons of social media

Wastage of time

Widens the chasm parents
and children

Fake news and propaganda

Threats to privacy

Eurkiled love for reading
and learning

Limits health related
activities

Impacts children's psyche

V.

Suggestions for advantageous
use of social media

Avoid overuse of social
media

prevention of cyber
crimes and bullying

Start action against
spreading misinformation

VI.

Conclusion

Social media has revolutionised
the world. It has made communication

fast and easy one can communicate across the world through social media apps. It has many pros on the use of it. It is a source of information and knowledge, creates political awareness and provides democracy, brings people to closer with one another. It is a source of entertainment. It propagates one's ideology. Social media boosts business activities in the world market. It offers opportunity of online learning. It promotes accountability and transparency. Social media also exposes corruption and maladministration. However, social media has a dark side. It spreads fake news and misinformation. Overuse of social media leads to wastage of time. It widens gap between parents and children. People spread propaganda on social media to serve their interest. It threatens to the privacy of the people. It curtailed love of reading and learning. It limits health

related activities. Social media impacts the children psyche.

Evolution of social media started in 1970, and 1980s when Internet Relay chat (IRC) and Bulletin Board Systems (BBS) first appeared. It provided a platform for file sharing and asynchronous conversation. In 1990s and early 2000s Friendster and Myspace introduced idea of online connection. Facebook introduced in 2004 by Mark Zuckerberg. Twitter was introduced in 2006 (now X). Youtube was introduced in 2005. Instagram and Snapchat emerged in 2010s. People are using social media apps such as Facebook, Youtube, Twitter, Instagram, and WhatsApp. According to Pakistan Telecommunication Authority 71.70 million people use social media apps. Face book is the most using social media platform. Youtube also used widespread in Pakistan and 4.5 million people use Twitter (X). According

data reported 5.4 billion people use social media apps. Facebook, the most using social media apps across the world. According to GSMA 3.8 billion use Facebook all over the world. Youtube is the second most using social media apps in the world. The revolution of social media came after the break out of covid-19 in the late 2019 and early 2020. All the physical activities were blocked. Digital communication was the only out. Covid-19 has increased the use of social media all over the world.

To begin with, there are many benefits of social media. It is a source of knowledge and information. People share their knowledge and experience about different aspects of the world on social media websites. This knowledge is valuable for those who do not have a habit of reading. In the same

way, social websites offer people with information about current affairs in the world. Important news spreads like wildfire and every person comes to know about it. It helps people remain updated. Many writers and great scholars share their valuable views on Facebook, Twitter (X) and other such platforms. These views add to people's knowledge and make them rational thinkers.

Moreover, social media imparts political awareness to the masses throughout the world. Political consciousness is necessary to comprehend issues of daily life. It assists masses in building logical opinions. Social media has increased the political participation and it strengthens the democracy. Through social media, people in different countries launch protests and political campaigns against dictatorial forces. They use the platform of social media to get rid of fascists. It is social media through people come

to know about atrocities committed in Syria, Palestine, Sudan, Kashmir, Ukraine and Iraq. Social media played a significant role in Arab Spring.

Similarly, social media promotes global culture. People of various countries ~~to~~ come to know about one another's cultural values and traditional norms. It is due to social media that a person sitting in Africa encounters American culture. People of Asia also observe western culture. Masses of different countries adopt positive aspects of unique cultures prevalent in the world. As a result, a global culture is evolved. It gives an idea of unity of the world. This culture integration impedes the way of World War III. People develop a strong bond and feeling with one another. Such type of cohesion is significant for the progress and prosperity of the world.

Furthermore, social media

reduces the gap among people. It connects them with just a click of the mouse. Presently, a person sitting in one corner of the world can contact a person living in another of the world. Previously, it was difficult for a French to contact a Chinese within a few minutes. It was only possible in the world of dreams. However, social media has materialized many dream to contact any person at any time in the world. Social media has rooted out societal barriers in the world. Girls and boys get married on social websites which was not possible earlier. Social media has curtailed distances among the people.

Besides it, social media is a wonderful source of entertainment. One can watch movies, videos and listen song whichever you like. Youtube is most important websites that is playing role in the entertainment of the people. Millions of videos are available on

Youtube for learning and entertainment of the people. Similarly, Facebook is also playing a positive role for the entertainment of the people. People watch interesting videos and make comments. Apart from science has proved the fact that entertainment is necessary in the busy life of modern era. William Couper said, "Variety is the very spice of life that gives it all its flavour."

One can easily propagate one's ideology on social media. Presently, hundreds of thousands of thousands of people are using social ~~media~~ websites like Facebook. People share their ideas and views on the Facebook. When their beings read these views, they analyse them critically. They point out positive and negative points in the one's ideology. Some people also become their followers. They become somebody out of nobody. Various ideologies impact thinking of masses in a unique way. They come to know about

different views on same topic. Plenty views provide them food for thought. They start contemplating how certain individuals present their point of view on a similar subject. These contrasting ideologies prove fruitful for the world.

Social media accelerates the pace of business activities. Marketing on social media sites is doing wonders. People can sell their services and products on social media. Many people are engaged in online trade. Now, you need not to travel abroad to buy from your brands. ~~At~~ Almost all the brands have their social media websites on which one can place ~~the~~ order for one's required products. One receives goods at one's doorstep. Online trade and transaction have become a vital part of economies of states. They add to revenue generation as well. However, one need needs to be careful of manipulators who use clever tactics to to increase social media presence.

~~These~~ These people provide low quality goods and services with the help of sugar coated words.

Social media has introduced the concept of online learning. Before the advent of social media, people did not even think of ~~the~~ virtual learning programs. In situations like that of the covid-19 pandemic, the world had no option but to rely on online learning to continue educational activities. Virtual learning has solved many problems of learners^{ers} and teachers. It saves the cost of transportation and accommodation of students. One can attend lectures of renowned trainers and scholars from any part of the world. It also saves time of students. They avoid themselves the opportunity of attending lectures while sitting at home. Many renowned institutions have promoted online courses for the sake of students of far-flung areas of the world.

Last but not least, social

media has become a source of accountability and transparency. It also exposes the corruption and maladministration. Further, it is a ~~voice~~ voice of marginalized people. It highlights the issue of backward areas and negligence of administration and government. In this way, social media has become the sources of accountability and exposes ~~mal~~ maladministration.

It is a fact that every thing has two sides. Similarly, social media has a dark side. One of the disadvantages of social media is that its ~~access~~ excessive use results in wastage of time. Some people develop addiction to social media, it becomes a cause of distraction for them. They do not pay attention to the people in the surroundings and always remain busy on social websites. This unbridled use of social media proves alarming for them. People leave them alone because of their indifferent attitude.

So too much use of social media may create frustration in masses. Mark Twain said "Too much of anything is bad."

In addition, social media widens the chasm between parents and children and husband and wife. They hardly find any time for one another. Some parents use social media unnecessarily.

They do not give attention and proper time to their children. They meet their financial needs and leave them alone. Consequently children start going away from their parents which is a bad omen for a family. Such children may develop feelings of inferiority. They search love outside of their home when their parents prefer social media websites and gadgetry to them. Criminals can use these children for their advantage. This phenomenon weakens family system. Parenting is the responsibility of mother and father. Poor parenting does not generate

strong feeling between children and parents.

Another negative impact of social media is false news and propaganda. Some media channels and media person spread false news and make propaganda as breaking news. Less important issues are given much importance to attract the more subscribers as the more subscribers the more money. They also spread false news against government and administration for their vested interest. They do this practice to put influence on government and administration to gain nefarious purposes. This indicates social media has negative impacts on country and society.

Apart from it, social media users may lose their privacy on social media. It leads to anxiety and depression among the people. According to news report, a woman complained

to FIA that her private pictures
 leaked on social media by
 someone. On investigation, it
 was sealed that her private
 pictures leaked by her ex-husband.
 When she came to know about
 she get into depression and
 anxiety. Further, there are hackers
 who hack certain profiles to
 blackmail people. They leak
 them and add to their difficulties.
 It is very difficult to trace these
 things. That is why, corporate
 organizations and banks keep
 on informing their clients to be
 aware of fraudsters. So, such act
 breach people's privacy and
 give birth to psychological issues
 in human beings. Mental health is
 very important in this ^{world of} hurry and
 worry.

To add to it, social media
 keeps people away from the
 nature. In the past, people used
 to love recreational activities.
 They were closer to nature and
 cherished its beautiful features.

people visited parks, picnic points, hill stations and beaches to feel fresh. Nowadays, they hardly spare time to admire and adore beauty of nature. William D.

Davies in his poem 'Leisure' has described modern man's indifference to natural beauty in these ~~stap~~ words, "What is this life if, full of care, we have no time to stand and stare. No time to turn at beauty's glance, and watch her feet, how they can dance. No time to wait till her mouth can enrich the smile her eyes began."

A poor life this if, full of care, we have no time to stand and stare. So, social media has deprived man of his love for natural beauty.

Social media has rooted out love for reading. Before the emergence of social media websites people used to read books in their free time. Books added to their knowledge and skills. Book reading made ~~people~~ people intellectuals and critical

thinkers. Reading refined their ideas and strengthened their vocabulary. Joseph Addison said, "Reading is to the mind what exercise is to the body." In present times, most of the people prefer Facebook, Twitter and Whatsapp to reading. Use of social media benefits people but not more than reading. Use of mobile phone and social media eroded the thirst for reading among people. They lack ideas and power of imagination. It has deprived them of creativity and thinking power.

Social media has limited people's health related activities. Before the advent of social media, people used to do exercise. It kept them smart, fit and healthy. They used to play sports and games which gave birth to a healthy competition among them. Nowadays, they use social media to remain updated. They hardly have any time to involve in physical pursuits and activities.

They have adopted a secondary lifestyle which leads to obesity. The obesity is the mother of all ailments. It also causes diabetes, cardiovascular diseases and hypertension. These diseases are today even common among young ones. They make their life miserable. Too much use of social media can be blamed for increase in such disease.

Social media destroys children's psyche. It is witnessed that parents, and especially mothers, give mobile phones to their children to keep them busy. It frees them of their responsibility of grooming young ones. It is an easy escape from duties of life. Children use mobile phones and internet. They often get access to harmful content such content is created for adults, children cannot bear shocks of prohibited content at a tender age. It affects their psyche and they feel disturbed. They undergo strange changes and fail to focus what is important for them. It would not be wrong to say

Social media is threatening the future of our young generation. Charles Barkley remarked, "Social media is where losers go to feel important."

However, there are ~~some~~ some suggestions through which one can derive maximum benefits out of social media. First, one should avoid getting addicted to social media websites. One can switch onto social media for a particular time. One may also spend time with one's members of family. It is one's moral duty to make best use of social websites. One can avoid negative attitude towards social media to remain happy in life. Pursuit of happiness has become a challenge in the age of social media. Limited use of social media apps will help one succeed and have peace of mind which is quite rare in this fast moving world.

Secondly, one is expected to social media a source of entertainment not isolation. One can interact with

relationships loved on social media. One must know that fake relations of social media cannot replace the ones based on true feelings of love. Parents and teachers can play their part in making youngsters aware of pros and cons of social media. In this way, negative usage of Facebook, Youtube, Whatsapp etc. can be avoided.

Third, governments at different countries can take steps to curb cyber-crime and bullying. These crimes have devastated lives of many human beings. Often women and children become victims of cybercrimes. The owners of social media houses should come ahead with pragmatic policies to save people from hackers. World leaders should take steps to avoid misuse of social media. United Nations should play its role in this regard. It is not possible without collective efforts. So, collective efforts can uproot the hackers.

Fourth, man is a social animal and cannot live away from the society and nature. His survival

and wellbeing linked with society. However, some people spend too much time on Facebook. They do not go for enjoyment. As a result, they face problems of depression, frustration and isolation. Such people need to get closer to nature to enjoy their lives. They can use social media, but not the cost of loss of interaction with the people around them.

Last but not least, a mechanism can be introduced to stop people from spreading rumours and propaganda. Some people promote hate speech in social media which has deadly results. They try to brainwash youth to use them for their ill interests. There is a dire need to limit propagation of hate speech to favour peace and harmony in the world. Government of certain countries need to make laws to curtail ~~the~~ dissemination of fake news and information. Social media giants can install filters to ~~stop~~ sift data and get rid of unauthentic

information. ~~Social media~~ curbing wrong information is vital for ~~peaceful~~ peaceful coexistence of humans. No doubt, peace is the most desired commodity in the world and must be preserved.

To cut the long story short, social media has brought about many changes in the world. It has made the communication very easy. It is the ~~the~~ ~~the~~ cheapest way of communication. Online learning has increased literacy rate. It has spread awareness among the people. Social media keeps people update what's happening around the world. It is a source of accountability and transparency; it exposes corruption of masses. It has made the world a global village. It has also played a positive part in the field business and earning. However, it has dark side. It has destroyed the communication. It spreads fake news, propaganda. It harms a reputation of one person. Social media wastes time and money. It leads a person into isolation.

It breaking the relations between husband and wife. It leads the children neglected by parents. It also a cause of anxiety, depression and stress.

So, one can use social media only for positive purposes. The authorities, at national and international level should limit the social media. They should impose sanctions on its wrong use.