

The emerging power of social media: Prospects and Problems

Outline

A. Introduction:

The social media have both prospects and problems, while it has revolutionized the way people connect, enhance accountability, it also poses grave challenges such as cyberbullying, increases misinformation and identity protection.

B. Prospects of emerging power of social media

a. Disseminating information in the country
Case in point: The #MeToo movement aims to raise awareness about sexual harassment and abuse against women.

b. A tool to enhance accountability
Case in point: The history of fall of Arab rulers in Tunisia, Egypt and Libya.

c. Social media lacks censorship
Case in point: The liberation to speak about human rights like in India doctor's brutal rape and murder case.

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d. Entertaining the masses

case in point: According to the digital report in Pakistan 2024, there are 111.0 million internet users. Facebook had 44.50 million and YouTube had 71.70 million users.

e. Enhanced prospects of business efficiency

case in point: Trending social media marketing like on LinkedIn, Instagram etc.

f. Promote education

case in point: social media enhanced students learning ability through YouTube, Instagram.

c. Problems of emerging power of social media

a. Effect mental and physical health

Case in point: A survey conducted by Royal Society for Public Health depression among people has shot up by 70 per cent due to uncontrolled social media usage.

b. Increases misinformation

Case in point: Many fake accounts on social media share wrong information and may harm the people like in taking

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wrong medicine and adopting measures.

c. Increases cyberbullying

Case in point: According to WHO report 2021 the data from 2018 to 2022 shows a increase in cyberbullying, with boys rising from 11% to 14% and girls from 7 to 9%.

d. Promote negative propazanda

Case in point: conflicts among governments and propazanda like Nazi party and Bandwagon.

e. Used by terrorist groups

Case in point: TTP and ISIS social media platforms

f. Identity protection

Case in point: The case of Federal Investigation agency's cyber crime circle has arrested eight identity theft from Sukkur region in 2021. (Dawn).

D. Conclusion:

Beginning of the twenty first century has seen an rapid increase in the social media platforms by the people.

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Electronics media is used as an important source of information in our daily life and it is using to share information rapidly with masses. social media has revolutionized how people connect, break down the barriers and bringing the people together all over the world.

Like many other things, social media has both prospects and problems. on the positive side, social media disseminate the information in all over the world. Bringing the people together to share their thoughts and enhance communication. Further, it enhance the accountability to keep an eye on political decision and make the Government accountable in every affairs. ~~Moreover~~, social lacks censorship.

The liberation of information and free expression. However, social also has its darker side. one of the most pressing concerns is cyberbullying, which can cause a significant harm to individuals.

Moreover, social media also effect the mental and physical health of the masses. People spend most of their time on social media which causes mental and physical illness. The social media have both prospects and problems, while it has revolutionized the way people connect, enhance accountability, it also poses grave challenges such as cyberbullying, increases misinformation and identity protection.

To the beginning, social media plays a very significant role in disseminating information throughout the world. Now people get know about every issue and event just a single click of button. social media is only the player in spreading the information. For a case in point, the #MeToo movement aims to raise awareness about sexual harassment and abuse against women. Hence, social media has shifted paradigms by sharing information in no time.

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In addition, the foremost prospect of social media is that it enhance accountability. The accountability and supervision of institution became relatively easy due to the social media. social media users keep an eye on institutions and government sectors. To illustrate, the history of fall of Arab rulers in Tunisia, Egypt and Libya is because of social media platforms. Hence, social media has proved to bring the flaws and corruption to the surface.

Most importantly, social media also lacks censorship. social media has become common for the people, to share their opinions and provides freedom of expression. social media provides platform to the people, especially youth, to raise their voices against human rights violation.

For a case in point, in India's city Kolkata doctor's brutal rape and murder case. Therefore, social media pay the way for youth to protect their rights.

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More importantly, social media also entertain the people in the world. The social media platforms like Television, Facebook, WhatsApp and YouTube provide the ultimate source of entertainment.

The diverse content on social media people use as a source of entertainment during their leisure time. According to the digital report in Pakistan 2024, there are 111.0 million internet users. Facebook had 44.50 million and YouTube had 71.70 million users.

Therefore, social media providing a diverse range of content to the diverse audience.

Likewise, social media enhance the ^{prospect} of business. The social media marketing has increased throughout the world in the recent years. Most companies rely on online promotions instead of traditional method of attracting customers. For a case in point, many companies and restaurants like in

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Pakistan daraz and foodpanda had million of followers on Facebook, Instagram through lucky draws. Therefore, companies increasing their reach and earning through online platforms.

Furthermore, social media promote education throughout the world. People who are live in backward areas gain knowledge through the online platforms. It is because of social media rural areas people take part in competition. For a case in point, many online platforms on YouTube, Instagram and Facebook help the students. Hence, social media plays a very crucial role in education.

Despite social media has many prospects but it also has problems which can ~~give~~ effect the individuals and also create conflicts among countries.

However, social media also has led to adverse effect on the mental and

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physical health of the users. Social media users spend most of their on using social applications resulting in depression, loneliness and anxiety. A survey conducted by Royal society for public health depression among people has shot up by 70 per cent due to uncontrolled social media usage. Social media controlled the mind of the people so much that people behave aggressively. Therefore, there is no confusion that social media give birth to the serious health issues in the world.

Moreover, misinformation is the most pertinent issue due to social media. False information confuses the people's mind in order to take decision about particular event or happening. Many fake accounts on social media share wrong information like wrong information about medicine and organizations army in Pakistan (2100 Twitter). These groups use this platforms to spread harmful

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information. Thus, social media play negative role by spreading misinformation.

In addition, social media also increase the cyberbullying in the world. These groups harass the individual by using fake accounts and by making fake evidences. These share personal or private information about someone else causing embarrassment or humiliation. According to WHO report 2024 the data from 2018 to 2022 shows a increase in cyberbullying, with boys rising from 11% to 14% and girls from 7% to 9%. Hence, the social media make the pathway to the cyberbullying.

Apart from this, social media also help in spreading negative propaganda. Negative propaganda is made of communication that is used to influence the opinion of groups to support cause or belief in negative way. Negative propaganda help in injuring an institution or person. Negative propaganda to create conflicts

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among governments and groups like Nazi party and Bandwagon. Therefore, social media platforms help in spreading negative information.

Moreover, social media platforms are also widely used by terrorist groups. These groups use this platform to influence the people. They also use apps to train new members. For a case in point TTP and ISIS use social media platforms. They use social media to mobilize their supporters and plan and coordinate terrorist acts. Hence, social media helpful for terrorism acts.

Likewise, social media also cause threats for identity protection. Fake accounts on social media has increased too much due to which lots of victims of this crime are facing great problems and issues. The greatest victims of this cyber crime are the celebrities who have almost targeted by their

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fake accounts. The case of Federal Investigation Agency's cyber crime circle has arrested eight identity theft from sukur region in 2021 (Dawn). Hence, the social harms the identity of the people.

To conclude this, social media has impact on the society both in positive and negative way. On the positive side it connect the people and on the negative side it harms the mental and physical health of people. social media plays a very effective role in entertaining the people by Facebook, YouTube etc. Further, it enhance the business efficiency by online marketing and advertisement.

In addition, social media helps in education by the platforms like YouTube, Facebook and Instagram. On the other side, social media negatively used by the terrorists groups to influence the public opinions and training their new groups. Moreover,

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social media also cause threats to identity protection by making fake accounts against people. Although, social media benefits and create problems for the masses, but social media owners and experts may initiate social media trainings of the users or some essential identity requirements for users must be designed to overcome the security, privacy and other issues related to the peace of mind of the people.

