

Social Media: Advantages and Disadvantages.

Outline.

1. Introduction.

- Attention Grabber.
- General statement.
- Thesis statement: Just like everything, social media has both advantages and disadvantages based on the way user use it.

2. Main Body.

2.1 Advantages of social media.

2.1.1 Spread Awareness.

- Educational Awareness.
- Political Awareness.
- Social Awareness
- Connect people from all over the world.
- People make friends across borders.
- Increase cultural diversity
- End stereotypes.

- Give people platform to earn money.

- Through sponsored content.

- Advertising

- Selling products.

- Live streaming

- For learning new things.

- Through different courses.

- Tutorials.

- Reels.

Dis Advantages of social media.

Spread False information.

- To spread violence

- Without checking facts.

- To become viral.

Spread Hate among people.

- Religious conflicts.

- Political conflicts.

- National conflicts.

People get spam.

- Through false ads.

- Fake News.

- Presence of unethical content

In 2008, a coffee farmer in Columbia named Luis Silva faced severe financial ruin due to declining global coffee prices. A small group of activists, that were part of Facebook community, decided to support sustainable farming and started a campaign called "Save Luis's Coffee Farm" and within weeks story went viral, drawing attention from international media. Supporters raised enough funds to cover Silva's immediate debts, enabling him to reinvest in his farm and shift to organic coffee production, which eventually bought him financial stability. This shows the power of social media. Social media refers to digital platforms and applications that enable users to create, share and exchange information in virtual communities and networks. Just like everything, social media has both advantages and disadvantages based on the way the users use it.

Social media has now become the tool for spreading ^{awareness} among people and to educate them about the different concepts necessary to live a better life. Social media has become the centre of information and

any kind of awareness i.e. educational, political, social awareness can be spread through social media. Pakistan Digital Literacy Campaign (PDLC) was launched to train ~~students~~ teachers so that they use social media positively and effectively.

One of the major issues in the history of Pakistan that became viral on social media was the Zainab case which spread the social awareness among people to protect their children because the world is not safe anymore. Furthermore, people can get political awareness through social media because there is a lot of information present on social media about each and every event occurring in the country.

Additionally, another advantage of social media is that it helps people to get connected from all over the world. There are a lot of platforms such as YouTube, Instagram, Facebook, Twitter (X) through which people connect from all over the world and the world has become a global village. People make friends through online chats and get connected with the people from diverse cultures because every culture is present and due to which the fixed image that is present

in other people about other culture people has broken and they have become more accepting towards other culture and they even try different foods. It can be seen that the marriage have become very common of people who met through online platform in Pakistan. One of the case is of Mahendar Kumar, an Indian lawyer who married to Pakistani Banker Sangugata Kumari in May 2023.

Thirdly, the social media has become a platform for earning money in this digital world. Thousands of people who were jobless and had nothing to eat have started using social media platform to earn money. TikTok is one of the biggest example in Pakistan through which people are learning. There are a lot of methods that people use to earn online such as making YouTube videos, opening a page on Instagram or Facebook to sell things, Advertising through online platform and promoting sponsored contents. As of 2024, Pakistan have 72 million active social media users. Through YouTube, a lot of people are earning.

the prominent youtubers are salman Noman, Ducky Bhai, Maaz safdar world, Rafan junejo, they all are earning through social media.

other than earning, social media is great platform to learn new things and exploring world. The user can learn about each and everything on social media. There are different courses available on social media platforms to learn new thing. some are free and some are paid. Mini tutorials are made by creators to explain things, the user can decorate their rooms, learn how to wok, how to paint, how to dance. every thing is present on social media. Reel culture is also famous now-a-days on instagroom through which people explain meaning of words, lines from different book, table manners, painting Hacks, Hacks for using technology and many more. 'Pekaboo' is a youtube channel which explain different procer, terms about world in a very interesting way and having 5.42 subscribers.

Although, there are many advantages of social media but there are also disadvantages.

Coming in the disadvantages, social media is a home to false information. Each and every person can post on social media about different things without checking the accuracy of information to get the views. The supporters of one party spread false information against the leader of another party and social media war starts. Even the religious extremists also do the same in order to spread violence and become viral on social media platforms. PSC Lahore trap case was one of the great examples where a user posted and others, without even confirming either it is true or not started making reels just to get viral and views due to which protest started in country and conditions became worse.

In addition, to this, the people of different points of view start getting into conflicts on social media. i.e. religious, National and political conflicts have become

very common in this digital era. The great example is ~~spam~~ scam when online campaigns and due to these events government imposed restriction such as internet shutdown and platform blocks.

Furthermore, social media is not safe, people get scam through it. Hackers can hack the id or mobile phone of the user and can message to anyone for money or personal information and other people thinks that it was his/her friend so social media is a very risky platform.

Not only hacking, the people make fake ids and scam people by becoming their friends and acting in opposite genders.

Different NGOs are also operating online, which are pure scam and taking money from people in the name of helping people but in reality they are not.

One of the famous case in Pakistan is of zameen.com. Fraudsters created fake social media pages mimicking the well-known property portal 'zameen.com' and targeted people for fake money.

Although, the greatest disadvantage of social media is exposure to unethical content that is available to people which have influenced especially the younger generation. Children, of 4-5 are also using social media platforms and parents ^{are} having difficulty to make their children safe from vulgar content because there is no check and balance system on social media. The Minahil Malik ~~and~~ case is an example that how social media can have negative impacts on person's life.

In a nutshell, the social media has both merits and demerits in this modern world. It helps ~~to~~ spreading awareness, making friends, earning money and learning new things whereas is harmful in terms of spreading false information, spreading hate, slaming people and spreading unethical content. Social media can be a blessing and curse depends on the way people use it and so use in a way that help you.