

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.

Write more comprehensive thesis statement

~~Main Body.~~

Advantages of social media.

1.1. Spread Awareness.

- Educational Awareness.

- Political Awareness.

- Social Awareness.

Write in formal manner plz

- 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

- You learn new things.
- Through different courses.
- ~~For education~~
- ~~Keels~~

Dis Advantages of social media

Spread False information.

- To spread rumors
- Without checking facts.
- To become viral.

Spread Hate among people.

- Religious conflict.
- Political conflict.
- National conflicts.

People get spam.

- Through Fake Ede.
- Fake News.

Conclusion

- 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 is what social media can do

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

Avoid writing in passive plz

any kind of awareness i.e. educational, political, social awareness can be spread through social media. Pakistan Digital Literacy Campaign (PDLIC) was launched to train students teachers so that they use social media positively and effectively. One of the major issue in the history of Pakistan that become viral on social media was the Zainab case which spread the social awareness among people to protect their children because it 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 word 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

People are well connected a global village and people are connected through online chats and get connected with the people from diverse culture because every culture people are present and due to which the free 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 Saugata 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
examples of Pakistan through which
people are earning. There are also 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,
about a lot of people are earning.

the prominent you tube are Salman Noman, Ducky Bhai, Maaz S. f d o e 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 platform 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 cook, 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 procey, 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 extremist also do the same in order to gain influence and become viral on social media platform.

PGC Lahore trap life was one of the great example where a user posted and others without even confirming either it is true or not starting making reels just to get viral and views due to which protests started in country and conditions became worse.

In addition, to this, the people of different point of view starts getting into conflicts on social media. Religious, National and political conflicts have become

~~very common in Pakistan. The
great example is the online
campaigns and events
government imposed restrictions such
as internet shutdowns 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 spam and making 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 Pakistani 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 case is an example that how social media can have negative impacts on parent's life.

In a nutshell, the social media has both merits and demerits in this modern world. It helps 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.