

Topic:

The Emerging Power of Social Media Prospects & Problems

Brain Storm

Prospects



Increased dependency



Lack of physical contact



A better source of income



Updated life

Problems



Sense of deprivation



Mental distress



Life losing cases
(involvement in cyber
attacks)



Fake news &
misinformation

Outline:

1- Introduction

(a) Hook

(b) General statements

(c) Thesis statement: The emerging power of social media has many prospects which include a more updated life, increased dependency

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Lack of physical contact and a better source of income. Also it causes some problems which include sense of deprivation, mental distress, involvement in unhealthy activities, fake news and misinformation.

2. Prospects of emerging power of social media:

(a) Updated life

(b) Increased dependency on social media

(c) Lack of physical contact

(d) A better source of income

3. Problems of emerging power of social media:

(a) Growing sense of deprivation

(b) Mental distress

(c) Involvement in unhealthy activities

(d) A threat of fake news and misinformation - a global report

4. Conclusion

The Essay

"The great growling engine of change is technology" (Alvin Toffler). The emergence of technology is increasing day by day. Social media is a platform which everyone uses in this digital age whether a child, teenager or an adult person. In this 21st century the aim of most of the people's life is to become a social media star. The most common platforms are whatsapp, instagram, facebook and tiktok. From the dawn time till sunset social media is a major part of life. The main purpose behind the creation of social media apps was mainly to keep people updated of the news or other events in the world. Now, the main use of social media is about showcasing personal life. The social media is very powerful, it has changed the lives of people, some for better and some for worst.

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It mainly started from West and now social media is everywhere. Urban, rural villages everyone is obsessed with the use of social media. The emerging power of social media has many prospects which include a more updated life, increased dependency, lack of physical contact and a better source of income. Also, it is a cause of many problems such as sense of deprivation, mental distress, involvement in unhealthy activities, fake news and misinformation. Therefore, this essay will shed light on the prospects and problems of emerging power of social media.

First of all the prospects include a more updated life. A major prospect of social media is updated life. People get updates from social media of all types including what is happening in the world, what is happening in the country, about actors, sports and many more. Social media is also a powerful tool for raising campaigns

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such as the recent campaign of boycott of Israeli products because of its genocide in Gaza. When people gets updates on the leading issues of the world they become part of stopping issues from growing. Moreover, during COVID-19 there was no physical interaction between people. At that time, it was social media which helped people in becoming aware of the conditions related to hygiene and all the precautions. Also, social media give updates about politics. Now, in the 21st century people shape their views about certain politicians or political parties after watching content on social media. They know about the politicians and shape their feelings of love and hatred. Thus, social media is a powerful mean of updated life.

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The second prospect is the increased dependency. Now, people are very dependent on social media for all ~~our~~ the things on social media. It tells about fashion, education, global politics and many other things. The dependency level is that people wake up and before brushing their teeth they check their instagram feed.

A more worse case is that human beings can forget to eat but not forget to send their snapchat streak in order to maintain their score. This dependency is increasing day by day and the future will become even more dependent on social media.

Even the popularity of a person is judged by how many number of followers he has on social media platforms. Thus, the dependency on social media is increasing day by day.

Then comes the prospect that is lack of physical contact. Social media is very powerful

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that it has diminished physical contacts. Every platform has features of videocalls, video messages that people do not feel the need to get involved into physical contact. It is a growing trend to check the feeds, to know about what is going on in the lives of people. Growing power of social media is a cause of social isolation. It has the addiction power that people get lost into it and waste their time which they can enjoy with physical contact or physical interactions. The dynamics of family are changing with the passage of time, now the parents and kids all are busy using social media and uploading posts. Therefore, social media has decreased physical interaction between people.

In the same way, social media has ~~to~~ now become a powerful tool of earning

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money. The platforms such as tiktok is a major source of earning money for many people. Even the account holders are earning a very good amount of money. Moreover, these platforms also give people a chance to show their talent in front of the world. Prior to social media, people were lacking the chance to show their talent but now it has become very easy for them. Many people who were frustrated from unemployment are now earning money by using social media. Furthermore, social media is also a source of showing informative content to people. It includes the cooking channels, the art and crafts pages which are very useful without any cost. There are certain people who have made their tourism pages and are showing the beauty of the country. Therefore social media is a powerful and beneficial tool for earning money that can help many people

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in future also.

These all were the prospects of the growing power of social media which have ^{been} discussed earlier. Now, the problems which are linked with the growing power of social media will be discussed in the second part of this essay.

First comes the problem of sense of deprivation which is a major problem. The updates people get to know about each other also leave some bad impact on the mind. Someone who has not enough money in this inflation for branded ~~g~~ clothes feel deprived after seeing other people's luxury closets on social media. For someone ~~is~~ showing those closets or expensive clothes, it is a content on social media. But it is a sense of deprivation for some other people.

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Moreover, people going on vacations enjoying in other countries leave a bad impact on the mind of those who cannot even afford their basic needs. Therefore, a sense of deprivation through social media is a major problem.

Then comes mental distress issue. The growing use of social media is not a healthy thing. It leads to many health issues. The diminished people to people contact is leading toward loneliness. The U.S report and experts have suggested that social media's growing use is leading towards negative health impacts. Researches also shows that depression in young people have increased since 2012, after the use of social media. Therefore, the growing use of social media is a cause of many health related issues.

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In the same way, another problem associated with social media is the involvement in unhealthy activities. The easier access to anything causes harm same is the case with social media, which is easily accessible and most of the teenagers get access to prohibited content and they get involved in harmful activities. Most platforms, especially ~~the~~ tiktok is the cause of death of many people. A lot of incidents have happened in the last 3 to 4 years related to the death of people while making videos.

A most horrific one was a teenager boy making video on a bridge unaware and his foot slipped and he fell off the bridge leading to death. Moreover, there are a lot of incidents related to fraud schemes on social media. People got trap and bear losses.

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Therefore, social media is a harmful tool because it makes people to get involved in unhealthy activities specifically teenagers.

Last problem that is linked with growing power of social media is fake news and misinformation. There are certain people who enjoy spreading fake news leaving people in anxiety. A lot of fake news was spread at the time of covid-19 related to the bad consequences of vaccine. This fake news or misinformation leaves bad impact on the mind of people. According to Global Risks Report 2024, top risks that Pakistan faces today are fake news and misinformation. Therefore, this fake news and misinformation causes anxiety, depression and many other related mental health problems in people.

To conclude, The updated life, increased dependency, lack of physical contact and better source of income are the prospects of emerging power of social media. It is a good source of information and makes access to unlimited content easy.

But it is also linked with some problems including sense of deprivation, mental distress, involvement in unhealthy activities, fake news and misinformations. Steps should be taken at individual and authority level to reform the social media that is so powerful that it has gain full control of the lives of people. Authorities should protect people from the negative impacts of social media. Additionally, children should be monitored and given some defined hours for using social media. The use of social media

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should be reduced in order to decrease its impacts on the life and mind of people.

As Bill Gates has rightly said about the power of social media:

"If your business is not on the internet, then your business will be out of business." (1470)