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# The Emerging Power of Social Media: Prospects and Challenges (Problems)

- 1) Introduction
- 2) Decoding the term "Social Media".
- 3) Prospects of the emerging power of social media:

(i) Political influence and campaigning

[Indonesia and Pakistan case study]

(ii) Empowerment of individuals and grass root movements

[#MeToo campaign, Arab Spring]

(iii) Business and marketing opportunities

[Dunbar Plc., Influence Marketing Hub report].

(iv) Facilitation of information sharing and education

[Corona prevention during Pandemic, Instagram and Youtube for Education]

(v) Global connectivity and cultural Exchange

[Facebook, Instagram].

(vi) Enhancement of crises response and disaster management

[2021 case study of Germany and Belgium case study]

- (viii) Positive image of a country and tourism opportunities  
 [There is nothing like Australia's campaign].

#### 4- Problems related to the emerging power of social media:

- (i) Division of people into "digital clans"  
 [2020 US elections]
- (ii) Privacy and data security concerns  
 [Cambridge Analytica Report]
- (iii) Exacerbates mental health problems  
 [Portrayal of perfect lifestyle by influencers, Wall Street Journal Report]
- (iv) Wastage of time on scrolling  
 [The Economist Report]
- (v) Spread of misinformation and fake news.  
 [Vaccine related myths].
- (vi) Child safety issues and Harassment of women online  
 [National Commission on the rights of child report, UN Women report].

viii, Manipulation and political interference

{Russia involvement in the US 2016 elections}

5- Conclusion: