

M T T F S ① DATE: _____

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:

Plz include some explanation of introduction

(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

[Dunelm 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]

Well researched content

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

Well researched content

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 election}

5- Conclusion: