

# The Emerging Power of Social Media: Prospects and Problems

## Outline

### A. Introduction

1. Social media is not a media. The key is to listen, engage, and build relationships, says David Alston.
2. How social media is emerging
3. Thesis statement

### B. How Social Media power is Emerging

1. Instant Global Influence
  - a. Social media allows information, trends, and movements to spread in seconds, worldwide.
2. Democratization of voice through social media.
  - a. Anyone with internet access can

Share opinions

### 3. Political and Economic enhancement via Social media;

- a. Business: Startups and small brands can complete globally via social media platforms.
- b. Politics: leaders use social media to bypass traditional media. Trump's -tweet, Modi's WhatsApp campaigns.

### c. The Prospects of Social media

- 1. The social media has brought people close globally:
  - a. Bridging the cultural and geographical gaps.
- 2. This platform is enhancing business and marketing;
  - a. E-commerce and influence economy
- 3. Promotes Education and Awareness;
  - a. Access to (education) information and online learning, i.e. youtube
- 4. Builds political engagement;
  - a. Mobilizing political opinions.
- 5. Helps in avoiding conflicts;
  - a. Pakistani media did not spread hate speeches during 96 hour war with India.

### D. The Problems Associated with the Social media.

- 1. Promotes Disinformation and misinformation.



- a. The case of India media post Palgham attack
2. Social media: being used as a weapon
  - a. Indian media justified actions like suspending the IHL
  - b. Building narratives against Pakistan, by Indian media
3. Privacy and security concerns in social media usage
  - a. Data breach and misuse of personal data. → Cambridge Analytica.
4. Addiction and reduced productivity:
  - a. Excessive screen time
  - b. Decline in cognitive information
5. Structural flaws in media;
  - a. Sensationalization - IPRI report
  - b. Regulatory weakness

## E. Balancing the Pros and Cons of Social media

→ Role of government in regulating the social media

1. Content moderation in social media platforms
2. Applying PSM (Public Service media)
  - a. Ideal PSM like BBC or NHK

## F. Conclusion