

# "The Emerging power of social media: prospects and problems:"

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In today's digital age, social media has become a double-edged sword, ~~empowering connections among human beings for trade purposes~~ which has both its pros and cons. Similarly, social media a platform through which people highlights the core issues of governments and their <sup>critique</sup> flawed policies, nonprofitable to the state and inadmissible to citizens; it contributes to the decision-making by people's inclusive participation. Moreover, people have got the privilege through social media forums to hold the political, military, and other influential persons as well as institutions accountable before the law; political parties and politicians use the social media platforms for their political purposes, which is a good way of campaigning <sup>and</sup> presenting their goodwill for the citizens. Additionally, social media forums has played a good role in enhancing trades among masses from different poles of the world, benefiting the world economy and social need prosperity. Such platforms raises voices for the goodness like social parentell

and against evils like inequality, rape and suppression. In fact, social media forums are the true listeners of the voices of voiceless and oppressed people. However, such forums have also some intricacies too, harming people's honor, respect and so on; these forums are used to propagate misinformation and fake news, which creates disintegration among citizens and all people of the world. Moreover, these platforms are also used by political parties for leg-pulling of their opponents, creating a political ferment in the state; people are blackmailed through such platforms.

Enemies of the state campaigns against the country, as sometimes hiring and recruiting militants for the terrorism in the country, damaging its image in the world and economy and prosperity at large-scales.

In short, it also leads youngsters to destruction by detracting from their pursuits of goals in life. In contrast, effective measures are needed to be taken to prevent the harmness of social media and utilize it on its best ways, such as government should keep an eye on the platforms, educating people about digitalization and restricting cyber laws on people. Hence, social media is a modern-day way of communication.

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which affect humans through its double-edged sword, viewed positively as well as negatively.

Social media is a platform of apps, used with the connection of internet networking. It has been evolving over the time in multiple apps. Such as Facebook (2004), Youtube (2005), Instagram (2010), Tiktok (2018) and so many other apps. However, all the apps have a same purpose of connecting people from different parts of the world, which has decreased the distance among people and filled the gap of disintegration. Moreover, social media has many benefits in the modern time of the world, through which, everything is a click away. However, it has got a consequential outcomes too, which has negatively influenced the world.

To begin with, social media has an important role in highlighting the core issues of governments and providing the opportunity to criticize the flawed policies of governments. Moreover, social media platforms are used to expose the incompetent plans of the government, which harms the national interest of the people; the forums are used by people to show

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the weak sides of a state's government. People use social media to highlight the core issues of governments such as lack of rule of law, law and order situations and the incompetency to distribute natural resources etc. For example, According to Al-jazeera news channel report, "Most of the Jewish people are criticizing the genocide of Palestinian people by the Jewish Army" which is indeed a flawed policy by the Israeli government, criticized by its citizens. Hence, social media provides the chances to highlight and criticize the government's inadmissible policies to the masses.

To add on, social media plays a pivotal role in decision-making for all the entities like governments, organizations, personal and social level. It provides people with the opportunities to access information, then evaluating the data and finally choose the best way of alternatives. Similarly, social media forums are proved beneficiary in government's decision-making, wherein, governments are compelled to choose an option among the alternatives; it helps in deciding the best course of action which can help in the goodwill of people and the state itself. For instance,

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Social media platforms like Twitter, Facebook and YouTube were instrumental in shaping political debates and mobilizing protests against governments' policies and economic conditions in several Latin American countries, such as Brazil's 2013, and Mexico's 2012-14. Hence, social media's platforms contribute at large-scale in decision-making, allowing to form useful policies of the citizens.

Similarly, social media plays a role in holding bigwigs and state institutions accountable to rule of law. In other words, social media reveals the wrongdoings of the important and highly influential people of a society as well as state's institutions, when commit something wrong. Moreover, people bring out the government's institutions on social media platforms, such as judiciary, military, bureaucracy, hospitals, police department and so on, for its wrong-doing. For example, Arab Spring started in 2010 due to social grievances, political and economic disparities against dictatorships in middle eastern countries. The protests were mobilized and amplified through the use of social media platforms and the dictators were eventually compelled to leave the thrones. ~~Like~~ Similarly,

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Social media platforms played an important role in providing justice to the underprivileged human beings and punish the bigwigs of a society. Hence, social media platforms have the potential to hold influential people and other state institutions accountable to rule of law.

Furthermore, social media helps in strengthening political activism by spreading more information about politics, resulting into the impulses of people for political participation. Political environment is created by the social media platforms in the world today, which facilitate masses at large-scale to know about politics and the politicians, leading people to political activism than before. Similarly, every citizen is fully aware of the political mechanism through social media, which makes a hectic political ambience in the world today, ~~for instance~~, and lead people to participate in political activities such as, campaigning on social media platforms and supporting the political parties by the staunch supporters. For instance, according to Free and Fair Election Network (FAFEN), in the 20th general election of Pakistan, about 60 million people participated in the election.

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While about 54 million people had participated in 2018 general election, which shows the prospect of social media, as through social media platforms people are encouraged to participate in election and create a hectic political climate.

Hence, social media platforms play a crucial role in the activism of politics.

Moreover, social media platforms connect the world for trade purpose. These platforms have provided the opportunities for people to connect the universe for trading and increasing of economic conditions. To add on, through social media, trade has been increased and the people from different parts of the world are being facilitated in terms of access to modern technologies. Every human being is enjoying the technology by benefiting from it. Apart from it, the world economy has also been increasing and people are getting more and more facilitated with daily base needs, such as; wheat, medicine, spareparts, and other technologies.

For example, according to UNCTAD, global trade has reached \$95.6 trillion in 2022 with social media platforms. Similarly,

A study by the McKinsey Global Institute found that social media can increase global trade by 5-10%.



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by 2025. So, the data shows that social media platforms can significantly improve global trade, which facilitates humans across the world.

Additionally, social media websites and platforms are the true listens of the voiceless people. The underprivileged and suppressed class of humans can now raise their voices on such platforms to be heard across the world. Helpless and oppressed people are no longer hidden from, and the barbaric people or authority is no longer unknown to the world.

Moreover, the voiceless people raise their voice and demand their due rights on social media platforms, and ~~the~~ fortunately, their voices are heard and their demands and needs are fulfilled. For example, prime minister Haseena Wajid of Bangladesh had been manipulating her power against the citizens of Bangladesh, which was not acceptable to the people. People of Bangladesh started protests against her and their demands were ~~heard~~ spreaded and heard through out the world through social media, which compelled the prime minister to pull out and leave the country. Hence, social media is a powerful tool

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ensuring - the voices of voiceless people to be heard across the world.

Besides, Social media platforms have an instrumental role in campaigning for good and against evil.

In other words, people from different parts of the world, could now protest against the evilness of society and campaigns for the goodness of society. Social media websites are potentially used for the goodness, such as human rights, girls' education, child labor elimination, and equal resource distribution. While it

is also used against the evilness, like women harassment, inequality, genocides, terrorism and so on. Similarly, social media platforms reveals the hidden truth of the world, wherein, it reflects on the issues of a society in specific and the world in general. For example, social media has been used for the basic human rights of Palestinian people where they have been bombarded with nukes and ~~so~~ their country is seized. So, the barbaric attitude of Israelis ~~has~~ has been shown to the world and the platforms are being used for the rights of Palestine and against the Israel theme. It is proven from the evidence that social media platforms are useful for

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demanding the due rights of people, and  
useful for campaigning for good and  
protesting against evil.

The above paragraphs have  
discussed the prospects of social media,  
while the following paragraphs will  
discuss the problems of social media.

The major problem of social  
media is that it spreads misinformation  
and disinformation. Social media platforms  
are seen that people tend to spread  
information but that information is wrong.

In fact there is no truth in that so  
called facts. Moreover, misinformation  
is the untruthful information, while  
disinformation is also truthless information  
but is spread, despite knowing about  
the reality of that news, that it  
is not truth and still that info

is shared intentionally. Similarly,  
social media platforms are easily  
accessible for such unlawful and  
evilful things. For example, in October  
2024, an allegation was spreaded  
that in the province of Punjab,  
a student was sexually assaulted.

However, the investigation committee  
found out that there is no such  
thing in the Punjab School of campus.

In fact, it was a disinformation and  
later a misinformation, caused a chaos

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in the country Hence, Social media is an evil in disguise, that it is the cause of many chaotic situations in the world by spreading misinformation and disinformations.

Additionally, Social media has another major issue, like its platforms have been used by different political parties in a wrong direction. In other words, Social media's digital forums are being misused by the political parties, abusing and blaming each other on such forums. These sites are being used for leg-pulling, ~~also~~ degrading each others and humiliating. Moreover, politicians from various political parties tend to blame each others for even a natural hazard, which is not their control but still the opposition tries to degrade them for the political purposes. For example, on 8<sup>th</sup> of January 2025, Los Angeles was wrapped in the blanket of a dangerous fire which was caused due to climate crisis, but still Donald Trump - the opposition party - blames the government for mismanagement ~~there~~ on social media platforms for the political gains. Hence, Social media forums are obstacles in the way of prosperity and brotherhood among countries, political

parties and so on.

Moreover, social media forums are used for black-mailing people which is a blatant violation of rights to privacy. In other words, people are being blackmailed on digital forums including women, transgenders and males also. Blackmailers often target individuals with sensitive information such as intimate photos, videos, or personal secrets through social media forums. Similarly, digital platforms are dangerous when it comes to the privacy of human beings.

For example, according to the Express Tribune, in December 2024, the FIA has arrested a four-member gang in Rawalpindi that used to harass and blackmail girls via social media apps for money. Similarly, the evidence shows the fact that social media platforms were used for blackmailing of citizens. Hence, social media apps have a negative aspect of blackmailing the people for multiple purposes by the culprits.

Furthermore, social media platforms are used by enemies of different countries, where the apps are used for campaigning against the state's sovereignty, security

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and national integration in order to degame the state internationally. Moreover, the enemies use such platforms for the purpose of creating chaos in the state, leading to multiple ~~obstacles~~ problems for the state such as economic deficiency, health issues, illiteracy, terrorism and security issues etc. For example, according to Pakistan government officials, TTP and India has been involved in using such apps to spread misinformation, create chaos in the country, and recruit terrorists in Pakistan. Moreover, the evidence demonstrate the fact that social media apps are being used by the enemies like TTP and India to harm Pakistan. Hence, these forums are being misused from the hands of a state's enemies, leading to disinformation, terrorism, chaos and hate among the citizens.

Last but not the least, one of the hazards of social media is the destruction of youth through licentious content. Social media platforms are having immoral and harmful content of videos which entails licentious and unethical content of videos. Moreover, such contents can have myriad effects on youth's behavior,

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Social activities, social relation and most importantly mental effects, which can cause anxiety and depression. Similarly, such contents could also lead to rape cases in the society, as the users would have the impulses to do the same as they see in the videos. For example, according to a research, conducted in the ISSI, that every ten person is affected psychologically by using social media unnecessarily. Hence, social media is dangerous for youth <sup>who</sup> use ~~use~~ licentious content, leading towards mental issues and destruction.

The following paragraphs will discuss about the effective measures which are needed to be taken for the effective usage of social media.

One of the important measure which is very essential in the present day world of social media is the enhancement of digital literacy of the people. By digital literacy means the knowledge of effectively and positively usage of social media. Moreover, people are needed to be imparted with knowledge of using social media in order to mitigate the severity of its usage. Similarly, the users should know about the

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impacts of social media while using it in order to avoid the destruction of psychological well-being, socialization and imaginative lifestyle or daydreaming, which can cause an unmeasurable destruction in our society. Hence, it is effectively conducive to provide digital literacy to the people.

Similarly, governments' regular check and balance on social media platforms is also of paramount importance. In other words, government of any country or state should keep an official eye ~~to~~ on the users accounts and histories, through which the negativity of social media could easily be decreased. Moreover, the state's critical institutions should assess the immoral content disseminators and warn them for not using and uploading such stuffs. For example, North Korea, Russia, Turkey and Saudi Arabia have regulations for using social media platforms and the authorities monitor online activities of their masses to identify the inappropriate contents and then punish them for it. Hence, governments should make strict rules and regulations in order to monitor social media's



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accounts and mitigate the negativity in the world.

Lastly, there should also be the implementation of cyber-laws. In other words, the high authority should emphasize on the following and implementing of cyber-laws. By doing this, the black-mailers, rapists and online culprits would cease to do harm to people.

~~However~~, For example, countries have enacted laws to regulate cyberactivities, such as the USA's Computer Fraud and Abuse Act (CFAA) and Pakistan's Prevention of Electronic Crime Act (PECA).

However, International cooperation and collaboration are essential for effective cyber-law implementation, as sometimes, due to technological advancement the accuseds are not successfully caught.

So, laws and regulations should be regularly updated to reflect technological advancements and emerging threats. Hence, cyber-laws ought to be enacted in order to avoid and eliminate the mess,

created by social media platforms.

In conclusion, the emerging power of social media is of vital importance, and it has many positivity aspects, which change the

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lives of people; however, it also has some loopholes, affecting the world especially. Moreover, social media has great importance in terms of social, political, cultural, policy making, and governance; it contributes to the business domain, increasing individual and world economy.

Besides, social media provides justice to the unjust, like incompetent bigwigs of a society, and gives voice to the voiceless people as well as distinguish between the good one and evil. However, social media has some problems, like spreading of misinformation and disinformation, political polarization, blackmailing, and destruction of youth. But there are also some effective measures which need to be taken, such as imparting digital literacy into the people, governments' check and balance on digital platforms and the implementation of cyber-laws; as these way forwards are essential in the present time for eradicating the menace of social media and balancing it for effective usage. Hence, social media is a powerful tool if used positively.