

Topic No.5

Effects of social media influencers on public

Outline

1. Introduction

Social media influencers have significant effects on public, offering inspiration and challenges at the same time. Positive effects include: encouraging public to become financially independent; rising importance of spiritual care; and creating a sense of community. However, negative effects such as encouraging excessive spendings; promoting foul language; enhancing trends of using beauty products; and developing inferiority complex are detrimental for public. These challenges must be mitigated through increasing media literacy, and promoting outdoor activities rather than ~~spending~~ ^{scrolling} time on social media in leisure time.

(Thesis Statement)

2. How Social media influencers are affecting public positively?

2.1 Encouraging people to become financially independent.

2.2 Rising influence about spiritual health

For example: Promoting yoga

2.3 Creating a sense of community and sharing cultural values

3. How social media influencers are affecting public negatively?

3.1 Influencing public to spend excessive on weddings.

3.2 Promoting foul language

3.3 Increasing trends of using beauty products to look 'perfect'.

3.4 Affecting people's mental health who cannot afford

lavish lifestyle.

3.5 Making people dissatisfied with their lives, causing inferiority complex.

3.6 Encouraging people to follow trends that can endanger their lives.

For example: Young children lost their lives while following trend of choking themselves.

4. Ways to reduce the negative effects of social media influencers:

4.1 Promoting social media literacy

4.2 Promoting outdoor activities instead of spending time on scrolling social media posts.

5. Conclusion.

The Essay

The world has become a global village due to social media. People across the globe share their thoughts, opinions, and lifestyles with others. People who actively participate on social media have an immense following. These people have become social media influencers, affecting the public through their content that they share online. However, this is like a double edged sword, offering both positive and negative effects. Positive effects of social media influencers on the public include: encouraging people to become financially independent; rising influence about spiritual health; and creating a sense of community by sharing content. However, negative effects such as encouraging excessive spendings; promoting foul language; enhancing trends of using beauty products; and developing inferiority complex are detrimental for the public.

Therefore, these challenges must be mitigated through increasing media literacy and promoting outdoor activities instead of scrolling social media posts in leisure time.

Firstly, social media influencers encourage people to become financially independent. Financial independence means generating passive means of income so that if one does not work for some reasons, they can manage their finances. People, who have experimented with different modes of income and gained significant skill, share their experience with the public. They provide live proofs to convince their audience. For instance, they show live trading sessions and share skills with the audience. This encourages people to learn a skill and become financially independent.

Secondly, Social media influencers have raised awareness about spiritual health as well. In recent years, it can be seen that people have become more conscious about their spiritual health. This is largely because of emphasis by social media influencers who believe in spirituality and explain its benefits to the people, using social media platforms. The commendable aspect is that the message reaches everywhere, irrespective of borders. That is why a large number of the public becomes aware. Moreover, influencers share ways to heal and remain calm. For example, there has been increased awareness about exercising yoga that helps people to become calm and peaceful.

Thirdly, Social media influencers create communities and share cultural

values, promoting inclusivity and harmony. They celebrate their traditional events and explain these to their followers. Similarly, through various questionnaire sessions and polls, people share their values and traditions, too. As a result, a culturally rich community forms. For instance, when an influencer constantly shares food recipes, it gains attention of people, inspiring people to try the recipes at home. This practice makes people to explore diverse cuisines and understand other cultures, fostering inclusivity and harmony.

However, there are significant negative effects of social media influencers as well.

Social media influencers affect public by encouraging them to spend money excessively on unnecessary things. They show their weddings online, showing

excessive spendings on dresses, Dawali nights, and on fireworks. People inspire to do the same without considering their budget. Gradually, it is becoming a norm to spend as much as possible to compete with one another. That is dangerous for a society as a whole. Moreover, some influencers' unboxing vlogs of expensive gadgets make the public, especially youth, to buy expensive products such as mobile phones, cameras, mic etc. They force their parents to provide them all these things. This rising trend is harmful for the society.

In addition, promotion of foul language, is another negative effect. Some people, especially on platforms such as Youtube, and tiktok, have following in millions and billions just to roast

celebrities and other famous people. Public follow such kind of influencers just to enjoy their roasting. This roasting mostly involves foul language. By constantly watching such content, the public have started using those words in daily life. This is harmful for moral values of the public. Moreover, such language also encourage hatred and violence within a society.

Moreover, there has been seen rising trends of using beauty products in order to look 'perfect'. Social media influencers often promote unrealistic beauty standards. They promote various beauty products without explaining their side effects. Secondly, usage of filters and video editing give an illusion of 'perfect skin'. This inspires people to try different

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beauty products at home, without consultation of dermatologists. Lastly, Psychological issues have raised within the public due to these unrealistic beauty standards.

Further, Social media influencers always show lavish lifestyle, affecting mental health of the public. For instance, they constantly upload content that revolves around their collection of watches, cars, or home tour etc. When the audience see such things on the daily basis, they want to buy those things too. People start becoming dissatisfied with their lifestyles. This develops psychological issues within the public. This phenomenon also affects family lives, expecting more from family members. Resultantly, people become dissatisfied from their lives and from their relationships.

Lastly, social media influencers often encourage people to follow trends that are risky. For instance, to keep their audience entertained, they often create prank video of fighting.

Moreover, they encourage people to do trends that can endanger their lives.

Many young children have also become victims of these trends. For example,

two young children lost their lives in order to do trend that involves choking yourself until passed out.

Such incidents show havoc of social media and social media influencers on the public.

These challenges must be mitigated through promoting social media literacy, and encouraging outdoor activities instead of spending time on scrolling.

Social media.

Social media literacy is a valuable skill in today's digital world. It teaches people to think critically about the content they consume. With social media literacy, individuals can better recognize when something is being marketed or manipulated. That is why social media literacy can mitigate the effects of social media influencers. Moreover, it also encourages people to create their own content rather than passive consumption.

In addition to social media literacy, promotion of outdoor activities can also help to reduce the negative effects of the social media influencers. Outdoor activities, such as playing cricket, and badminton, help individuals to reduce their

time of social media scrolling. Moreover, these activities are beneficial for physical and mental health, helping people to fight against anxiety and depression. These activities boost self-confidence. That is how, promoting outdoor activities can help people to mitigate the effects of social media influencers.

In conclusion, social media influencers have both positive and negative effects. However, negative effects outweigh the positive effects. Negative effects, such as promotion of excessive spendings, foul language, beauty products, and effect on mental health, must be mitigated through social media literacy, and promotion of outdoor activities. In today's world usage of social media has become necessity, but its usage must be reduced owing to its negative effects. Only then, public can be

Saved

Saved from its harmful effects.