

Emerging power of Social Media: prospects and opportunities

Introduction

Prospects of emerging power of Social Media

(i) Enhanced Communication

- As of 2024, over 5 billion people use the internet, and more than 4.8 billion are active on social media (Data reportal)

(ii) Platform for expression and activism

- The #BlackLivesMatter hashtag was used over 48 million times on Twitter in 10 days after George Floyd's death in 2020

(iii) Business and Marketing opportunities

- According to Hubspot 90% of marketers use social media to promote their businesses

(iv) Information Dissemination

- Fact: Twitter and Facebook are among the top sources of breaking news for Millennials and Gen Z.

(v) Digital Empowerment and Education

- Fact: Youtube is the 2nd most-used search engine globally with over 2.7 billion users monthly. Millions use it for free learning resources.

(vi) Disaster response and crisis

- Example: During the 2015 Nepal ~~thru~~ Earthquake, Twitter was used to coordinate Aid, rescue efforts, and communicate updates in real time.

Navigating the Challenges posed by the emerging power of Social Media

(i) Misinformation and fake News:

- Fact: A 2018 MIT study found that false news spreads 6 times faster than true news on Twitter.

(ii) Cyberbullying and Harassment

- Fact: P. T. Pew research center, 59% of U.S. Teens have been bullied or harassed online.

(iii) Privacy concerns

- Fact: Pisco consumer privacy survey tells us that 80% of consumers are concerned about how companies used their data online.

(iv) Addiction and Mental Health

- Example: Instagram's internal research (leaked in 2021) showed it worsened body image issues for 1 to 3 teen girls.

(v) Erosion of Real-World Social Skills:

- Fact: A study from the University of Michigan found that increased screen time was linked to poorer interpersonal communication in adolescents.

(vi) Digital Divide: (2024) report reveals

- Fact: World Bank ~~states~~ states that only 37% of people in low income countries have access to the internet.

Conclusion