

Emerging power of Social Media: prospects and opportunities

Introduction

data and statistics are your real power good very good
now your real test is how to transform this into quite interesting narrative

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 ~~tsi~~ 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, 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 that only 37% of people in low income countries have access to the internet.

Conclusion