

Is Social Media Making us Antisocial

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- i- Double Shah never used a social media account.
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4- Extremism before Social media

(i) Extremist Literature

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IV - SOCIAL MEDIA HAS Expediated the Unsocial Behaviours (Synthesis)

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i- Case Study: Pakistani politics - 2014-2018
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2- Provided Accessibility and paved ways for financial Frauds

i- ~~People~~ ~~now~~ ~~used~~ ~~social media~~

i- Accessibility to Victims

ii- Digital Apps - A New way to do Fraud

3- Social media Expediated social ills.

i- Unlike vulgar literature, social media is accessible to all

ii- Content is more potent to make anti social than literature

4- Social media provided hidden ways to Extremism

i- Accessibility to all across globe through apps

ii- Literature now spreads faster due to apps

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THESSAY

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In May 2025, Pakistan, Police was informed about the death of a famous Bollywood actress, Ayesha. When the police inspected her death body, they were shocked to know that the death body was seven months old. Ayesha was a famous social media star with more than 90 thousand followers on Instagram. This is not just a single incident but one of many such incidents. This incident shows that ^{the} social media, which is claimed to be the biggest social connector in 21st century, is just a lie. The more than 90 thousand social media followers of Ayesha never cared nor tried to reach her and her absence went unnoticed. This shows how social media has made its users unsocial. The debate whether social media is making us unsocial is not new, but has resurged recently. Though the claims that social media is a source to connect us seems appealing, yet the devil lies in the details. Social media has

shattered the foundations of society by promoting the political intolerance, extremist norms^{and} economic frauds. It has promoted a number of social evils in the society making the society unsocial.

To begin with, one way in which social media has made the people unsocial is the promotion of political intolerance through various social media sites. The sites like Facebook, tweeter and instagram has become the hub for political propaganda. The misinformation and disinformation through these applications haunt the innocent souls. Social media platforms in third world and developing countries advocated the use of abusive language against political opponents. The use of abusive language and immoral comments is not uncommon in countries like Pakistan. Likewise, the harassment of female political leaders through social media is another immoral practice expediated by social media. Pakistan politicians from Maryam Nawaz to Rashty Gul

has ^{been} harassed. The use of T A B T ^{tools} to make video clips for character assassination has added fuel to the fire. So social media, through the promotion of political intolerance, abuse culture and ^{as} harassment tool has promoted the unsocial values in the youth.

Similarly, use of social media websites for fraudulent activities is another aspect. The use of Facebook and Instagram has given ^{an} ~~an~~ ^{easy} access to common people, who are unaware of technical know how of social media security. According to a survey published in Express Tribune in 2023, every 4 out of 10 Pakistani have remained victim of financial fraud via social media apps in one or other way. Similarly, the ^{use of} ~~↑~~ online shopping apps ~~for~~ fraudulent activities has become a new normal. In the same fashion, social media has given an easy accessibility to social media users of gambling through online gaming application. The use of PUBG, Ludo Titan and Freefly is reported to be associated with

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gambling practices. So in economic sphere, social media has promoted the moral degradation of society.

Another important and perhaps the most significant way in which social media has made us unsocial is the promotion of a number of social evils through social media. First comes the glamorization of drugs by social media. A number of social media influencers glamorize the smoking and unknowingly promote this evil to the next generation. Second comes the promotion of homosexuality through social media applications. Social media accounts have become a major source to influence the sexual orientations of young boys and girls. A study published by John Hopson's gender institute showed that "23% of the girls involved in homosexual relations in Texas came to ^{know} about it from Instagram accounts. Similarly, unrestricted access to immoral sites is another issue. For example, PTA blocked more than 3000 immoral sites. But later on, it

was revealed by a standing committee of senate that social media applications through various accounts provided the immoral videos. The videos were public for all. This shows that social media has become a major source to incorporate immoral practices in society.

Last but not the least is promotion of extremism in society through social media. Social media provide an easy platform to promote and propagate the hate speeches. For example, government of Pakistan bans a number of orators to give speeches during Muharram. But the speeches of those clerics are propagated on social media ~~webs~~ sites. This also leads to religious and sectarian intolerance. Similarly, social media provides platforms to discuss sensitive sectarian issues. These sensitive topics are the domain of clerics only. But when these topics are discussed by people, it leads to sectarian violence. For example, the ongoing sectarian conflict in Kussam agency

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was fuelled by a social media video. Since then, more than 100 people are being killed in violent attacks. This actively demonstrates that social media has a significant role in making human inhuman and promoting inhuman values.

The other school of thought rejects the view that social media is making human inhuman. They are in a view that there are other factors which are responsible for inhuman behaviour of man and not the social media.

The other school of thought negates that social media is promoting the political intolerance. Political intolerance is not a new phenomenon. It was present even before the social media. For example, in 1990's there was no social media but there was chaos. The worker fought each other. Similarly, the abusive language and harassment was made via print and electronic media. Character assassination of female politicians was done through

newspapers. Only the tools are changed. Newspapers and other electronic media tactics are only replaced by social media apps. So, social media is not making people unsocial.

Similarly negating the economic frauds as only consequence of social media, this school of thought argues that economic frauds were even prevalent before social media. For example, Double Shah, the biggest economic fraudster never used social media platforms.

In fact, the newspapers were used to conduct fraudulent activity. For example, a fake advertisement published in Dawn in 1983, was biggest fraudster activity of decade in 1980's. This shows that social media do not has a prominent role in fraudster activities. Therefore, it has to do nothing with moral values degradation regarding economic fraud.

In the same way, social ills were also promoted even before the arrival of social media. For example, during 1980's the drug

abuse increased in Pakistan. This was a consequence of Afghan Jihad and no social media was there. Similarly, the homosexuality and illegitimate affairs were there before social media. The literature and the print media already had a lot of vulgar novels and publications even then. Take the example of Charles Dickens. Similarly, the literature containing vulgar content was easily available at all small and big book stalls. This shows that social media has to do nothing with promotion of social evils as the literature was already available even before the social media.

Similarly, the extremist values were there in society even before the social media. The literature in form of books and booklet was available even in 1990s when there were no traces of social media. Take the example of various terrorist organizations. The Al-Qaeda and Taliban, the extremist organizations grew before the era of social media. So, social media is not

responsible for promotion of extremist values.

Though the political intolerance existed even before the social media, but ^{due to} the social media, it has reached to unprecedented level. Take the example of Pakistan.

The post 2014, a surge in social media users has reported in last two surveys of Pakistan. At same time, the political intolerance reached its peak. The politics of shame and blame started. This was the reason the capital city Islamabad remained close for more than 13 times in years between 2017 and 2023 (Dawn). All these rallies were a consequence of social media users. Similarly the recent revolt in Bangladesh suggest that social media has turned human being into violent beings. The use of social media by children below 18 is another reason for political intolerance. The children with no know of ethical use of social media, when jumps in this sea, learn the abusive behaviour. Thus social media plays a great role in antisocial elements promotion in youth.

Likewise, though the economic frauds were there, but there were not as rampant as today. The social media has given easy accessibility to fraudsters. In a matter of no time, people loses all their bank balance with just a tap or click. These fraudulent activities were not as easy in past. For example, the two social marketing apps, Fex-et and Bio-chain earned 20 times more money than the double shah in just 3 months. This shows that social media has promoted the antisocial ill.

Likewise, though the social norms were bit challenged in past yet the social media has shook the foundation of society. For example, there was never such a promotion of smoking before in past. Though the Charles Dicken novels and Kamasutra were there yet they were not as vulgar as today's social media videos are. Secondly, these novels of dicken were luxury and were not available

to small children below 18. But ~~the~~ Furthermore, the readers of the novel were mature and literature students who were able to read the literature. But the case of social media apps is not that. Firstly, the access to mobile phone and social media applications are accessible to all including children. Similarly, the users are not as mature as the one reading literature are. Finally, the content of instagram homosexual accounts is much vulgar, enough to make someone antisocial. This clearly indicates that social media has an active role in manipulating the young minds and make them antisocial.

Last comes the link of extremist behaviours and social media. Although the extremism was there even before the social media, but the social media has increased the access of extremist ideologies to a vast majority of society. The extremist literature, which was available to a segment of society, now has no limits. Through social media, the literature and

orators have reached to everyone across the globe. What makes it even worst is that it is not important necessary for one to be able to read to understand the literature. Only one should be able to watch or just listen, and he or she can come under the sphere of influence of orators. This means it has become easy to promote antisocial elements in the society.

To conclude, though social media has played a significant role in political, economic and social spheres yet it has left no stone unturned to promote anti-social elements in the society. On one hand, it has provided us a source of connectivity but on the other hand, by promoting the antisocial values, it has threatened the social hierarchy of the society.