

## Topic:

# The Emerging Power Of Social Media: Prospects and Problems

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## Outline

- Introduction
- Thesis Statement
- What is Social Media?
- Rise of Social Media In Pakistan

- Prospects of Social Media In Pakistan

### 1. Political Prospects

1.01 Social Media as a platform

for political movements

For Instance, # Aurat March campaign

1.02 Cross Boarder Political Dialogues

Eg, #SayNoToWar Campaign during

India - Pakistan 2019 conflict

### 2. Social Prospects

2.01 An Increase In Influencer and Celebrity culture

Eg Shahveer Jaffry vlogs

## 2.2 Global Connectivity through Social Media

A study of Precision ABA therapy.

## 3. Economic Prospects

### 3.1 Entrepreneurship and Freelancing

Pakistan ranks among the top five freelancing countries globally.

### 3.2 Digital Entrepreneurship and income generation

vlogging, content creation and Sponsorship etc

## 4. Cultural Prospects

### 4.1 Promotion of Soft Image

and countering Stereotypes

Eg, Pakistan Tourism Development and Corporation (PTDC)

### 4.2 Revival of local Art

Eg, Revival of classical Dance, Koothak in Pakistan.

## 5. Economic Prospects

### 5.1 Enhancement of skills

Eg. Coding, Graphic designing

### 5.2 Knowledge Accessibility

According to Coursera, "Online

learnings allow you to learn

from anywhere in the world".

## → Emerging Social Problems :

### 1 Political Problems

#### 1.1 The Spread of misinformation

Eg, lynching of college student, Mashal Khan

### 2 Social Problems

#### 2.1 Cyberbullying and Online Harassment

Eg, DRF reported 1,908 complaints of cyber harassment

#### 2.2 Addiction and Mental Health

Tissues

E.g., Study of NIH shows that kids use social media much more that leads to 35% depressive symptoms.

### 3. Cultural Problems

3.0.1 Cultural Homogenization

3.0.2 Spread of obscenity

### 4. Economic Problems

4.0.1 Online Shopping Frauds and Scams

Digital Rights Foundation, has reported an increase in consumer complaints regarding Fraudulent online shopping experience.

4.0.2 Exploitation of Personal Data

NADRA reported 2.7 millions user's data was compromised

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## → Policy Recommendations For government :

- 1 Establish Social Media Regulations Bodies.
- 2 Strengthen Cybersecurity laws
- 3 Encourage Digital Literacy
- 4 Encourage Social Media Impact Research

## → Conclusion

Your arguments are okay but if you are giving example or evidence in one point then you have to give examples in all the points

Don't limit your examples to Pakistan only... Take the topic in the broader dimension