

Topic:

# The Emerging Power of Social Media: Prospects and Problems

(M T W T F S)

## 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 campaigns

1.02 Cross Boarder Political Dialogue

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

E.g., Pakistan Tourism Development and Corporation (PTDC)

4.2 Revival of local Art

E.g., Revival of classical Dance, Khatkhata in Pakistan.



## 5. Economic Prospects

5.1 Enhancement of skills

E.g. 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

E.g., lynching of college student, Mashal Khan

### 2. Social Problems

2.1 Cyberbullying and Online Harassment

E.g., DRE reported 1,908 complaints of cyber harassment

2.2 Addiction and Mental Health Issues



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

### 3. Cultural Problems

3.1 Cultural Homogenization

3.2 Spread of obscenity

### 4. Economic Problems

4.1 Online Shopping Frauds and Scams

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

4.2 Exploitation of Personal Data

NADRA reported 2.7 millions user's data was compromised



## → 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 you examples to Pakistan only... Take the topic in the broader dimension