Social Media's Impact On Perception, Authenticity & Social Harmony

Outline:

① Introduction:

ⓐ What is social media?

ⓑ Use of social media.

ⓒ Thesis Statement:

Social media is a double-edge sword which means it has a positive role of connectivity, cultural exchange, social harmony and shaping public opinion by different views but it also has a negative role of creating chaos, using hate speech, deepfakes and cyberbullying.

② Conceptual framework:

ⓐ Social media's impact on public opinion

ⓑ E-governance: using Twitter platform for government policy.

③ Positive impact of social media

ⓐ Connectivity: Bringing people from different platform, background, ethnicity to single stage.

ⓑ Promoting cultural exchange: People following different fashion style, learning about different culture.

© Creating social harmony: If there is a disaster anywhere in world, public from distinct background use this platform of social media for help.

@ Education: By creating a vast view of any topic or subject; which can help in educational and learning process.

④ Negative impact of social media

Ⓐ Social media impact on Perception

① Creation of fakenews

⑪ Making of false visual information

⑬ Blindly following of news without counter-checking it.

Ⓑ Social media impact on Authenticity

① Construction of digital identity

⑪ The use of "deepfakes" for personal gain

⑬ Use of artificial content rather than real content.

ⓒ Use of viral post for misinformation and hate speech

"The most powerful weapon in the digital age is not missile but a viral post".

Ⓓ Social media impact on social harmony

① Online hatespeech

⑪ Cyberbullying

⑤ More contributions of social media

① Democratization of information

⑪ Social awareness

⑬ Community building

⑭ Disaster communication

⑥ Global examples

① Arab Spring (2011): It was an anti-democratic event started from Tunisia, after death of Mohammed Bouzizi

Ⓑ Spread of misinformation during Covid-19

⑦ Pakistan context

① Spreading of misinformative data about government.

ⓘⓘ Using social media for hate speech against government.

ⓘⓘⓘ Spreading of artificial content for online gain of followers, views.

ⓘⓥ Using of social media for shaping public opinion.

Ⓥ Understanding of vast and varying cultures across Pakistan.

⑧ Conclusion

① Social media's positive impact

ⓘⓘ Social media's negative impact

ⓘⓘⓘ Role of government to control on spreading false news.