

SOCIAL MEDIA'S IMPACT ON PERCEPTION, AUTHENTICITY & SOCIAL HARMONY

Outline:

① Introduction:

① What is social media?

② Use of social media.

③ Thesis Statement:

social media has become a reality
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:

① Social media's impact on public opinion

② E-governance: using Twitter platform for government policy.

③ Positive impact of social media

① Connectivity: Bringing people from different platform, background, ethnicity to single stage.

② Promoting cultural exchange: People following different fashion style, learning about different culture.

③ Creating social harmony: If there is a disaster anywhere in world, public from distinct background use this platform of social media for help.

④ 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

A) Social media impact on Perception

① Creation of fakenews

② Making of false visual information

③ Blindly following of news without counter-checking it.

B) Social media impact on Authenticity

① Construction of digital identity

② The use of "deepfakes" for personal gain

③ Use of artificial content rather than real content.

C) Use of viral post for misinformation and hate speech

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

D) Social media impact on social harmony

① Online hatespeech

② Cyberbullying

E) More contributions of social media

① Democratization of information

② Social awareness

③ Community building

④ Disaster communication

u are quite creative in outline

⑥ Global examples

- ① Arab Spring (2011): It was an anti-democratic event started from Tunisia, after death of Mohammed Bouzizi
- ② Spread of misinformation during Covid-19

⑦ Pakistani context

- ① Spreading of misinformative data about government
- ② Using social media for hate speech against government.
- ③ Spreading of artificial content for online gain of followers, views.
- ④ ~~Using of social media for shaping public opinion.~~
- ⑤ Understanding of vast and varying cultures across Pakistan.

⑧ Conclusion

- ① Social media's positive impact
- ② Social media's negative impact
- ③ Role of government to control on spreading false news.

well done well
organized good