THE ROLE OF INFORMATION NETWORKS IN SHAPING SOCITIES

Outline:

1. INTRODUCTION:

Thesis Statement:

The rise of information networks transformed the societies, offering benefits for the betterment and facilitation of socities. however, the information networks are somehow damaging as well, as it contains underlying drawbacks.

2. Explaining the term information networks.

3. The advantage or benefits of Information networks in shaping societies:

a- Information networks are helpful for creating political awareness among the masses.
(#MeToo, Arab Spring).
#BlackLive Matters

b- It helps in Crisis management "
of situations like natural disasters
and Pandamics.
   (COVID - 19 awareness).

c- It boosts the morale and encou-
ragement of soldiers during
war situations.
   (The national songs of Madam
   Noor Jehan during 1965 - war).

d- E-commerce platforms functions as
powerful pla' information networks,
(facilitating the exchange of goods,
exchange, sevices and Information).

e- The world has become global
villiage using information networks.
(As of 2024, over 5 billion people
have internet access enabling rapid
exchange of ideas, inoovation
across borders).

3. Disadvantages of Using Informat-ion networks?

a- The cyber warfare is a new
age war tactic used by nations.
   (US-China cyber warfare rivalry,
   Russian cyber-attack against
   Estonia)

b- Information networks are used as a tool for opinion making.
(State - control narrative of countries like China and Russia.)
~~Black~~ ~~millss~~

C- Information networks are used as war tactics in propaganda making.
(Adolf Hitler Propaganda making in World War II.)

d- Cultural ~~homogenixation~~ homogenation is one of the disadvantage of Information network as it alleviate the Indeginous cultures.
(Hollywood, bollgwood, k-pop).

e- Excessive use of information networks, especially social media can have psychological effects (Decreased Attention, Study: The Journal of Social and Clinical Psychology (2018), Fear of missing out (FOMO).

4 CONCLUSION:

The Essay:

In 2009, Iranian citizens used social media platforms to organize a protest after the controversial presidential elections. Despite governments attempts to control media coverage., Iranian turned to facebook, twitter, and Youtube to document their protest and share real-time information with the world. This grassroots use of information networks bypassed traditional-state controlled media and sparked global attention. The hashtag #IranElections trended worldwide bringing international support. Although the rise of information networks transformed the societies, offering benefits to the society but its negative or harmful effects are also unignorable. The conscious use of information networks helps in creating a healthy and a better society, whereas the unmindful and abrupt use of information networks would create chaos in the society. So to grow it is important to utilize the information network in conscious and balanced way for creating

Peace and harmony in a society.

Information network is a structure used for transmitting various types of information across the world. Information networks are used to share information in a speedy manner across the world. For example, emails and other communicating devices like massenger, i-messages flows information within a seconds from one place to another place. Information networks has also made the communication system very effective. For instance, the Google acts an electronic encyclopedia used by many students, educationists, professors, and professionals for efficient knowledge. Information networks largely affect the Psychology of individuals by inculcating the negative and positive aspects of the situation. Additionally, Information networks can be of different types like print media, electronic media., social media and people. These are the means by which the transmission of various type of information is done across the global culminating the world into a small society.

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Information networks plays an important role in shaping societies, offering benefits to its users. The benefits or advantage of information networks are: Firstly, it is an important means of creating political awareness among the masses. The use of electronic media and print media can gather and mobilize masses instantly. In modern times Information networks provides easy access to its customer with many, unique features. For example, twitter (x) is ~~the~~ most important and effective networking site that gather masses on a particular issue. The Arab spring is one of the classical example of creating political awareness among Arab world. As it started from Tunisia in North Africa and spread towards Middle Eastern countries in Asia. The widespread of such massive movement become success because of the information networks like Twitter (x) and facebook. The Arab spring countries include Tunisia, Libya, Egypt, Yemen, Syria and Egypt leading to a successful

political campaign and toppling
the corrupt and authoritative
government of Arab world.
Another example of creating
political awareness is #Me Too
movement. It is an extension
of feminism movement started
from West while incorporating
the whole world into its
effect. #MeToo movement is a
social media driven movement
whereby women faced & even
men can record their protest
against physical and psycholog-
ical harassements. Lastly, the
#BlackLivesMatter movement was also
Social media driven movement
where the racial segregation was
condemned by people across
the world. It started in
2013 in the United States, and
was dedicated to fight rac-
ism and racial discrimination,
and anti-Black violence especia-
lly against Police brutality.

Secondly, the Information net-
working plays an important
role in Crisis management
of situations like natural
disasters and Pandamics.
The most recent and wides-
pread Pandamic affected the

the lives of individuals across the globe killing hundreds of people. Media Platforms like social media, newspapers etc Played an effective and efficient role in creating awareness in people and providing risk and crisis management across the world. The smart lockdown system introduced in Pakistan by the former Prime Minister of Pakistan helped stabilizing the economic and social conditions of the people. As Pakistan was one of the pioneers of the smart lockdown many other countries like certain states in India also Practised the same strategy. Also country like Germany practiced the "lockdown light" system in the affected regions. The media platforms also helps creating awareness in natural disasters like floods, earth-quakes etc. by facilitating people with precautionary measures and dealing with the aftermaths of the incidents. Hence, Information networks play important role in crisis management in many ways.

Thirdly, the information networking site like radio, ~~used~~ Print media helped boosting the morale of soldiers during war situations. The momenteous war fought between Pakistan and India is an example of how soldiers morale was boosted during 1965 war. The legendary singer Madam Noor Jehan played a remarkable role in encouraging the soldiers during hard-times in war. She sang different national songs during 1965 war. At one time during war she sang live on radio from studio when soldiers were tired and demotivated. And her songs brought life and enthusiasm among the soliders. Another example would be during World War-II, coldiers were motivated through various forms of media including posters, and radio broadcasts. It aimed to instill the sense of duty and responsibility among the soldiers. It was also used to inculcate the Patriotism, portraying the war as noble cause. Wartime movies often depicted heroic actions among soldiers,

reinforcing the idea of fighting for one's country. Additionally, printed posters utilized powerful imagery and slogans to rally public support and encouragement. So we can conclude that information networking is an effective tools used to boost the morale of soldiers during war times.