

Faisal Hayat -395, 1002 go 9109 (X)

English Essay, 1002 go 9109 (X)

9- Social Media Influencers: Inspiration or Digital deception?

Outline:

I) Introduction:

→ Thesis statement

II) Social media influencers as a source for inspiration

i) Positive role. "in society"

ii) Need in contemporary era

iii) Spreading awareness

iv) Providing ways of earning.

III) Some people argue that social media influencers are ^{promoting} digital deception.

i) Dual display of lives.

ii) Hiding reality from people.

iii) Bad influence on society

iv) Promoting dishonesty

v) High expectations but low standards of life.

IV) Role of Social media influencers in society building.

- i) Responsible use of the social platforms.
- ii) Promoting ethics and reality.
- iii) Role model for youths.

V) Conclusion:

"Social media influencers represent a dual-edged sword of digital age; we need to use it in a way where it performs its function and do not harm the society".

We are living in 21st century, which is an era of digitalization. Almost two-third of the people have smartphones and are using different social media platforms. People have freedom to use these platforms the way they want. Now leadership has also been shifted from contemporary ways towards digital leadership. It is because the use of social media has increased and

people know about it's influence. With this digitalization comes the boom in number of social media influencers. People follow them and look up to their lives. They come from different fields of life like entertainment, sports, media, politics etc. Now these influencers leave impact on the lives of the people, it may be positive or negative. So it is very important for them to maintain a balance in portraying their lives.

Social media influencers can play a positive role in the lives of the people. Many people look up to them and if they are doing positive work then their followers will also bring positive change in their lives. For instance an influencer who is doing social service like charity, housing, donations etc is an inspiration for people. The

inspirational potential of social media is undeniable. They have changed the concept of traditional role models. Now with the help of social media people from the marginalized communities have voice, which is heard all over the world.

Social media influencers advocates for positive behavioral change, challenge the stereotypes and promote the interest of the society as a whole. These influencers build communities where people with similar interest can interact with each other and help each other. Along with this there are influencers who uses social media platforms for good causes like environmental protection, promoting education, spreading awareness and social work.

The term 'Influencer economy' can also be used for social media influencers economy. These digital creators create a lot of job opportunities for young people. With the help of social media people are able to promote local businesses. This helps in improving the economy of the country and creating new jobs.

Young people can earn money through Youtube, TikTok or Instagram. Social media influencers inspire people to follow their dreams and be financially independent. Local entrepreneurs can also inspire the youth to build business online. They guide people in building their businesses and inspire them to be the future entrepreneurs. Indeed anyone with a smartphone and internet can become an influencer and inspire others.

Influencers are present all over the world. Individuals from rural backgrounds, developing countries and marginalized communities have now platforms to showcase talent, voice, grievance. These influencers promote education, fitness, discipline, productivity and social awareness. These have empowered millions to self-improvement and economic independence.

One of the most significant contribution of influencers lies in their ability to inspire personal transformation. Many share their struggles, academic failure, mental health challenges or social discrimination. These stories can have deep impact on audience who are struggling with same issues. This will give them inspiration to stay strong, do not lose hope and stay motivated.

Educational influencers have revolutionized access to knowledge by simplifying complex subjects. Subjects ~~es~~ like economics, science and technology are made easy through short videos, conversational explanations, which helps in practical understanding. These influencers have become parallel classrooms, empowering students from underprivileged backgrounds.

Digital activism and advocacy is also done by social media influencers. They play a key role in raising awareness about social issues like climate change, women's rights, mental health, education for underprivileged students. This results in collective action from the community. So the role of the influencers helps in building a prosperous society.

Another positive aspect which social media influencers have is humanitarian mobilization. During natural disasters, pandemics and other humanitarian crisis like wars, influencers have helped in collecting donations, volunteers and speeding relief efforts. Their credibility and reach often outperform formal institutions in mobilizing support for the affected people.

In Covid-19, social media influencers played a key role in spreading awareness, collecting donations and empowering the marginalized people of the society. This helped in tackling the pandemic in a better way. Government officials were also getting help from influencers to spread awareness and reduce the damage.

Despite the positive contributions the influencer culture is not without serious flaws. Many influencers have portrayed idealized versions of their lives through selective storytelling. This creates unrealistic standards of beauty, success and happiness. When normal people look at the lives of these influencers they are pushed into anxiety, depression and low self-esteem especially among the young generation.

Those influencers who lack professionalism, sometimes spread false or misleading information related to health, finance or politics. This results in mistrust among the institutions and the people. In addition to this for views, likes some influencers promote controversial, or morally questionable content. This results in erosion of the ethical values.

In order to become viral, these influencers promote vulgarity and controversy. This can result in the decline of intellectual discourse, normalization of unethical behavior, negative impact on the society. Psychological studies indicate a strong relation between influencer content consumption and rising rates of depression among young people.

Influencers increasingly shape political discourse, public opinion and electoral behaviour. Political engagement is beneficial but unregulated influencer activism poses a serious risk to the manipulation of public sentiment, spreading a propaganda, foreign interference and polarization in a state. This can destabilize institutions and increase social unrest.

There are so many scams relating to social media and these influencers promote them knowingly or unknowingly. There are hidden advertising tricks for health scams, financial fraud, educational exploitation. Influencers promote these products and services for financial benefits. The short/quick ways to make money are also scams which are promoted by influencers.

In this digital era, people are following financial influencers to make quick money but most of the times they are deceived through expensive courses, financial scams, commissions, stock market scams etc. People invest their money and time on the advice of social media influencers and are exploited by the hidden traps.

Social media influencers have the most impact on the vulnerable audiences. Young users, lacking emotional maturity follow the lives of influencers. When they are unable to attain the level of standards which those influencers are showing they are impacted very much. Their lives are disturbed and are sometimes seen to carry out suicide.

Family vloggers and child influencers raise grave ethical concerns. Children are exposed to public scrutiny without informed consent, this often becomes sources of income for parents. This violates privacy rights, the psychological well being of the children and challenge the ethical parenting norms.

There is need for regulation and reforms. First of all there should be legal accountability. The content which is sponsored should have full disclosure. The content related to health and financial advice need to be regulated. Minors should be protected from being exploited for content.

Media literacy should be enhanced. It is the responsibility of the platforms to check the standards of content creators. There should be a proper system to protect underage users. Government should extend broadcast regulations to digital content. Collaborating with the responsible influencers for national campaigns. This will help in making the ecosystem transparent.

It is also the personal responsibility of the influencers to create content which is productive and follow the ethical and moral values of the society. They should be more focused on spreading constructive values rather than hate. They should not promote content which could harm the society.

As Pakistan stands at the crossroads of digital revolution, our relationship with social media influencers will shape our collective future. We should not reject technology but in building wisdom - in creating a society where every minute brings us closer to truth and every follow leads to growth.

Ultimately influencers are neither inherently harmful nor

virtuous. They are a product of digital system shaped by algorithms, human psychology and capitalism. The challenge for modern societies is to harness their inspirational potential while mitigating their deceptive tendencies through regulation, ethical responsibility, media literacy and collective awareness.