

Social Media Influencers: Inspiration or Digital Deception?

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"The woods are lovely dark and deep
but I've promises to keep
and long to go before I sleep
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- Robert Frost

From past to present, the world has evolved. Subsequently, it has opened avenues to many. The most important aspect of the modern world, that is a product of the evolution from the classical time, is the advent of social media. Social media is a window to each and every corner of the world. Not only has it calcified ease but ~~bore~~ also bore complexities. The advantages are many, but it is not free from its negative impacts that it projects. Most importantly, social media influencers have altered the entire outlook of how one viewed social media. Social media influencing undermines the true essence of humanity and projects the grim picture of the concealed reality. Social media influencing is widely perceived to be a digital deception due to its fakeness, illegitimate and wrong usage, illegitimate ways to gain likes. Besides, ~~they~~ also promotes obscenity and vulgarity. In addition, they also promotes illegitimate sites which threatens complete reliance on ^{messages conveyed by} social media influencers. Conversely, the opposing school believes that social media influencers are ^a motivation and inspiration for the modern world and younger generation. They provide arguments like political awareness, ^{presence of} highly professional people, and a source to learn from. However, the opposing group fails to address the politicization of influencers, the issue of influencers faking degrees. Besides, they fall short in exp explaining the fact that learning from experiences is a subjective subject. Therefore, social media influencers project digital deception rather than inspiration because they fake realities, use deception to gain followers and promote illegitimate ways. Hence, they corrupt society rather than reforming it.

With the ~~rise~~ increase in number of social media applications, many people turned to utilize it. The numbers increased from hundreds to millions, which paved way for many the corrupt faction of society to promote their ideas without the fear of purity. This painted the dark side of social media with a black point ~~as~~ as it exacerbated the catastrophic impacts of social media on the ignorant factions of society. People tend to trust the words of social media influencers, which later turns out to be a trap for many. The technological development has enabled the influencers to use this platform for their personal gains rather than to serve the greater number of people. Furthermore, social this platform has been wrongly used by the influencers which ~~is~~ suppresses the need for reviving the spirit of humanity. Thus, social media is persistently used by influencers ~~to~~ in a way that it has become a mere digital deception.

Social media In

Social media influencers have highly impacted the psyche of masses in a negative way. The masses tend to get addicted to the videos which shun them ~~for~~ from their daily activities. Subsequently, the social influencers utilize this for their benefits and produce similar content to increase gain more through the views. The cycle of this pattern repeats itself, leading to addiction and deception. Instead of promoting healthy ways of life, the influencers use deceptive strategies for interactions and likes. In the current times, the competitiveness between competition between different influencers

have amplified the usage of deep deceptive strategies to occupy the high position in this marathon. One of the major example is that of the vlogging culture. Many social media artists, writers and people from various fields have adopted influencing for competing in the marathon of social media influencing. Hence, the vlogging culture pounds the audience with immense unnecessary information which leads to addictive addiction.

Furthermore, it leads to projection of false integration of false ideas in the life of generations that who carry naivety in their being. Such functions of society becomes prone to the catastrophic impacts of social media via social influencers. Many of the influencers change mould and reshape narratives and mis project false information. This can, however, be threatening to the free flow of information. This is an alarming concern as influencers deceptive strategies threatens the existence of real information. As per psychological study, the one who conceal portions of truth in order to deceive is a craftsman of destruction. Pertinent to this is the tactics used by social media influencers to say a utter the portions of truths only to satisfy their self-oriented interests.

In addition to this, the social media influencers leverage their vast fan following to promote illicit sites that are unlawful. Since social media is fraught with huge number of influencers, most of the illicit promotions go unaddressed. This threatens not only the masses but also the states credibility. Such a situation highlights the threat of influencing. Furthermore, the companies who promoting illegal means of earning indulge in use influencers as intermediaries to spread illegitimate ways corruption across society. Various reports

suggest that most of the white collar crimes has been carried out through social media influencing. Furthermore, in Pakistan three famous social media influencers have been convicted for promoting unlawful ways of earning.

Furthermore, many social media influencers use their personal videos, shot at home, with their families to increase their reach. This has threatened the privacy and undermined family values. Besides, most of the influencers post videos without editing which highlights apparently seems to project reality based content, but behind veils it compromises the privacy. Furthermore, it also becomes an inspiration for few if such videos and pictures gain popularity. For instance, a youtuber posted a video of his wedding day showing his wife badly falling during dance for the groom. This emphasizes the deceptive nature of social media and how it threatens the traditions and basic ethics. Besides, in a podcast, a youtuber claimed to earn nine crore through live tiktok session, while also showing his family life. This projects the true face of most social media influencers in modern times and how it costs one's private life.

In addition, the influencers are occupying a heroic position through social media often adopts violence behind closed doors. Many of the influencers, who seem to be inspiration for the audience, turns to brutality when it comes to their family. Most importantly, men influencers, who appear calm and content on the social media, use suppressive ways against their wives. For instance, an Egyptian young

couple, appeared apparently, projected a beautiful bond. ~~How~~ many of the youth had followed them and looked upto them. However, later his wife revealed that he had she faced assault at the hands of her husband. She claimed that he would use coercion to convince her to record a video. Furthermore, in Pakistan, a tiktoker revealed in a live show that he beats up his wife for various purposes her to obey him. This shows the true face of social media influencing. It reflects the stark picture of its deceptive nature.

Furthermore, the social welfare activities have become an other mean for the new influencers to gain followers. Since the audience who are emotion driven, catches takes admiration from people who indulge in social activities, many influencers adopt this as a field. This undermines the privacy of the vulnerable factors as it threatens their identity. Through revealing the faces of the vulnerable factors, the influencers gain sympathy from the masses and, hence, it becomes their source to gain likes. Various studies suggests that the influencers highly involved in charitable works tend to have more followers in comparison to ones who use show a different content.

Furthermore, many industries utilize social media influencers to promote products that can be harmful to ones body. Most of the influencers find various ways to earn for living. For this purpose, they accept to promote any product without verification and examination. This turns out to be catastrophic for the audience as

They consume the product on the advice of the influencers. This pattern has repeated itself over and over again. Unfortunately, many have become prey to the convincing remarks and reviews of the influencers. For instance, various social media influencers have been accused of promoting products that are made in an unhygienic environment. Besides, the social media influencers receive PR packages, despite any examination process, and promote those products without even using it themselves. Hence, the social media influencers can adopt deceptive ways even in consumerism.

Moreover, social media influencers and their role tends to be deceptive as they promote obscenity and vulgarity in the name of influencing. The field of influencing has blurred the line between moral and immoral conduct. Since social media is addictive in nature, this corrupts the minds of youth and normalizes the immoral and unethical conduct. Besides, most of the social media influencers are taken as inspiration and role models, which makes their immoral acts look appear appealing to them. Hence, the unethical codes spreads like wildfire across societies, initiated through influencing by influencers. For instance, before the twenty-first century, the gay and lesbian culture was not known. However, various influencers ^{now} openly claim to be gays or lesbians which ~~reveal~~ normalizes the matter.

Besides, various videos on tiktok and instagram reveal normal people ~~st~~ present displaying

conducts that has a vulgar and obscene elements. Hence, the influencers normalize immorality and threatens the ~~cultural~~ values moral codes and conduct. The presents the ~~get~~ filthy picture of influencing, hence, projecting ~~the~~ this field as a digital deception rather than inspiration.

In contrast, the opposing class believes that social media influencers are an inspiration because they inform the audience about the needs of time. Furthermore, they also claim that ~~the~~ ^{some} influencers use comedy to make audience happy in current world fraught with gloom. Besides, they argue that ~~the~~ ^{other} social media influencers focus on awareness regarding political matters. In addition to this, they argue that in modern times many professional people, with good degrees, have joined this domain and they share their experience to inspire people. Hence, they believe that social media influencing is not a digital deception but an inspiration.

Interestingly, many social media influencers influence people by using comedy. They ~~change~~ try to bring happiness into the lives of people and serve humanity through the talent that they have been granted. Many people take inspiration from such influencers. Besides, through their ~~comm~~ talent, they convey messages that are useful for the progress of humanity and society. Various comments under influencers' videos of comedy reveal the fact that they make people happy. For instance, on Instagram,

an influencer with the name of 'Khan' received comments ~~com~~ stating that 'you made my day'.

Furthermore, the social media users are given awareness regarding political matters through social media influencers. Since, ~~Social~~ ~~me~~ these influencers have a ~~high~~ ~~sea~~ wider reach, the politicians seek help through from the influencers. ~~and~~ These influencers inform the audience about the important political messages that are helpful for the societal progress. Besides, at times the influencers ~~are~~ act as intermediary in connecting the masses and the government. Moreover, many politicians have adopted influencing in order to know the problems and to address them. Hence for instance, in Pakistan one of the young member of ~~of~~ ~~KP~~ MPA, of KP government ~~has~~ ~~adopted~~ uses social media to influence people and to know about the common problem, specially those pertaining to women.

In addition, the social media influencers include a cluster of educated people - holding graduate and post-graduate degrees - who continue to inspire people. Besides, many doctors have now adopted the field of influencing to inform people about the necessary aspects that the world needs to know. Furthermore, many make up artists have also used social media to inspire people and to teach them through their social media platforms. For instance, various studies reveal that many professional ~~as~~ make up artists use social media platforms to teach

people and instil in them prowess related to makeup artistry. This has led many people to start their businesses by taking inspiration from the professional people ~~that~~ who continue to inspire people, through social media platforms. Hence, social media influencers are an inspiration rather than deception.

~~How~~ In order to refute the claims of the opposing class, it must be understood that the social media influencers, who ~~do~~ display comedy, mostly ^{use} ~~project~~ unethical language or conduct. This undermines the morality that is essential ~~for~~ to society's progress. Besides, it also corrupts the minds of young users. In such situation, the young immature minds ~~take~~ adopt unethical ways from these influencers, which later spreads like wildfire among their peers. Hence, this projects the idea that the opposing class failed to address the darker side of the comedians as influencers. Furthermore, ~~as~~ the snapchat filter used by one of the ~~in~~ comedian-influencer on instagram makes him discuss matters that are threatening to moral codes of society.

Besides, many ~~polit~~ influencers who bring awareness regarding political matters are politicized by the politicians. Instead of indicating awareness, they project false narratives and deteriorates the essence of true political information. Besides, many of the influencers are used as a mouthpiece ~~to~~ by the politicians to gain votes prior to elections. Since influencers have

a huge fan following, the politicians gain trust through them. Besides, many politicians use social media influencing ~~#~~ and deceptive techniques themselves to gain popularity rather than to serve humanity. Various reports suggest that many politicians have now turned to influencing through social media, in order to win the hearts and, most importantly, trust of the masses.

Furthermore, many influencers ^{who} that apparently seems to hold professional degrees, are not very well educated. This presents the reality that social media can be deceptive in terms of ~~prof~~ people's profession. Social media tends to be a illusion, many can appear as educated while they are uneducated. For instance, in various underdeveloped countries, many people ~~join~~ join the field of influencing through social media. Later, after gaining popularity, they project a fake profession, from where ~~there~~ their actual occupation initiates, which is based on fakeness. A ~~case~~ study case study of a woman tiktoker reveals that she projected herself as ~~an~~ a skin doctor, whereas she was ~~a~~ just an aesthetician. Hence, social media influencers deceive people for their self-oriented interests.

To cut long story short, social media influencing is digital deception rather than mispration. This field of influencing, through online platforms, is fraught with deceptive ways which entail negative psychological impacts, changing narratives and projection of wrong information, promoting illicit sites. Besides, it also promotes the display of family to gain

popularity and compromises moral codes. Furthermore, the ones appearing heroes online, tends to be brutal ~~at~~ with their wives at homes. Furthermore, the use of welfare ~~to~~ services and deceptive consumerism methods reveal its grim ~~and~~ and deceptive picture. Furthermore, it also promotes obscenity which projects that behind veils, the social media influencing is deception. Though opposing class believes that ~~it is~~ ^{digital influencing} inspiration, however they fail to address the loopholes that their arguments are filled with. Hence, social media influencing, in modern times, can not be eradicated; however, it can be reformed through collective will and efforts.

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