

Social Media Influencers: Inspiration or Digital Deception

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The Essay

Social media influencers are the product of early 20th century, and after covid-19 their number grew massively. They inspire and deceive people simultaneously. Both elements exist on social media platforms.

The positive side of social media influencers is inspiring for millions of people across the world. Whereas, social media influencers are also a digital deception. Every thing in this universe has both qualities, good and bad. Similarly, the positive angle of social media influencers motivate people to participate in civil duties, inspire them to be fit physically and mentally, push students to achieve success after failure, instigate business ideas, encourage people face difficult situations calmly, and inspire them to have a stable family relations.

However, digital deception is also a part of social media influencers trends. They show fitness through filters of beauty cameras. Their actions in practice are contradictory to their words online. Influencers change their nature according to trends of internet.

Followers change their mindset according to the changing nature of the influencers' work. This social media digital deception ruins people's life drastically. However, several ways can counter negative influence and promote positive aspects of social media influencers digitally. First, parents need to guide children for moderate and right use of social media. Second, governments can promote good work of social media influencers and counter poor performers. Ban on trading apps, which are ruining young minds drastically. Last, emotional coaching classes can also work for better direction, when one caught in the negative influence of social media influencers.

Social media influencers are the product of late 20th century and they increased in massive numbers. Facebook was the primary and famous source for posting pictures and sharing thoughts through posts. The first video on youtube went viral and got millions of views. It caught attention of several people to post videos instead

of images. With the evolution of time and trends people post useful to meaningless videos on social media apps. Also, the developers of these applications incentivised people through digital money. This caught attention of millions and people posted mini-vlogs regularly to earn money and fame. Some of them were posting useful contents and other deceiving people through their fake identities. It carried out in upcoming generation in both ways, positive and negative.

Social media influencers give knowledge to people through their words and actions.

Civic participation on online platforms is also a chain of influence that one can see in people today. Social media influencers incite people to participate in policies, stand for their rights, and know public policies holistically. Their words, which they use to motivate, impart lasting effects on minds of people. In 2015, when people were reluctant to participate in elections,

Social media influencers run campaigns to motivate people. Resultantly, a massive number of people vote turnout was historically appreciated. The influence on the people was huge and democracy consolidated through social media influencers.

Next, social media influencers are active in engaging people through live sessions for physical and mental health. They regularly motivate people to have toned body and clean skin. It motivate people to eat fresh and clean food, avoid junk food, and stay away from unhealth, lazy routine. Many social media influencers maintain their work along with physical fitness, and show on social media through reels. Their followers try to mimic them in their daily lives. This is a positive impact of influencers on people's lives.

Also, many people are suffering from mental traumas and comparing their lives with others. These social media influencers guide and motivate people to embrace

their true identity. They uplift many to be strong in difficult situations. In today's busy life where parents do not have time for their kids and vice versa. One click away social media influencer's videos can inspire them to save their lives for good. A suicidal mind can turn into a productive one if it follows positive energy of an influencer.

Furthermore, social media influencers are teaching creative business ideas that changed lives of many. In today's increasing hunger and poverty unconditional ways proved fruitful. Like social media business models are one of them. One can sell goods and services online to millions of people, without consuming electricity and paying bills of shops. All this knowledge comes from a social media influencer, who guide people to earn from home. For example, in Pakistan many women sell clothes online. They sit live on Facebook, Instagram, and upload status on WhatsApp. The earnings of online businesses are more than offline shops now.

Social media influencers teach people to save forests, coal, and non-renewable energy resources through the bleak picture of world without these resources. Their words impart a great effect on their followers that people participate virtually and conventionally simultaneously. They reshare their posts, so that its message spread to millions of people. A social media influencer saved a jungle in recent years, she climbed up the thousand hundreds year old tree for 90 days, and saved the whole jungle to be cut down for urban planning. Millions of people supported her in this initiative.

Last, social media influencers, who are willing to motivate students without any fee and credits, work for the wellbeing and success of students online. They create virtual classrooms free of cost. They motivate students for success and achievements in life. Educated influencers prove to their followers that one can achieve success while managing their social life. They show

bright side of education and advantages of being educated. One can achieve what one wants through education. This inspires millions of students to achieve goals in their lives. An Instagram user started her journey "study with me." She uploads on a daily basis and studies while recording herself. It influenced her followers to study daily and save oneself from panic in exam situations.

Every positive aspect has some negative sides as well. Social media influencers are not completely saint. They have flaws and their flaws deceive people accordingly.

First, social media influencers have little or no civic sense. Most of them are uneducated and trend followers. Nowadays, social media is working on a click base system. The more you consume, the more they gain. In politically unstable regimes, where people are already in a limbo situation, social media influencers take advantage of political instability. They speak against political parties for the

sake of money. Popular narrative perception can be seen in their posts. They took money from opposite parties and spoil young generation. However, in reality their personal views and votes are for opposite parties. This deception fuel aggression in people.

Second, Many social media influencers deceive people through fake beauty and physique. They use in-app-filters to look beautiful or flawless. People buy expensive products to look alike. In this way they deceive beautifully without being caught. Korean people use highly sharp tapers for face uplift, and in Pakistan Korean glass-skin products purchase is common now-a-days. People need to understand the regional and geographical differences impact skin texture. They ~~can~~ cannot copy other region people by purchasing their products. This kind of digital ~~deceit~~ deception ruin people's life in a worse manner.

Third, the moral character of social media influencers are opposite to their online personalities. They act differently and speak differently. In digital era of social media where people are very close to each other can reach these influencers offline as well. Some influencers, who talk for upright moral deeds, caught offline in clubs and bars drinking ~~aleto~~ alcohol and abusing in public. It is an example of dual personalities of social media influencers, which they hide behind cameras. A renowned Indian influencer Ranveer Allahbadia was an example of such dual personality. He is known as spiritually and morally upright, but in a TV show 'Latent' he abused one contestant with inappropriate words. It showed their dual natures and mistrust of people on them.

Fourth, the mechanism of click base charity work of social media influencers is for the sake of personal gains. They initiate charity work and millions of people contribute to their charity cause.

In reality they use the money in gambling and trading apps. The money of people wasted in digital deception silently. Further, some influencers even spend some money in charity work to retain their donor followers for the next time. A famous influencer run a campaign on facebook for the welfare of orphange, after some time he ran overseas with all the charity money.

Several ways are there to counter the negative influence and enhance positive aspects of social media influencers.

First, parental control on kids digital devices. They have the complete information about the whereabouts of their children, where they are going, where they learn new things, the company of their children and lastly the influencer they are following. It can prevent future damage to the minds of their child. In this way an educated and well groomed next generation of influencers will grow.

Next, emotional coaching institutes and classes for the wellbeing of the people need to be arranged. In this way people will learn how to believe and who to believe. Education is also a very important step to guide people that the digital lives of the people on camera are far different than offline lives.

Last, government need to initiate authentic and useful policies to curb useless influencers. They need to monitor the digital activities of those who destruct young minds with their poisonous content. Government needs to initiate prize distribution ceremonies for healthy content developers, and promote their work. Seminars can also be arranged for the participation of youth and old-age citizens. Government can ban trading apps which consume digital money in wrong ways. Many young people ruined their lives in trading apps. A comprehensive policy framework can curb all these problems.

In conclusion, social media influencers are blessing and bane simultaneously. They incite people in both ways. Their content is meaningful and meaningless when one can see them closely. Civic participation, creativity, courage, knowledge and business ideas can be attributed to these influencers, but mental frustrations, fake beauty standards, and morally corrupt attitudes are also ^a deception of digital world. One can save himself through parental and peer guidance, emotional wellbeing centers and effective policies of the governments. In digital world, the problems can be solved conventionally as well.