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→ **BATCH-076**
→ **Essay**

Topic :

Social Media Influencers : Inspiration or Digital Deception?

Outline:

1- Introduction:

1.1 Hook

1.2 Background

1.3 Thesis statement: Social media influencers leads towards digital deception by spreading disinformation and misleading content, comparison, enhances social distress within societies, spreads psychological and economic stress, promotes hatred and defamation, unhealthy eating habits, increases cyber crimes and spreads false propaganda promotes western culture and indulges distraction among youth.

2. Social Media influencers spreads disinformation and misleading content.

2.1 Case - study: Reham Khan false claim against Zulfi Bukhari.

2.2 Case in Study: Saad-ur-Rehman (Ducky Bhai)
Alleged promotion of unlicensed gambling apps.

3. Influencers spreads unnecessary competition and comparison.

3.1 Comparison is the thief of Joy.

4. Influencers spreads social distress within societies.

4.1 Case study: Youtuber Rajab Butt made derogatory remarks about lawyers.

5. Food Bloggers promotes overeating habits and unhealthy lifestyle.

5.1 Unhealthy and overeating leads to diabetes and other life threatening diseases.

6. Influencers promotes unnecessary trends and are responsible for bringing social and economic disruption.

6.1: Copying Ambani's Son wedding customs brought the trend of unnecessary events resulting in economic burden and social distress.

7. Middle and lower class families are becoming victim of psychological stress by watching luxurious and disillusion.

8. Influencers spreads cyber crimes on social media.
 - 8.1 Case study: A social media influencer take off 100 Tolas gold from a boy.
 - 8.1 1.9 Billion Dollar scams in America
9. Indian influencers are spreading false propaganda against Pakistan.
10. Social media influencers spreads mock content against small business holders and results in defamation.
 - 10.1 Case study: Mock content against delivery boys.
11. Social Media influencers are widely distracting youth and affecting their studies. by promoting westernization and other activities.
12. Conclusion.

A moden critique said

"Influencers sell illusions- not reality- The more we chase their lifes ,the more we lost sight of our own."

Influencers are the individuals who shapes and influences the intellectual thinking and personality of public. Social Media in today's world is a prominent tool of

technology which serves as a platform for influencers. There are many admirable influencers on social media who promotes wellbeing of humanity. But unfortunately, it is dominated by those influencers who promotes and spreads disgraceful and unbeneficial content which is badly affecting the public primarily youth. It also snatches public trust and spreads hatred and negativity. The social media influencers leads towards digital deception by spreading misinformation and misleading content, creates comparison, enhances social distress among people within societies, spreads psychological and economic stress, promote hatred and defamation, encourages unhealthy eating habits, increases cyber crimes and spreads false propaganda, western culture and indulges distraction among youth.

Despite spreading useful information in this era of technology, influencers spreads disinformation and misleading content. Such content comprising of false data results in disruption within societies and compromises the liberty and results in humiliating person, countries and communities. Such as, Reham Khan a popular influencer accused

false claim against Zulfi Bukhari, a popular political figure in Pakistan due to personal clashes. Such misinformation spread a lot of hatred among public. Zulfi Bukhari case, later solved in London courts but along with it created and portrayed negative image of Pakistani Politics. and also resulted in providing opportunity for revival nation's influencers to talk negatively against political unrest in Pakistan and also portraying Pakistani people as untrustworthy. Along with it a popular influencer from Pakistan Saad-ul-Rehman (Duckybhai) was involved in alleged promotion of unlicensed gambling apps. Consequently, spreading immoral and unethical practices in Islamic society.

Furthermore, influencers also spread unnecessary competition and comparison among public especially in developing and in third world countries. They promote luxurious lifestyle including modern and technological advanced homes, expensive car, shopping and unnecessary stuff that build competition within societies. People are widely rushing towards unnecessary stuff and luxurious life. Extravagance is

becomes common. Moreover, it creates comparison and forgets that "Comparison is the thief of Joy". The more they compares, the more they lives unhappy and forgets the real purpose of their life.

Also, influencers shapes the intellectual thinking of individuals. Public widely watches the content of influencers, they loved and follows them. But unfortunately some influencer spreads hatred and social distress within societies. They targets individuals, communities which they dislikes personally and negatively comments on them. This creates hatred and negativity. Such as "Rajab Butt" a prominent influencer in Pakistan, made derogatory remarks about lawyers, a prestigious profession and important part of judiciary. It resulted in hatred and dislike among people. and resultantly, social distress and tension broke out.

Furthermore, Food influencers are prominent on social media. They are fastly influencing public. As majority of people are food lovers, so they widely follows them. Food bloggers promotes overeating habits and unhealthy lifestyle.

Despite sharing food and culture in a controlled and cautious manner, they promotes overeating and unhealthy items such as eating too much sweets, fast food and other unhealthy items. Viewers also start following them by watching their content and blindly trusting each and everything, consequently it results in spread of water borne disease such as hepatitis A, which spreads from unhealthy eating and also increases diabetes by consuming too much sweets. However, Precaution regarding such content should be given to avoid unhealthy eating.

Moreover, influencers on social media are responsible for bringing changes in societies by promoting ~~in~~ trends. These trends can be positive as well as negative. But nowadays negative and unnecessary trends dominates. Influencers promotes unnecessary trends such as increase in functions and customs with in weddings. by promoting extravagance. For example, Ambani, who is an Indian Billionaire, spends a lot of money at his son's wedding. This trend was copied by many influencers in their wedding and brought new social and cultural

changes within societies. Many people from middle class and lower class are unable to fulfill such unnecessary trends. This creates social distress and economic burden within societies. It badly affects the mental health and results in economic instability when middle class people, inspired from such influences, adopts such trends.

Consequently, it creates psychological distress and affects the mental health of people. People by watching luxurious life, events such as birthday parties, fancy wedding, expensive dresses, beautiful, spacious expensive houses and show off culture spread chaos and mental stress within societies among people. Also, beauty standards are risen. Influencers showing expensive salons and beauty and skin care products, promoting fair color and skin and suggesting expensive dermatologist creates mental and psychological stress as many people can not afford such expensive luxurious items. People begun to feel insecure and becomes victim of digital deception.

Another important issue that is spreading day by day is cybercrimes.

which is again promoted and spread by many influencers on social media. They promotes false and fake brands and businesses. Many cases of cyber crimes are reported through out the world. Recently, in Pakistan, a female influencer in order to make her videos and attain popularity take off hundred (100 tolas) gold from a boy. Also such types of crimes are serious concern around the globe. It is estimated that almost

1.9 Billion dollar scams are done in America by influencers involved in cyber crimes.

Social media also provides platform for influencers who spreads false propaganda. Such tactics are used by Indian bloggers against Pakistan. They are widely spreading hatred towards Pakistan by commenting negatively on Pakistan which inturn spreads hatred among nation and rises conflicts among peoples on behalf of religion and ethnicity. Also Israel influencer are spreading hatred and intense dislike towards the Muslims and other ethnic groups within Gaza. Such acts creates and spread brutality among people. Dominant nation become

Violent against minorities and did not consider such brutal behaviour inhumane. Such things are also practicing in India against minorities and such dislike is spread by violent influencers.

Moreover, social media influencers spreads mock content against small business holders and those people who personally dislikes something, generalize their point of view resulting in defaming brands, restaurants and other small business of people. This defamation causes loss and distraction of image that they had struggled for many years in building and forming. Furthermore it also causes distress and anxiety among victim of such defamation and they find it hard to continue their business with the same passion. For example, Defamation and mock content spread by Pakistan's influencers against "delivery boys".

Furthermore, the most posing issue is distraction is rising day by day among youth, who are widely following those influencers who are promoting culture of westernization and unnecessary content. Many students are distracted

from their studies. Despite shaping the young minds and counselling them to adopt useful profession that can put Pakistan on the path of success, they spread unwanted, useless content, disturbing their mental health and growth. They left behind their aims and goal and start indulging in unwanted social media content such as making tiktoks, buying and online shopping. They continually scroll unwanted content and waste their most important time. Which further results in increase in unemployment and poverty as pupil lost interest in studies and skill development.

In addition, majority of influencers on social media are creating distress. However there are some influencers that motivates pupils, masses and educate them. They pays focus on teaching students by uploading and sharing useful content. Such influencers helps as valubles citizen of the society and potrays positive image of their country. They avoid disrespectful and unwanted content and spreads love and affection through their valuable content. They provides necessary information and creates a strong

and bond among people and their nation.

In conclusion, it is clear that Social media is populated by negative, unproductive, incompetent and useless content holders. and they are acting like termites, weakening the foundation of society by spreading social distress and harm. Such issue can be resolved by educating people and formation of policies that increases the influence of useful, beneficial and competent content. which can bring prosperity and unity within societies and among people. Also pupils, and young generation in this technological era should be exposed to useful, scientific and knowledgeable content which can only become possible by positive role of influencers and elimination of digital deception created by majority of social media influencers.

"With great reach comes great responsibility- and not all influencers are ready for it."

Dr. Zubair Naeem.

