

# The Emerging Power of Social Media: Prospects and Problems

## Social Media: A source of Connecting People or Disconnecting Them.

### 1. Introduction:

### 2. Different types of Media:

- *Print Media.*
- *Electronic Media.*
- **Social Media and its Types:**
  - Blogs and Microblogs.
  - Social networking sites (Face book).
  - Social Commerce (Amazon, Alibaba)
  - Social Media news (Digg).
  - VoIP Software (Skype, MSN).
- **Social Media as a source of connecting people.**
  - Connecting with unknown people belonging to other nations and states.
  - Connecting people one already know, Irrespective of their location.
  - Possibility of staying connected with others round the clock.
  - Little cost of maintaining connection.
  - Fast and speedy connectivity.
  - Easy tracing of lost contacts.

### 3. Benefits of Connectivity through social Media:

- **Social:**
    - Shares information.
    - Upgrades living standard.
    - Serves as source of education.
    - Eliminates social biases.
  - **Economic:**
    - Spreads political awareness.
    - Assists in political decision making.
- o Arab Spring 2011.

o General Elections in Pakistan 2013.

- Highlights public issues and grievances.

- **Political:**

- Gives information on economic opportunities.
- Provide platform for economic activities. .
- Renders assistance in economic decision making.

- **Religious:**

- Imparts religious education.
- Eliminates religious biases.
- Serves as platform of religious preaching.

- **Administrative:**

- Serves as source of information sharing.
- Assists in quick decision making.
- Helps in ensuring better governance.

#### **4. Social Media as source of Disconnect of the People:**

- Weakening of family bonds.
- Decrease in traditional get together.
- Decline in traditional get together.
- Decline in sports activities.
- Scarcity of time.

#### **5. A Glimpse over some other evil of social media:**

- Spoil of moral values.
- Wastage of time.
- Acts of cheating and fraud.
- Deleterious impacts on health.
- Promotion of hatred and antagonism.
- Unreliability of information.

#### **6. Causes of Evils of Social Media:**

- Absence of proper control mechanism.
- Poor performance of regulatory authorities.
- No focus on character building in educational institutions.
- Absence of other recreational facilities.
- Easy availability of technology..
- Cheaper access to social media sites.
- Incognito access to social media sites.

#### **7. Recommendations for elimination of Harmful Impactsof Social Media:**

- Application of some mandatory filters and controls.
- At national level.

- At local level.
- Launching of awareness campaigns.
- Enactment of stringent laws.
- Effective role of regulatory authorities.
- Effective role of education sector in character building.
- Provision of better sports and recreational facilities.
- Enactment of service cost.

## 8. Conclusion

