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## Social Media Platform Promotes Fake Personalities: A Survey of Lahore District

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### Abstract

*It is a significant problem of today's life that social media is all around us and we are addicted to it. On the other hand social media platform promotes fake personalities. Some people with diplomatic and fake mind-set use social media apps as a profession just for earning and fame. 89.7% respondents say that fake personalities post vulgar content on social media apps. 84.6% said that they are spreading vulgarity which is affecting society negatively. Online survey is done to get results and 92.3% people think that diplomatic personalities are not playing any important or useful part in society. Other results according to this question are also concerning as according to 79.5% people, society don't follow them in real life matters and don't respect them. Both men and women were targeted for survey and it is concluded that diplomatic personalities should be banned or stopped posting such harmful content.*

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**Key Words:** Social Media, Society, Fake Personalities, blogging, influencers

### Introduction

A researcher analyzed the "Social media Platform Promote fake personalities of Lahore district". For a long time they believed that the social media did not have a clear definition. Social media give the online platform where people can use and share the content such as images, opinion, news, idea, photo, humoretic (Drury, 2008). So this was only one platform where they gave chance to every individual to be controller, content creator and transparent user to a great extent. When any one content is share on social media, platform then it became a part of conversation because every user, who have account on social media platform, can interact with all post (Moran, Seaman, & Tinti-Kane, 2011).

Social media Networking is basically act of engagement while internet based life is the device used to speak with mass crowd (Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011). Internet based life is the stage that offer people the chance, to interface, utilizing two way correspondence, which means, that any individual who has online records, can impart their insights with other web based life clients

Social media is used as a bridge between the flow of information, and audience. If used wisely its side effects can, be avoided but the past few years it has been observed that a lot of people 2-3 fake personality and social media which leads to the development of complex among people.

The trend of blogging and influences has increased over the period of time and it can be seen that it has caused inferiority complex among different people belonging to different mindset.

Students are distracted towards fashionable clothing and photography instead of concentrating on the education. Girls and boys get interest in to what is that will help them raise their statuses which definitely is not a good option. There are certain luxuries that cannot be afforded by everyone but just because people see and get influenced they try to achieve similar type of life and stop being grateful for whatever they have.

We are living in aerobic friends on social media keep changing every other day but this is something that is being constantly observed and practiced for a good span of time. It is extremely important to normalize understanding the fact that we cannot afford something I should be comfortable with the life that we have rather than being jealous of what are the people do and let their lifestyle impact us negatively.

This trend has for the more increased after the evolution of tiktok in Pakistan. from school students to university once everyone is scene using tiktok which of these is not very productive way of spending your time. Tiktokers have added fuel to the fire by displaying a lifestyle which they actually don't have aur by depicting a life that not everyone can afford.

### Problem Statement

The Scholars want to investigate, Social media Platform promote Fake personalities of Lahore city, Because the fake personalities are getting unusual and unnecessary coverage even after ruining the values of society by posting negative content on social media apps.

### Back Ground of Study

The researcher choose Social media Platform promote Fake personalities because today social media is used by every person So on social media people are portraying different picture of their life style. We live in a country with more than 40% of the population is drowned in poverty and people hardly earn hand-to-mouth. In such type of situation displaying expensive jewelry, clothes and restaurants develop inferiority complex among individuals who cannot afford this type of a lifestyle. Now this complex leads to

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negativity in society. A lot of people develop a fake personality and 43 of fake lifestyle in order to overcome this complex while the others try to use illegal means to achieve a life that will satisfy them.

## **Social Media**

A platform where you to create a profile, traverse relationships, and, make explicit (boyd & . Ellison, 2007).The Social media introduce the website where different kind of people gather and share content and engage with eachother.

### **Two Kind of Social Media**

There are two kind of social media , first is digital native and second is digital immigrants. The first kind digital native, ones who were brought into the world after 1980, they result in these present circumstances world when the computerized, media existed. So the digital immigrants , ones who were conceived ,before 1980 and adjusted their lives to advanced media. Online life stages differ from Web websites, to small scale sharing stages, to life streams to interpersonal organizations and considerably more (El-Badawy & Hashem, 2015).

### **Impact of Networking Sites in our Life**

Social media Platform have a few or the other kind of effect on the way of life of the People .People are dependent on the Social media .People are use all the time ,their life influenced, by Social media .People also find the trends by using Social media Platform .Some time they make .the most amazing impact of social media locales for certain individuals is the utilization of curtailed words like "d" for "the" and in like manner. Some individuals utilize oppressive words to vent out their emotions on these organizing locales and the equivalent has been found in their own existence recently.

### **Objectives**

- To know the influence of fake or diplomatic personalities of social media on society.
- To evaluate whether fake personalities play any important or positive part in society through social apps.
- To know their value, if society reality needs such personalities or their content.

### **Significance**

Social media is also platform of sources of information and entertainment. It is also play important role for impact and transform on society's culture values and norms. It is powerful equipment that what are going to see in light of reshaping the social value. A researcher investigates that Social media Platform promote Fake personalities of area Lahore.

### **Literature Review**

The title of research is Social media Platform promote Fake personalities of Pakistan.. The survey is based on Lahore district. Research on social media platform in Pakistan is very rare. Scholars are reviews on dramas. The materials are available on different websites like journal, books, articles etc. So the Further we can discuss under below;

Tariq et.al (2012) were examined that the impact of social media and socialnetworking oneducation and student in Pakistan. In this study scholar main forcedon student education but sadly now, student are underscoring on such networking sites which are only wastage of time. Social networking was just an electronic connectivity between clients yet tragically it has become addict, ofyoung people , student ,and adult . This paper presents effect of social networking ontheir student education, and effect on life of young people, further it depicts how social,sites are unsafe for youngster and youth (Tariq, Mahboob, Khan, & Ullah, 2012).

Khan (2014) was examined that the impact of social networking websites on student. So the main purpose of this study to explore the impact of social is networking websites on their student. A variable are gender, age, education, academic performance and social influence. So the respondents were total 168. The researcher selects the random sampling for this study. The study, concluded that student those who were graduation student they were more like to watch social networking sites for entertainment , 60% were those who male , they use social networking sites for gaining the knowledge and those who were 15 to 25 student were mostly social networking sites for entertainment . A researcher found that people use social networking sites because they influence towards it. This study decides that student use social media networking sites because of the influenced by their friend. Those students got 3.00 to 3.5 CGPA they use social networking sites for entertainment (Khan, Swar, & Lee, 2014).

Khalid (2017) was examined that the effects of social networks on Pakistani students.Now a day the internet play a very important role in every student life. Student avail this internet facility for kind of purposes like preparation , entertainment , communication etc. . In this study scholar want to find the impact of social networks on student physical and psychological health . So we also find impact their academic student through social networks .In last, we made sense of that the extreme utilization of social networking impact the student ' physical and mental wellbeing contrarily. Socialnetworking Platforms hadpositively affected their academic. Various students have been harassed and their own information has been misused because of lack of information about security and protection strategies. Accordingly, we recommended that social media ought to be instructed as a subject or at a class and workshop for the attention to Policiesand the cybercrimeslike both; security and protection (Khalid, 2017).

Zaheer (2018) was examined that the new media technologies and youth in Pakistan. The utilization of new media, in two manner, like There are two kind of new media usage, one has positive impact on youth because they become more inform, socially involve and political active so in the other hand they make engaging our youth in useless activities. Scholar measured that It is viewed, as that as opposed to looking profitable data at Internet, the young search for obscene material; they end up being prejudiced what's more, in the name of political investment, through internet based life, rough; and as opposed to being, socially associated, they get separated and segregate from their own families. In actuality, new media has affected, the Pakistani youth contrarily in mental, political, and social ways. This factious paper presents an inside, and out investigation of the utilization of new media and its ensuing, impacts on the Pakistani youth ( Zaheer, 2018).

## Theoretical Framework

In a general sense Theoretical framework is guides us which speculation of mass correspondence is perfect and proper for our topic. On a very basic level its help the examiner to separate the specific examinations. The principal inspirations to use speculative framework are to strengthen of thought of the researcher. On this Article we use social learning theory.

Essentially the social learning theory was given by Albert bandura. He said the individuals can gain from others through their own perception. He did an examination which named was bobo doll analyze in which he test all out 72 kids, partitioned into 36 young ladies and young men on each. These sample took from gathered from Stanford college nursery school. These kid ages were 3 to 6. There were all out three gatherings from each gathering complete 24 young men and young ladies included. So on first gathering the scientist show the aggressive model, on second gathering they show non aggressive model and on last and third gathering no model show, at that point they were entered in the that room. So those kids saw aggressive model, they act precisely like aggressive, and those youngster saw non aggressive model they didn't act like aggressive yet those kid didn't saw any model then they didn't do anything. Fundamentally in the examination show that anything that we watch it quietly prepared ourselves to act that way.

## Relation with Theory

So the researchers want to apply social learning theory on Social media Platform Promote fake personalities of Lahore district. People get influence by social media personalities. Every individuals get automaticinspire towards social media personalities furthermore now people will learn and adopt these thing from personality social media.

## Research Questions

- Do fake personalities influence society?
- Are fake personalities playing an important part in our society?
- Should fake personalities be banned or stopped posting vulgar content?

## Research Methodology

### Research Design

Survey method is done on the topic of Social media Platform Promote fake personalities of Lahore district.

### Survey Type

Online survey are chosen to distribute the questionnaires among the population through social networking.

### Research Tool

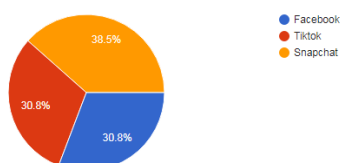
A questionnaire having 13 questions is done for collection of data.

### Sample Size and Population

Researcher was planned the research sample size 100 that includes both female and male of Lahore district.

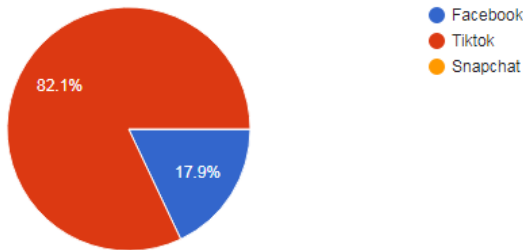
## Result Presentation

Q 1: Which app do u use mostly?



Almost equal percentage of respondents use facebook, tiktok and snapchat, as 38.5% use snapchat, 30.8% use facebook and same percentage use tiktok.

**Q 2:** On which apps you find fake personalities?



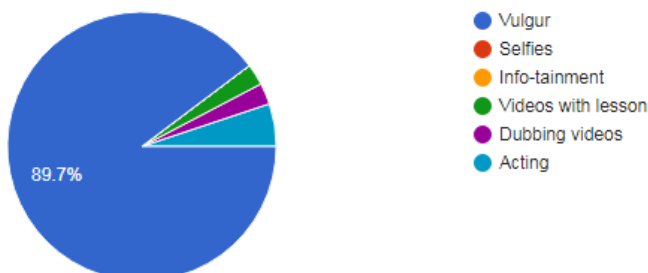
82.1% users find fake personalities on tiktok which proves that tiktok has been used by most fake personalities.

**Q 3:** Can you name any fake or diplomatic personality on social media?

Reeja jeelani
Romaisa khan
Pir ahmed
Jannat mirza
Huma
Anam asad
Ribaha imrqn
Mian ali
Rehana aqdas
Sehar hayat
against the ethics .. So i can't
Momenah khokar
Nope
Jannat Mirza, Sham Idrees
There are many we all must b gone through!
All the tiktokers almost
Zulqarnain sikandar

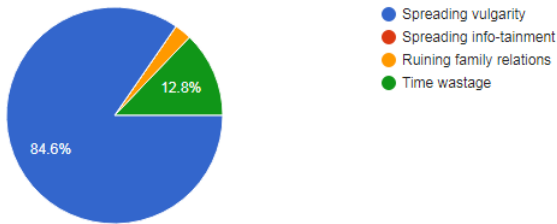
People replied with many names of diplomatic personalities who are using social media.

**Q 4:** What type of content they post on social media?



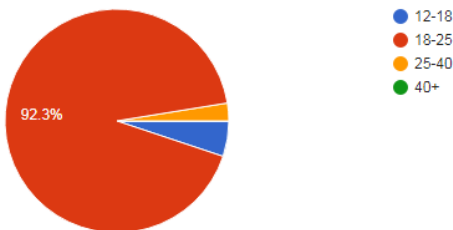
Surprisingly 89.7% respondents say that fake personalities post vulgar content on social media apps.

**Q 5:** How they are affecting society through their content?



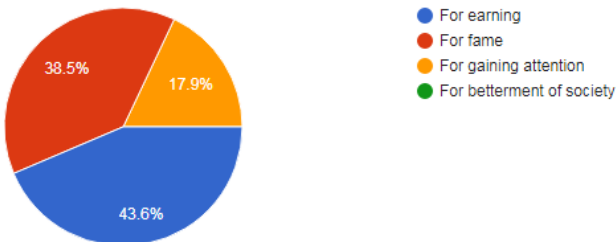
84.6% said that they are spreading vulgarity which is affecting society negatively.

**Q 6:** Which age group mostly follow them?



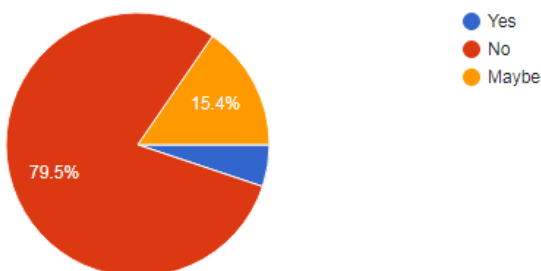
According to 92.3% people 18-25 years old youth follow the fake personalities on social media.

**Q 7:** Why they choose social media as profession?



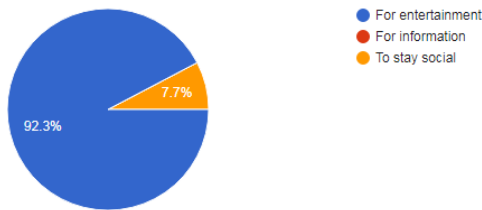
43.6% population said that fake personalities use social media for earning, while 38.5% said they use it for fame, and 17% think that it is a way to gain attention of society.

**Q 8:** Do people follow them in real life matters and respect their opinion?



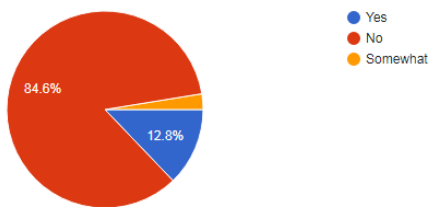
According to 79.5% people, society don't follow them in real life matters and don't respect them.

**Q 9:** Why people follow them on social media?



According to 92.3% results, people follow them just for entertainment.

**Q 10:** Could they make a better change in our society through their content?



84.6% population think that people on social apps with diplomatic personalities cannot make a better change in society through their content.

### Result Analysis

After getting the results, researcher has the solid points and great percentages to prove that fake personalities on social media apps are not useful in any way, in fact their presence on social media is a threat for society.

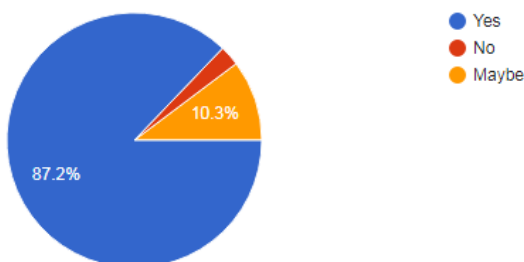
Facebook, snapchat and tiktok users said that mostly tiktok is used by fake personalities as a profession. Jannat mirza and shaamidrees are mostly named people by the population who use tiktok for earning.

Surprisingly 89.7% respondents say that fake personalities post vulgar content on social media apps. 84.6% said that they are spreading vulgarity which is affecting society negatively. According to 92.3% people 18-25 years old youth follow the fake personalities on social media.

43.6% population said that fake personalities use social media for earning, while 38.5% said they use it for fame, and 17% think that it is a way to gain attention of society. According to 79.5% people, society don't follow them in real life matters and don't respect them. According to 92.3% results, people follow them just for entertainment. 84.6% population think that people on social apps with diplomatic personalities cannot make a better change in society through their content.

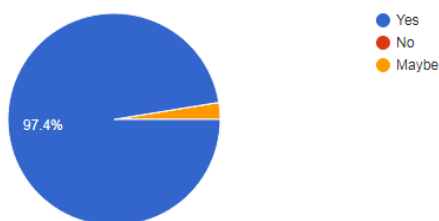
### Research Questions Analysis

**Q1:** Do fake personalities influence society?



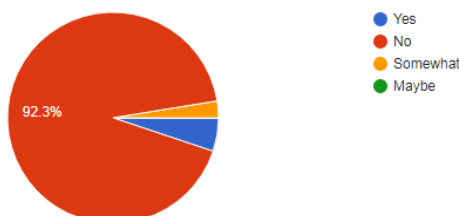
87.2% people are agree that these personalities influence society. Other questions related to this research question shows that these personalities have very negative affect on society as 84.6% people think that they are spreading vulgarity. And mostly 18-25 years old people watch them so there is more chance that new generation get attracted to the time wasting and harmful content.

**Q 2:** Should fake personalities be banned or stopped posting vulgar content?



97.4% people think that diplomatic personalities should be banned or stopped posting such harmful content. They should be stopped posting dubbed videos, vulgar content and acting videos, which are of no use.

**Q 3:** Are fake personalities playing an important part in our society?



92.3% people think that diplomatic personalities are not playing any important or useful part in society. Other results according to this question are also concerning as according to 79.5% people, society don't follow them in real life matters and don't respect them. According to 92.3% results, people follow them just for entertainment. 84.6% population think that people on social apps with diplomatic personalities cannot make a better change in society through their content.

## Conclusion

Most of the results clearly showed that diplomatic personalities are spreading useless and harmful content through tiktok, which is not good for youth and society values. They are not even followed by society in real life matters and their opinions are not respectable for people. Society is not giving them any positive response but they are mostly followed by teenagers just for entertainment. Such people are just using online social apps for requirement of earning or to get recognized. Their content is not for any betterment of society and their mind-set is also against the values of society. So they should be banned or their time wasting content should be stopped.

## Recommendations

- People should use social media with responsibility.
- Social media apps should not be used to create unethical content.
- Parents should monitor their youngsters to protect them from following and watching harmful and timewasting content.
- Nobody should follow such people to discourage them posting such content.
- Social media should not be used for making money or as a profession.
- People should criticize such people to do some better work.
- Parents should have a check on them not to use social media apps for earning by posting vulgar content.
- Law should be made on social media fake business and vulgar content.
- Punishments by law should be enforced to stop such people by doing these kind of activities.
- Social media tycoons should control on the stuff by reporting and blocking fake people on internet.

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