**Linda Aboulhaf – 5202656**

**Can interactions on social media sites such as Facebook substitute for time spent with friends, family, workplace and other social networks in real life?**

Interactions via social media has expanded the way we interact with each other dramatically via a wide range or networks, whether we are at work or with family and friends, technology has impacted the way communicate with each other and other work colleagues to the extent society now days hasn’t even realised they have been impacted by technology the way they have. Businesses, teens and family members could not comprehend the thought of not having technology, social media or some form of social network in their everyday lives whether it is used to communicate while they in the same room, house or building or whether they are half way across the world. But the question is do all these resources, technology and social networks substitute for real life communication and interaction?

It has been discussed that aspects of computer mediated communication has had researchers arguing that text based asynchronous communication increases the positivity of interpersonal communication due to the creation of hyper personal interactions where the receiver may idealise the sender. This can then lead to optimised and magnified self-presentation whilst ruling out the demographic and nonverbal cues that distract us when encountering face to face communication. The obvious draw to computer-mediated communication (CMC) is that interactions need not be geographically near one another allowing interactions to take place virtually across any distance, earthbound or otherwise (Bradley M. Okdie, 2011). Bradley’s study on face to face verses online interactions discusses the effects on both Face to Face communication and computer-mediated communication. In this study Bradleys testing found more positive interpersonal communication when individuals were communicating via computer mediated communication rather than Face to Face. In correspondence to this, Tidwell and Walther (2002) demonstrated that individuals interacting over a computer can develop intimate personal relationships and overcompensate for the apparent limitations of the medium leading to hyper personal interactions, as appose to Face to Face communication. This can result with more people interacting via social media and social networks as us humans tend to do what pleases us most.

Social Media is a very active and fast-moving domain. What may be up-to-date today could have disappeared from the virtual landscape tomorrow. It is therefore crucial for ﬁrms to have a set of guidelines that can be applied to any form of Social Media, whether they are part of the aforementioned list or not, Andreas M. Kaplan (2010). On another note social media sites such as Facebook and other social networks has allowed business to expand and grow severely over time. For business to expand and grow throughout different cities and countries they would have had to have used a vast range of social networks such as Facebook, Twitter, Skype, Facetime and Emails. These social media sites and social networks would have allowed business to advertise and communicate with each other in order to stay successful and co - operate with each other on order to keep business running smoothly and efficiently. It is because of sites and social networks such as these that business are able to expand and grow with success and with minimal complications giving the accessibility these social media sites and social networks allow us to have. In conjunction with this however, social media sites and social networks do cause social isolation, although it may be effective for work efficiency it does still however effect the social interactions that work colleges are entitled to or wish to have as it is said, a friendly, social and enjoyable work environment does indeed lead to efficient, effective and more quality work. That being said though, social media and social networks dos indeed substitute for time being spent in real life in the work place as it does help expand business.

Online contexts also allow users to interact with much larger numbers of people than offline contexts. Thus, it is possible that the opportunity to interact with a variety of people, in a potentially less personal way, may provide fewer opportunities for more intimate interactions and consequently interfere with the development of close connections Stephanie M. Reich (2012). Many studies have been done over time on the effect of social media and social networks in young adults and college students. Although precise data regarding usage are not available, survey data suggest that upwards of 90 percent of undergraduates use Facebook (Lampe et al., 2008). During these studies different authors were evaluating different circumstances. Ellison et al. (2011) concluded teens becoming adults such as college students can be very experimental with their identities thus leading to the conclusion that emerging adults could possibly benefit from a larger more heterogeneous network that Facebook provides. In conjunction with this Stephanie M. Reich (2012) study is also relatively in favour of teens and adolescents engaging on social media and social networking sites concluding in a more positive way suggesting that adolescents who spend time online and participate in online interactions are causing less conflicting harm to themselves by not engaging in dangerous behaviours. It was tested that the online interactions with adolescents are with others known from offline contexts.

In conclusion after many debates and extensive research the question still stands. Can interactions on social media sites such as Facebook substitute for time spent with friends, family, workplace and other social networks in real life? Humans of all ages as well as adolescents in particular use social media and social networks as a form of support to develop intimacy and a connection with others and also to engage with while at the same time not needing to worry about the distraction of demographic and nonverbal cues that distract us when encountering face to face communication thus making interacting with each other more easier. Business now days need social media and social networks to stay on top of other rising competition business, for business social media and social networks has become a major role in the susses and striving of local and national business, it has now become a necessity. So in the end can interactions on social media sites such as Facebook substitute for time spent with friends, family, workplace and other social networks in real life? We can all agree some discussions and conversations are just not meant to be had over social media networks. All though it seems to be convincing that it indeed does, it is also an important yet unvoiced fact that all social interactions via social media and social networks is only an expansion from the originated face to face communication.

References

Andreas M. Kaplan, Michael Haenlein 2010, Users of the world, unite! *The challenges and opportunities of Social Media.* 53, 59—68.

Bradley M. Okdie, Rosanna E. Guadagno (2011) Getting to know you. *Face-to-face versus online interactions.* 54, 153–154.

Lampe C, Ellison N and Steinfield C (2008) Changes in use and perception of Facebook. In *Proceedings of the 2008 Conference on Computer-supported Cooperative Work.* New York: ACM, 721–730.

Nicole B. Ellison, Charles Steinfield and Cliff Lampe (2011). Connection Strategies. *Social Capital Implications of Facebook-enabled Communication Practices.* 17, 1-21

Stephanie M. Reich. Kaveri Subrahmanyam (2012) Friending, IMing, and Hanging Out Face-to-Face: *Overlap in Adolescents’ Online and Offline Social Networks.* Vol. 48, No. 2, 356–368

Tidwell, L. C., & Walther, J. B. (2002). Computer-mediated communication effects on

disclosure, impressions, and interpersonal evaluations. *Human Communication*

*Research*, 3, 317–348.