

Social Media's Impression on Interpersonal Communication in People

Gaurav Kalra & Heena Wadhwa

Chitkara University Institute of Engineering and Technology Chitkara University, Punjab, India

Chitkara University Institute of Engineering and Technology Chitkara University, Punjab, India

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*Corresponding author

Email:

heenakapila26@gmail.com

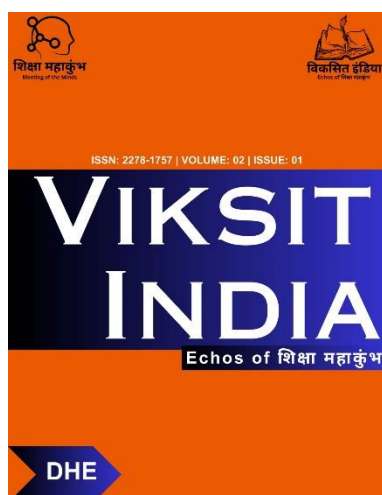
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Abstract

These days social media play an important role in the life of every individual. These social media usages are having a great impact on the life of the people as they are very popular and are providing a way more adaptive lifestyle to today's people. Social Media these days has changed the way people interact, connect, respond and socialize among themselves. Because of the presence of various social applications and websites, social media has transformed an inseparable part of life of today's society. It is giving the user a variety of platforms for networking that are delivered by developers and which gives end user a much-excited feeling of belongingness through the text, video and audio streams. Because of this the average time spent on social media or social sites have been increased drastically in the past few years as people are always much attentive to what is happening in the world of phone rather than what is happening with them. Because of that the people these days are getting lack of interest for the physical activities and become less motivated to engage in outdoor activities and less engaged in acquiring new information. This study's one and only goal is to identify the issue with interpersonal communication which can affect the quality of life and enhance social awareness. This study includes an investigation of how to identify social media's crucial influence in the way people live today. Today's generation has lost interest in engaging in new learning activities and participating in outdoor activities.

Keywords: Social Media, Communication, Human Behavior, Interpersonal Communication.

Introduction

In a lay man language for easy understanding of things social media is a platform where we can share our ideas, thoughts, information through mobile phone network and computers in our community. Through Internet the other person gets the instant communication via any software which we are using. Many types of content are Audio, Videos, Documents, Photographs. On Social media user engages to each other via Mobile, Tablet, Desktop, Laptops etc.

Social Media is the only tool that allow the people from different community, group, age, religion to connect with each other via a virtual network or a virtual community. Some people on social media usually mask their identity and prove to an imaginary person which is the laying image of person in the mind. This is the only reason social media become so much pervasive today. This is the reason why the nature of social media is keeping on a change. In earlier days social media was developed to have interaction between the family, friend, relatives i.e., in a small group but later on the social media evolved to such a popular stage that the business now taking its advantage to reach the maximum number of customers as social media is having immense power that anyone can connect with anyone on the earth with as many people as we want.

The everyday usage of social media is rising all around the world. For instance, everyone has a Facebook account because of the social networking sites' phenomenal surge in popularity. Facebook offers a variety of services, including the ability to add friends, leave comments on other people's status updates, and send messages. Additionally, Facebook allows users to reconnect with long-lost classmates and pals from their youth.

Human behavior is everything a person does and goes through over their lifetime. It is taken into account as the behavior and attitude people exhibit on a daily basis. Many environmental influences have an impact on how people behave. It could alter their perspective or how they feel about a given thing or circumstance. The everyday attitudes have a big impact on how people behave.

The study which we are doing on social media is important because of its usage in the current scenario is massive and is growing day on day. Social media these days have become a symbol of wealth and power, the more the connection, followers, reaches you have the more you will be an influencer in the lives of other persons with whom you are connected. If you are not able to maintain that you go in a level of low self-esteem. The users of the social networking sites are

learning how to promote themselves by using their account so it then is crucial to comprehend that how social media is affecting the human interpersonal communication. The study which we are doing on social media is important because of its usage in the current scenario is massive and is growing day on day. Social media these days have become a symbol of wealth and power, the more the connection, followers, reaches you have the more you will be an influencer in the lives of other persons with whom you are connected. If you are not able to maintain that you go in a level of low self-esteem. The users of the social networking sites are learning how to promote themselves by using their account so it then is crucial to comprehend that how social media is affecting the human interpersonal communication. In Section ii, existing study will be discussed by author. The section iii, will be focusing on the question asking for people that what according to them are the pros and cons of social media on social behavior. These questions will be answered using the Likert Scale method. Each item in the survey will have a rating range from 1 to 5, allowing students to express their opinions. For scale 5, the answer will be a resounding "yes," whereas for scale 1, the answer will be a resounding "no." The question regarding their opinions on the negative element will be covered in the fourth and final section.

Related Work

According to a study done by Al-Sharqi research [10]. It looked at how students from arts and science stream looking at social media's influence on behavior differently and similarly, according to Al-Sharqi. Finding out how students feel about the benefits and drawbacks of social media is the aim of the study. According to this study, social media helps students interact with others and their communities, break the monotony and dullness of daily life, and develop their capacity for being open-minded. Additionally, social media has two unusual influences on each student group's behavior While the arts students place a strong emphasis on freedom of speech, The scientific students care about respecting others' viewpoints. This social behavior influence is significant since it offers the pupils several advantages. Additionally, social media has a harmful effect on pupils. The main problem for this is that kids are becoming less engaged because of social media. After this social media has a payoff on small children are been exposed to bad ideas which in turn decrease their productivity and detract them from every day's activities. Students who spend a lot of time on social networking sites also develop a lack of social skills and cognitive dullness.

According to the Romero's research [11], It revealed that social media's impact on university lectures and students' performances, judgement, regular communication, engagement, trust level, and leadership impact. Studies found that college students use social media more for branding, advertising, and public relations. The social network users made better and more informed use of social media technologies. Despite the openness being advocated, a medium to low connection was identified. Social media has an impact on how students behave while interacting and communicating with faculty or staff. The connection between students and instructors has altered as a result of technology.

According to Chris [3], the study looked at how social media affects college students' study habits. This survey

claims that many students waste crucial study time on social media, especially Facebook and WhatsApp, both before and after class. Although this study indicated that social media is beneficial for students' study habits, especially during the day, it is also an addiction that interferes with their capacity to revise at night. These results also demonstrated that students lacked the self-control to avoid using social media during study time, especially at night. The students' revision practices have been impacted by social media, and as a result, they now choose to use social media at night rather than study.

As per Gilani's study [9] it is revealed how social media sites might affect young people's mindsets. According to one study, social networking sites have both positive and negative effects on young people. Social media is heavily used by young people. The study discovered that young people's constructive media use impacts their social awareness and enhances a number of skills, including their capacity for online communication and language learning.

The study also discovered that excessive usage of social media in computer labs or on students' personal devices had an impact on their study and learning habits. Most pupils find it difficult to concentrate on their studies in class. The speaker's lectures and exercises are frequently ignored by the audience. The speaker's lectures and exercises are frequently ignored by the audience. They commonly use social media sites like Facebook, Instagram, and Twitter to communicate, leave comments, or even share videos. This has affected how they act in a learning environment. The unappealing and immoral images, videos, or contacts that young people encounter on social media platforms have an adverse effect on their quality of life. They begin disseminating useless information or posting images that are offensive to the dignity of the country and its international relationships.

According to another study [12-14], a Sponsor study looked at how social media affects college students' communication and self-image. The survey found that 50% of the participating students believed social networking sites had a significant impact on their self-esteem, while the other 50% said it had neither a positive nor negative impact. The students prefer face-to-face interactions to those conducted online. They also found that social media had an impact on students' behavior. Every day, the lurking behavior gets worse. The kids prefer to look at other people's lifestyles and converse with them, even if they don't know them, rather than going out and meeting new friends. This may imply that the opinions of other users will affect how pupils perceive themselves. In addition, this study discovered that college students' social media friend counts may have an impact on their perceptions of themselves. It was discovered that the majority of college students have between 300 and 600 friends listed on their accounts, but that figure is growing daily. Social media platforms have developed a new form of communication, but they also impact how people view themselves.

Expression for Problems

Despite the advantages and convenience of social media, its overuse and broad usage will stifle the closeness and affectionate communication that are at the core of human interaction.

This study aims to uncover possible issues with the

communication issue brought on by an over-reliance on social media. People routinely take such initiatives for granted and dismiss them as commonplace because they are useless. People should be aware of to reduce any negative effect that social media is creating or may have on them.

A: What social media's detrimental effects on human behavior

Humans may live a more modern and easier lifestyle thanks to social networking. It enables individuals to maintain contact with their peer, friends, siblings, immediate family in a very comfortable way. People are using social media more often, which is progressively creating certain issues. Every day, people spend a lot of time and attention on social networking sites. The amount of interpersonal interaction has dropped. Will the use of these new technologies eventually replace in-person interactions? Face-to-face communication may make a lot of individuals uncomfortable. Social media use among people indicates that they rely on it excessively. People need to start thinking about this issue since it is so important. In addition, many individuals engage in cyberbullying on social media. Cyberbullying affects many individuals, especially children who are the main target of the offenders. Children's minds can be severely scarred by the destruction of these cyberattacks.

B: How is social media changing the behavior and habits of human being?

The importance of social media in daily life has increased. In several aspects, it has proven successful. It has been used to maintain and develop current offline relationships to use social media sites like Facebook and Twitter. Some people's daily routines are being affected by social networking. Workplace productivity may deteriorate as a result of excessive social media use. Even someone with excellent job productivity can become less productive over time. They spend time on social media for fun or to chat with friends rather than paying attention to their line of work. Our views, feelings, health, relationships, conduct, politics, and much more were influenced by social media. Human activity has the power to alter human behavior, beliefs, and even the fundamental health of individuals. Human behavior and emotional state will be reflected in the activities or movements they do. People must be aware of how social media affects both society and their way of life.

C: Dependency on Social Media Sites

People frequently utilize social media platforms to engage and meet their requirements. Many individuals utilize social media to support and sustain their familial or friend relationships. The excessive use of social media, however, has had a drastic detrimental influence on individuals. Some individuals use WhatsApp or Facebook every single second/minute, even when they are crossing the lanes [14]. Regular Facebook use can cause addiction and have an impact on a student's daily life.

During working hours, while driving or eating lunch, many individuals use their mobile devices to access the internet and utilize social media. Social media addiction becomes a severe problem. Many individuals struggle to limit how much time they spend on social media [15]. The majority of them utilize it as a form of amusement or to communicate with their pals. Due to the fact that technology is always improving, the issue of social media addiction won't go

away. Future developments in social media will see the introduction of more and better applications.

D: Technology involvement in social media

There are numerous technology parameters are there which are handling these social media such as cloud computing, blockchain, and machine learning algorithm [16][17].

Blockchain functions on a distributed network of nodes without a central authority since it is naturally decentralized. This can allay worries about censorship, privacy, and data ownership. Social media systems built on blockchain can be more resistant to outages and assaults by doing away with the requirement for a central server. Moreover, the growth and success of social media platforms would not be possible without the capabilities provided by cloud computing.

Social media networks see unpredicted spikes in user activity during certain events. Through the use of cloud computing, these platforms can grow their infrastructure effectively and fast to manage rising demand, resulting in seamless user experiences without the need for significant hardware investments.

Social media and everyday life have been profoundly affected by technology, which has changed how people interact, communicate, and exchange information.

Proposed Approach

An initial pilot project will be suggested in this study. The research suggested combining primary and secondary data sources. The secondary data came from the analysis of the literature, which is covered in Section 2. Questionnaires will be used to gather the main data.

To determine the impact of social media on person's interpersonal communication we can do a survey in which can check the behavior of people that how they are reacting to influence of social media and how the social media is having a good or a bad influence on their behavior. We have targeted the students from the North India region, we have carried out the survey in Private and Public Universities. The target audience for the survey is young people which are the most vulnerable age of social media and age is ranging from 18 to 28 years. Google forms are in English language. There will be four sections in the questionnaire and the students who will be filling up this are required reply to each typical demographic questions and they have to reply regarding their gender and age and course of study in the first section. In the next section the question is of multiple-choice and the text-based inquiry also the people will be asked that how frequently they are using social media and how frequently they are using the internet. There will also be some more questions details about which kind of social media are they regularly using and what are their goals for utilizing. In the next section there will be check box. In this people can click on the relevant check box and they can also pick more than one response as well to any of the question. People will also be questioned that usually that how much time they typically spend on social media. There is one analysis of spending time on social media which is represented in fig. 1. Where X-axis represented as minute and Y-axis represented as different social media. It is clear from the study that people are spending more time on social media being as blogger and spending less time on professional platform.

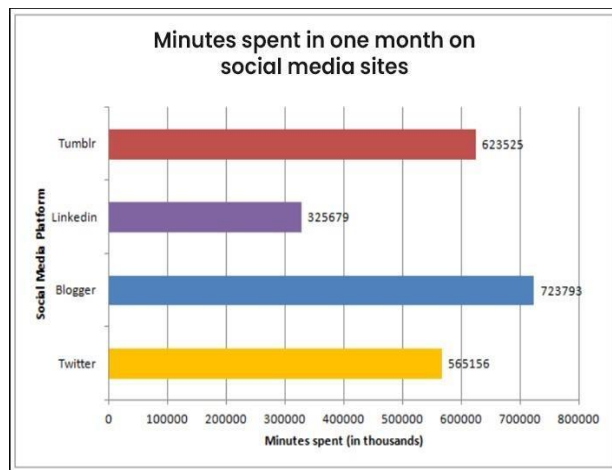


Fig. 1: Analysis of spending time on social media

Conclusion

The study which we have analyzed different in this part have done by the numerous scholars in field of social media and is just a representation of current issues of social media. However, it is believed that the above techniques if used properly can offer us great ideas of how we can as individuals use social media and compare both its negative and positive effects on our Interpersonal Communication.

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