Literature review Paper

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The current social networking popularity has been cited in various recently published articles and studies. In this, I will discuss how social media have affected interpersonal communication by changing the way that people interact with one another both negatively and positively. Social media has become the largest platform for communication worldwide and changing interpersonal relationship and communication. The social media effects interpersonal relationships in a way that people communicates and build face to face relationships. If the trend of online communication and interactivity continues to grow rapidly then in future the interpersonal relations and face to face human interaction will diminish. There is a perception that individuals are happier as they are connected with many people but it is demonstrated in different studies that those people who are more active socially (off-line) are happier and have greater life satisfaction and psychological wellbeing. In the last few decades use of social media have grown exponentially and also changed the way people communicate with each other. Facebook is one of the most used online media platforms and has great potential for impacting the interpersonal communication of young people. In this review, the relationship between social media use and impact on our day-to-day interpersonal communication interactions are seen.

This review is important because the trend of social media use is increasing rapidly. The social media was created with the underlying theme of sociability. The users of social media networking sites can learn how to optimize self-presentation through their profiles. Therefore, it is very important to understand the social media effect on interpersonal communication. This review is also significant because it provides a proper way for people to use social media and to determine the negative and positive effect of social media on interpersonal communications (Bala, 2014)

Technology advancement has resulted in people participating in virtual opportunities that are not available previously and being able to access to a wealth of information The use of cellphones and computers allowed its users to participate in a world of social networking. Social media emerged as the most important tool for different kinds of communications that are equipped with an ability to mould opinion, share knowledge and connecting communities and individuals. Social media is referred to as a mean of interaction among different people where they create and share ideas in virtual networks and communities. In other words, social media is described as a collection of internet-based applications built on the foundation of technology and ideology which allows the sharing and creation of user-generated content (Fan, Deng, Dong, Lin, & Wang, 2019).

 Social media also introduces persuasive and substantial changes to communication between communities, organizations and individuals. Many studies have conducted which stated that there are no other media which becomes so common in a short duration like social media. It is demonstrated in different studies that users of the internet spend more time on social media websites than any other type of sites. In the United States, it is found that total time that is spent on social media across mobile devices and computers increased to 121.0 billion minutes in 2012 as compared to 87 billion minutes in 2011. According to different studies, it is found that in the United States Facebook is one of the main methods of communication by college students.

Neilson in his study stated that global consumers spend approximately 6 hours on social networking sites. Erik Qualman in his book “Social Media Revolution" stated that almost 93% of the businesses use social networking sites especially Facebook for marketing. Some universities and colleges such as Stamford, Columbia, Johns Hopkins and Harvard have also introduced different classes on social media. Communication history has shown that whenever some new communication medium is invented it affects the pattern of communication in society (Way & Malvini Redden, 2017). In the last few years, social media has become a vital tool for self-presentation and self-expression. Whatever people think interesting they are communicating it to other people whether it’s a birthday party, outing, marriage and even shopping. People want to show as they are living a great life which is opposite to reality. They keep on posting their edited pictures and surrounding. This desire for high living is leading towards peer pressure. It is found in different studies that the desire of checking and posting comments is making young people addicted towards use of social media. The affordability and presence of social media are also catalyzing this addiction. When some individual finds that other people are so happy on Instagram or Facebook then he/ she consider his or her life miserable. This fake satisfaction and happiness depiction reminds of the 16th century “Vanity Fair” which portrays jealous or envy or at many times fake pride.

In another study, it is demonstrated that social media was developed mainly for the purpose of social interaction. Social media has make communication cheaper and faster. This feature of society which appears to be useful is now becoming problematic in interpersonal communication. All the time individuals are virtually connected by a status update on different social media sites. Most of time people are so much involved in virtual communication that they don’t get any time to talk to people who are present in their physical surrounding. Social media have created a world of over-communication where people are living with fake intimacies and identities. Individuals who do not use social media due to lack of disinterest knowledge find themselves usually alienated.

 It is found in different studies that social media is not only affecting the quality and quantity of interpersonal communication but also the language kind we use in our formal and informal written communication. It is demonstrated in one study that due to posting message in limited character, people have innovated different acronyms. This affects the young generation language in many different ways. It is found that most of the students have started using different types of acronyms in exams and most of them have even unable to remember actual words for these acronyms(Zhao, 2017).

In another study, it was found that with the social media development people who previously have few friends now having more than 100 friends. The information which is shared within the inner circle now disclose immediately. Previously the relationships usually kept in secrecy and breakups were having silence tone. But with the change in time individuals have started communicating on social media that commitment is finished even the Facebook itself. Previously all these things were considered as a humiliation and people mostly hide all these types of stuff but now people announce them on social media especially Facebook. It is demonstrated in one study that interpersonal communication concept is becoming fade as most of the people have created so many Facebook groups. Everything can be communicated among all the members of the group. Many studies have been conducted in which it is found that young adults are more expected to engage themselves in online communication instead of face to face interactions.

Although social media have affected the interpersonal communication negatively it has some advantages as well such as it allows family members to stay connected especially those who are dispersed geographically and it helps in supporting long-distance family relationships. s. Interpersonal communication is a transactional and distinctive form of human conversations(Trepte & Reinecke, 2011). One of the negative consequences of social media is a lack of privacy. It can also be argued that the use of social media has affected people communication. People now use shorter sentence and paragraphs and also neglect the correct use of grammar. Abbreviations are used more commonly and most of the people who communicate via text message and social media do not spell things correctly. A study was conducted by Emily Dragos in which it was demonstrated that rapid expansion of the use of social media has immersed people in a digital world by keeping them away from the real world. It is also stated in this article that most of the restaurants in Los Angeles have banned the use of mobile devices so that customers can enjoy both their company and meal.

Many of the studies were conducted among young adults, therefore, results cannot be generalized to whole communities. Most of the studies focus on the negative affects which social media have on interpersonal communication. There are some positive aspects as well such as it removes all the interaction and communication barriers and people can communicate their thoughts and perceptions on various topic. Experts and student can share and communicate with likeminded people and can also ask for expert opinions on some particular topic. Many families are forming family pages on different social media websites where they share their family pictures and keep in touch with each other. It is found in one study that older people encouraged to go online to connect with their children. Social media also helps to stay in touch with old friends and more than 40% of the users of social media use these sites to make new friends. Social media provides people with more convenient and advanced lifestyle. It allows them to have a comfortable and convenient way to stay connected with friends, parents and sibling. It is not found in previous studies that what are an effect of social media on interpersonal communication in males and female? this comparison will help to determine whether males or females are more affected. Previously very few studies have been conducted which have demonstrated the strategies that can be used to prevent the negative effect of social media on interpersonal communication. There is a need to conduct more studies on the impact of social media on interpersonal communication so that results can be generalized to whole communities.

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