

Effect of Social Media on Human Interpersonal Communication: A Review

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Abstract

Nowadays, social media sites have become very popular and provide more convenient lifestyle to the people today. It has modernized the way people connect, interact and socialize with each other. Due to proliferate of social websites and applications, social media has become an indispensable part of life with the increase in complexities of contemporary times. Besides, the variety of social networking platforms delivered by developers gives end user most likely to facilitate communication by sharing through text, video and audio streams. As a matter of fact, the diversity of entertainments in social media sites might cause an individual over spending time on the computer or smartphone. These circumstances show that people might physically become inactive to learn new knowledge and lack of interest to go for outdoor activities. The main purpose of this study is to find out the communication problem among people. This study entails the investigation to discover social media is playing a key role in human' current lifestyle.

Keywords: Social media, human communication, interpersonal communication

1. Introduction

Social media is a computer-mediated tool that having many features and characteristics. It allows people to communicate and connect with each other by texting, sharing or exchanging information, images or video in a virtual communities and network. The social fabric of the society has been impact by the social media as social media become pervasive today. The nature of social relationship is keep changing. It is near-ubiquitous that teens and young adults are using internet nowadays [1].

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Around the world, the daily usage rate of social media is increasing. For example, everyone owns a Facebook account due to the extremely popular growth of the social networking sites. There are many features provided by Facebook such as it allows them to add friends, comment on others' status and send messages [2]. Moreover, users able to reconnect with their long lost schoolmates and childhood friends by using Facebook.

Human behaviour is the action and experience throughout a human entire lifetime. It is considered as the way they act and the attitude they perform daily. A lot of environment factors can affect the human behaviour. It may change their mind or reflection to a certain object or a specific situation. Human behaviour is greatly influenced by the attitudes on a daily basis.

People use social media for many purposes such as to search for information or to share interesting pictures and videos. However, there are several studies mentioned that social media had influenced human behaviour. Social media can sway human decision-making as well as behaviour. They use social media to connect with their family and friends. A simple post or status may give them a huge impact. The comments or feedback on social media may also influence the behaviour of the people. What are the consequences on millions of users providing and receiving feedback, influencing and being influenced? [3] The decision-making or action made by them afterwards will reflect on how they think of the post and feedback.

This study is important because the trend of using social media in the society is remaining arise. The form of social media is known as an underlying theme for sociability [4]. The self-esteem will affect the communication skills of a person. Social networking sites' users are able to learn how to optimize their self-presentation through their profiles which has been proposed in a research by Ellison et al. [5]. Therefore, it is important to understand the effect of social media on human interpersonal communication.

2. Existing Works

A study by Sponsil [4], investigated the consequence of social media on communication and self-concept of college students. In their study, they found that 50% of the students believe that social media websites affect their self-esteem positively and 50% believe neither positively nor negatively. The students prefer face-to-face communication more than using social media sites. They also found that social media has affected students behaviour. The lurking behaviour is increasing from day to day. The students prefer to look at other individual's lifestyle even they may not know and talk to the person before, rather than go out and meet new friends. This may give inferences that the comments from other users will influence students' self-concept. Besides, this study also found that the number of friends that college students had on their social media accounts may affect their self-concept. It found that most of the college students have about 300 to 600 friends in their account but the number of their friends are increasing day by day. Social media sites have created a new way of communication but also affect individual's self-concept [4].

A research by Gilani et al. [6] found out the influence of social media sites in altering youngsters' mind-set. This study found that social networking sites brings positive and also negative impact to youth. First of all, youth is highly involved in social media. The researcher found that the positive use of social media by youth may influence their mind-set of socio-political awareness and enhance different skills such as develop online communication skills or increase language proficiency. This research also found that the extreme use of social media in educational computer labs affects their study and

learning behaviour. Majority of the students unable to focus on their study during the class [6]. They tend to ignore the activities and tutorials that distributed by the lecturer. They often utilize the facility of internet in chatting, commenting or even sharing video on social networking websites such as Facebook, Instagram and Twitter. This has influenced their behaviour on the education field. The negative and unethical images, video or links on social media sites also affects the youth life. They start to share useless information or posting images that detrimental foreign relationship of country and national dignity [6].

According to Al-Sharqi et al. [7], their research investigated the differences and similarities of Arts and Science students' perceptions of social media impact on social behaviour. The purpose of the research is to find out the students' perception towards the advantage and disadvantage of social media. This study determine that the social media makes students able to learn about people's different thinking styles, connect to others and communities, alleviate feeling of routine and boredom, and improve ability to be open-minded. Besides, there are two uncommon factors that social media affect the behaviour of each group of students [7]. The Science students are having interest to respect other people's opinion while the Arts students emphasize freedom of expression. This impact on the social behaviour is important because it brings a lot of benefits to the students. Furthermore, the social media also brings negative impact to the students. The most common concerns are social media makes students become physically inactive. After that, social media affects the students to expose negative ideas and cause unproductivity and distraction from daily routine activity. Students also become less sociable and mentally dull due to wasting a lot of time on social networking sites [7].

A study by Chris [8] examined on how the study habits of undergraduate students being influenced by social media. This study discovered that many students consumed their quality time on social media especially Facebook and WhatsApp even during their lecture hours. This research concluded that social media is both supportive to the students' study habits particularly during day time but at the same time its addiction at night hours affect their revision time negatively [8]. These findings also showed that students were unable to exercise self-control over the interference of social media to their revision particularly at night. Social media had affected the students' revision habits which made them prefer to engage in social media during night time rather than doing revision.

A finding by Romero et al. [9] showed that the effects of social media in universities can affect students and lecturers' performance, decision making, communication, engagement, trust and leadership. The researchers found that social media used by universities students are more on public relation, branding and advertising. The social network users utilized social media tools in a more informational and useful way. The relationship found is medium to low despite the transparency has been promoted. The social media affects behaviour of students in interaction and communication with teachers or staffs. With the use of technology, the relationship among students and lecturers has changed [9].

3. Problem Statements

Despite of the benefits and convenience of social media, the widespread and prevalent use and over-reliance of social media would dampen an essence of communication among people in terms of affection and intimacy.

This study intends to dig out potential problems on the communication problem

caused by excessive dependence of social media. Such initiative is simply get neglected as people habitually take that for granted and treat that ineffective as a mundane. People should have aware of and take initiative to mitigate the negative impact of social media that may bring to them.

a. Negative impact of social media on human behaviour

Social media provides human a more advanced and convenient lifestyle. It allows them to have a convenience and comfortable way to stay connect with their parents, friends or siblings. As the social media become more widely used by people, some problems are slowly generated. People spend many time and attentions on social networking sites every day. The interaction between human has been decreased. Will these new technologies ultimately diminish face-to-face communication? [10] A lot of people become uncomfortable with face-to-face communication. People shows that they are over rely on using social media to communicate with each other. This is a serious problem that people need to start to think about it. Besides, a lot of people also use social media to conduct cyber bully. A lot of people become the victim of cyber bully especially kids who are the primary target of perpetrators. The devastation of these online attacks can leave deep mental scars for kids [11].

b. Social media changes human behaviour and habits

Social media have become an important part of human life. It has proven to be prosperous in variety ways. The purpose to maintain existing offline relationships or solidify offline connection have used by social media sites such as Facebook or Twitter [12]. Some people habits are changing slowly because of social media. The work productivity may reduce due to the over spending time on social media. A high work productivity person may become a low work productivity employee. They spend time on social media just to have their entertainment or chat with their friends rather than focus on their works. Our ideas, emotions, health, relationships, behaviour, politics and much more had influenced by social media [13]. Human behaviours, beliefs and even the basic health of people can be changed due to human's action. The actions or moves taken by human will reflect their emotional and behaviour. It is crucial for people to know how the social media changes their lifestyle and the society.

c. Addiction to the social media sites

Social media sites are being widely used by people in fulfilling their needs and interaction. A lot of people use social media to facilitate and maintain the friendship or the relationship with the family. However, the over spending time on social media has caused a lot of negative impact to people. Some people update Facebook or use WhatsApp for every single minutes even during they are crossing the roadside. The frequent use of Facebook could cause addiction towards the site and influence students' daily life at large [14]. Many people use their mobile phone connect to the internet and use social media sites during working hour, driving on the road or having lunch. The addiction to the social media sites becomes serious. A lot of people cannot control themselves to spend the time on social media. Most of them use it for the purpose of entertainment or interact with their friends.

The problem of addiction to social media is not going to reduce due to the technologies are keep enhancing from time to time. There will be more and more social media sites and better apps being introduced in the future.

4. Proposed Methodology

In this study, initial pilot project will be proposed. The study proposed to use both primary and secondary sources of data. The secondary data were from the literature review as described in Section 2. The primary data will be collected through questionnaires. A survey will be conducted to determine the result of the effect of social media on human interpersonal communication. Based on the result, people can know whether the social media brings them whether positive or negative effects. The target audiences of the survey are students from Malaysia private and public universities. The main technology used to conduct in this survey will be the Google Form. The survey will randomly select the universities students and they will be asked to fill up the form. The target students represented a homogeneous mix which is male and female, and the age range will be from 18 to 28 years old. The language use for the survey will be in English Language.

The questionnaire will be divided into four parts. In the first part, students will be requested to respond to a general and demographic questions about their gender, age and course programme. The type of the question is multiple choices and text based. Respondents will also be asked about their level of association with the Internet and the social media usage. The second part will provide more specific questions on the type of social media that they frequently use and the purpose of using the social media. These questions will be designed in checked box type. Students can select several answers for each question by checking the check box provided. They will also be needed to answer the duration of attending the social media every day.

Furthermore, the third part will be focused on the question related to respondents' perspectives on the benefits or advantages and disadvantages of social media on social behaviour. The Likert Scale answering type will be used on these questions. The survey will provide 1 to 5 scale for each question to rate based on students' opinion. For scale 5 will strongly agree to the question while for scale 1 will strongly disagree. Lastly, the fourth part will address the question on their views on the negative aspect.

5. Conclusion

This paper discussed an overview of existing social media problems, and reviewed various existing studies that have been done by various researchers in the social media area.

However, the proposed methodology is believed that able to provide a proper way for human to use social media and to examine the positive and negative effect of the social media on human interpersonal communication.

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