Impact of New Media on Interpersonal Communication Patterns

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Abstract: Interpersonal communication denotes an exchange of information between at least two individuals, carried out in order to coordinate thinking, behavior, or specific action between the communication partners. In Digital Era, Technology Mediated Communication (TMC) is literally altering the process of interpersonal communication and evolving a new way of mediation by which people attempt to understand one another both verbally and nonverbally. It's very rare to look around and not see people texting, processing their email, or checking their Facebook status using smart phones, laptops, or iPads and in some of the most unusual places. This study is an attempt to analyse the relational closeness and does self-disclosure of new media create gap inrelational closeness, additionally the study tries to explore the space given for interpersonal communication among urban families.

Keywords: Interpersonal Communication, Digital Era, Relational Closeness, New media

I. INTRODUCTION

Today's youth are being influenced massively by new and powerful resources. Social Media have flourished in the age of the Internet. It offers a way to keep in touch with new and old friends, network, follow brands and companies, and offers a mini biography of each user's life. The adoption of the mobile phone by young people has been a global phenomenon in recent years. It is now an integral part of adolescents' daily lives and is for the majority, the most popular form of electronic communication. In fact, the mobile phone has turned from a technological tool to a social tool (Campbell, 2005)

As a result of the rapid developments in computer science, communication technologies and networking, the number of people who use social network sites has increased sharply in recent years. Social network sites are playing an important part in human beings' existence and more than a billion of people are connected to them in their daily life (Salgur, 2016) at the same time the personal family bonding and time spent inside home with family members have drastically dilapidated. Computer Mediated Communication (CMC) is literally altering the norms of communication and interpersonal interaction and creating a new system of messages by which people attempt to understand one another both verbally and nonverbally.

Lawrence Erlbaum, states communication is an interactive process. "Interaction means that both parties--persons or entities--can affect the other. In this way, both parties are senders and receivers. They are also co-persuaders in that they may take turns trying to affect one another by sharing symbols." (Kibe NP, 2014)

One of the hottest areas of interpersonal communication research is how technology is influencing our interpersonal communication and how our interpersonal communication is influencing the development of technologies.

There is a strong generation gap and digital dividend in families, which has changed the pattern of interpersonal communication. Interpersonal Communication is always considered as the best form of communication and which cancreate bonding among human being are shifting towards digital oriented communication and face-to-face communication is gradually vanishing.It's very rare to look around and not to see people texting, processing their email, or checking their Facebook status using smart phones, laptops, or iPads and in some of the most unusual places, especially at household.

New media technologies are having a major impact on society as a whole. The integration of such technologies into social settings within society, such as the household, is having a major influence on social interaction between individuals. It is evident from existing literature that new media technologies impact on the social interaction within households in many different ways. On the other hand, new media technologies within a household can lead to a growing privatization within family life, with individuals increasingly using technology independently rather than collectively (Grath, 2012).

For that reason, I set out to investigate the research question; is there any 'relational closeness' because of new media and does self-disclosure on new media create gap in relational closeness, additionally the study tried to explore the space given for interpersonal communication among urban families.

II. METHODOLOGY

A survey was conducted among 100 teenagers from two different colleges. The sample chosen was in the age group of 18 – 30 from Bangalore Urban Setup. The s survey questions were framed based on how teen spend time with family members. The relational closeness and does self-disclosure on new media create gap in relational closeness and lastly the study tries to explore the space given for interpersonal communication among urban families. They were alsoasked about their dependence on social media; hobbies, family relation, and addiction to social networking sites to better understand if social media has a negative impact on interpersonal communication. Simple random sampling was adopted in the study.The samples were shortlisted based on a pre-condition one who were living with their family can answer the questionnaire.

Findings

Table-1: Socio-Demographic status of respondents

Gender	Total No. of Respondents	Percentage	Age Group	Percentage	Education	Percentage
Male	55	55%	18 - 21	42%	UG	63%
Female	45	45%	21 - 24	58%	PG	37%
The respondent stay with		**Percentage**				
Siblings		84%	**All 100% stay at Residence**			
Siblings Living away from home		21%				
Parents away from home		6%				

The researcher chooses all 100 respondents from two private colleges from Bangalore. The selected sample was gender balanced and majority was in the age group of 21-24. All were students. 84% had siblings, 21% had siblings who were away from home and 6% parents were away from home. Which indicates majority respondents had company at home.

Table-2: Internet and Social Media use

Social networking sits/app	Percentage
Facebook	99%
Whatsapp	93%
Al other Networking Sites	38%

It was very evident and all chosen samples (99 respondents) declared they are fond of social networking sites; they peep into their social media accounts whenever new notification appears, no matter whether they are having their meal or engaged with their busy schedule. The minimum time spent time on new media was 4hours. All the respondents had Facebook, Whatsapp which was used day long. It was noted that the respondents used the new media after college. 62% opinions they were active till 11pm and some went beyond 1pm who were 38%.

Table-3: Perceptions and usage of SNS impacts upon their household and relationships

Time spent with family	Percentage
Love spending Time in room	41%
Time spent using networking sites at home	68%
Love spending time with family and SNS	79%
Love sending time with family	89%
Interaction with parents/ Sibling	79%
Interaction with parents/ Sibling on SNS	85%
Family Whatsapp Group	42%
Regular updates on the Family groups	75%
Interaction with Siblings/Parents- avg time spent without New Media	30 – 70 Min
Interaction with Siblings/Parents- avg time spent without New Media	2- 3 Hrs
New media do not create gaps in relationship	100%

Perceptions and usage of SNS impacts on households and relationships is need of the hour. The known fact is proved again SNS is popular at home also among teenagers. 41% of the teens love spending time at their personal living space, 68% of respondents opine they spend more time on New media but equally the importance is given for family. There is a balance and an organized approach among teen. Thefindings stated family groups are active and strong interaction takes place but still interpersonal communication is popular. Interestingly respondents also stated that new media donot create any gaps in relationship instead it bridges the gap.

CONCLUSION

Social media has turned out to be an inevitable part of our life. As technology gets advanced, people are bound to run along. The study clearly states that Interpersonal communication among urban families exists strongly.

The study observed that:

1. The majority of respondents indicated that they used Facebook several times a day to stay in touch with friends and family too. Despite significant internet and social media use, the majority of respondents did not feel it reduced the amount of time spent speaking to friends and family.
2. However, a small minority of respondents feel that their use of social media does indeed detract from the number and quality of face to face relationships.
3. The study also strongly believes that youngsters still find time to spend with family and also used the new media.
4. New media has no effect on them as they have no gaps in the relationship as its healthy enough to be getting away from it and opting for new media.

The study also looks at the impact of the new media and internet seen as an advantage to execute negotiable skills with new media. However proper parental control is essential and the freedom should be monitored freedom.

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