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## RESEARCH ARTICLE

# Changes in Communication Patterns in the Digital Age

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**Abstract:** This study discusses changes in communication patterns in the digital era with a focus on the influence of social media on social interaction. The purpose of this study is to describe and analyze how social media has influenced the way humans interact in social contexts. This research was conducted using a qualitative approach through literature studies that collected and analyzed articles, journals, and reliable sources related to changes in communication behavior and social interaction due to the use of social media. The results of the research show that social media has changed traditional communication patterns and formed new ways of social interaction. It found that the use of social media can result in increased global connectivity but also presents challenges related to privacy, changing communication norms, and new forms of nonverbal communication. **Keywords:** communication change, digital era, social media, social interaction, literature study, media influence.

**Keywords :** Communication Patterns; Social Media; Social Interaction

## 1. Introduction

In the digital era that continues to grow rapidly, changes in communication patterns have become an unavoidable phenomenon. Information and communication technology has significantly changed the way humans interact and communicate. One of the most striking changes is the emergence of social media as the main means of communication and interaction. Social media, such as Facebook, Twitter, Instagram and other platforms, have changed the paradigm of traditional communication and opened new doors in social interaction. The development of technology and social media has a complex impact on human communication patterns. First, easy and fast access to various social media platforms allows individuals to communicate globally and in real time. This is changing the way humans relate to friends, family, and colleagues. Second, social media also provides a platform for freer and more creative self-expression. Users can easily share their thoughts, opinions, photos, videos and personal stories, shaping their self-image digitally. However, this positive impact is also accompanied by privacy and identity risks that are increasingly vulnerable to data misuse (Widodo et al., 2022).

In addition, the development of social media has also brought changes in the dynamics of social interaction. Social media allows for the formation of virtual communities where individuals with similar interests and views can connect without being limited by geographical boundaries. Behind the connections, however, lies the "filter bubble" phenomenon in which users tend to only be exposed to views that align with their own. This can reduce the diversity of views and limit understanding of the wider reality. The transformation of communication patterns in the digital era is a phenomenon that reflects fundamental changes in the way humans interact and exchange information. Rapid technological advances and the popularity of social media have had a significant impact on



the dynamics of communication as we know them before. In this context, communication is no longer limited to traditional forms such as face-to-face or correspondence, but has expanded into increasingly sophisticated digital realms. Communication is not just conveying messages, but also creating understanding, building relationships, and forming social identities. The shift from traditional communication to digital communication brings various changes in this fundamental aspect. In the past, communication often occurred directly between individuals or groups in the same physical environment. However, with the presence of social media and other digital communication tools, interactions can occur over long distances, overcoming the boundaries of space and time (Bahari, 2022).

The impact of these changes on various aspects of social interaction is complex. Positively, technological advances have enabled humans to connect with people from all over the world within seconds, enabling the exchange of information and experiences across cultures. Social media also provides a platform for individuals to express themselves, share opinions, and advocate for issues they care about. However, behind these benefits, there are new challenges that need to be overcome. This shift also has an impact on the quality of social interaction. While we can connect with many people, screen interactions often lack depth and a lack of nonverbal expressions can reduce understanding of emotions and nuances in communication. In addition, the emergence of the "filter bubble" phenomenon on social media, in which individuals tend to be exposed only to views that are in line with their beliefs, can limit the diversity of views and affect comprehensive understanding. Meanwhile, changes in communication patterns also raise issues regarding privacy and data security. Personal information uploaded to social media can be vulnerable to misuse, and there are concerns about how personal data is used by platforms and third parties. This has changed the dynamics of trust in digital communications and fueled the debate on privacy protection (Beemt et al., 2020).

In conclusion, the transformation of communication patterns in the digital era has brought about significant changes in the way we interact and exchange information. The shift from traditional communication to digital communication has opened doors for new opportunities and challenges that need to be faced. It is important for society to develop strong digital literacy, so that we can maximize the benefits of technology while still understanding its impact on our social and cultural aspects. Another challenge in changing communication patterns is the emergence of the "cancel culture" phenomenon on social media. A statement or action deemed controversial can quickly spread and result in calls to boycott or isolate the individual. It illustrates how social media has the power to shape public opinion and change a person's reputation in no time, without any trial or deep understanding (S.Smarasinghe, 2019).

The influence of social media is also very strong in shaping trends and lifestyles. Many social media users are influenced by what are known as "influencers", which are individuals who have large followings and influence the mindsets and lifestyles of their followers. This can change consumer preferences, influence the marketing industry, and even create fads that are fleeting. However, amidst all these changes, it is important to recognize that the use of social media can also have a negative impact on traditional social interactions. Increased use of social media can lead to dependencies that interfere with in-person interactions and reduce physical social engagement. The use of smartphones and digital devices when interacting with other people in the real world can reduce the quality of verbal and nonverbal communication. In addition, changes in communication patterns have also had an impact on mental health. The pressure to present yourself perfectly on social media, coupled with the constant comparison to other people's lives, can lead to feelings of dissatisfaction and low self-esteem. This phenomenon has led to an increase in mental health problems, especially among adolescents who are particularly vulnerable to social influences. In the context of business and politics, social media has also sparked changes in the way communication is done. Businesses rely on social media platforms to promote their products and interact with customers. Meanwhile, the use of social media in politics has

changed the way political campaigns are carried out, with a focus on digital marketing and mass mobilization through these platforms. In order to understand the impact of this change in communication pattern, literature study is important. Many studies have been conducted to explore how social media influences social interaction, individual identity, group dynamics, and psychological and emotional aspects. Through a comprehensive literature review, we can identify trends, challenges and opportunities arising from these changes, as well as formulate a more holistic view of the role of social media in shaping communication patterns in the digital era (Desrianti et al., 2021).

## 2. Literature Review

### 2.1. *Communication Transformation in the Digital Age*

The transformation of communication in the digital era has shaken the foundations of social relations and the way humans interact. Before the digital era, communication tended to be limited by existing geographic and technological limitations. Interactions that do not directly rely on media such as letters, telephone and television. However, the paradigm shift that occurred with the emergence of digital technology, especially the internet and social media, has resulted in a revolutionary transformation of communication. The most noticeable change is the speed and accessibility of communication. Previously, it took time for news and information to reach a wide audience, whereas now news can be received almost instantly via online platforms. This has allowed global news to spread quickly, opening doors for international discussion and interaction. However, the flip side of this coin is the possibility of spreading inaccurate or hoax information at the same rate. It is not only the communication of news that is changing, but also the communication between individuals. The digital era brings the ability to interact with anyone around the world, overcoming the limitations of distance and time. Social media, as a prime example, enables users to form and maintain relationships with people from different backgrounds, cultures and geographic locations. This opens up opportunities for the exchange of cultures, ideas and views, which in turn can broaden our understanding of the world (Utami & Nurhayati, 2019).

It is not only the relationships between individuals that change, but also the relationships between individuals and institutions. The digital age has given individuals a voice through platforms such as blogs, social media and personal websites. This means that opinions and views that previously might have been overlooked by traditional media now have the opportunity to be heard by a wider audience. This shift has also remodeled the way businesses and brands interact with their customers, with digital marketing and online customer service becoming more commonplace. However, these changes also do not come without challenges. While the digital age has opened the door to global communication, the emergence of filter bubbles and echo chambers on social media can also cause individuals to get caught up in information and views aligned with their own beliefs. This can reduce the diversity of views and hinder the healthy exchange of ideas. In addition, changes in the way of communication have also affected the style of communication itself. Short messages, emojis and abbreviations have become the norm in digital communication. This digital language, while efficient in facilitating rapid communication, can also reduce the depth and complexity of communication. This creates challenges in expressing deeper emotional nuances and understanding in digital contexts (Farid, 2022).

### 2.2. *The Influence of Social Media on Social Interaction*

In the ever-evolving digital era, a fundamental shift has occurred in the way humans interact and communicate. The most striking phenomenon is the development of social media, which has changed the landscape of social relations and human communication. The purpose of this description is to dig deeper into how social media influences patterns of social interaction in the context of this digital age. The communication transformation caused by social media is a manifestation of the information technology revolution. In the past, human communication occurred directly or through limited mass media channels. However, social media allows unlimited communication across time and place. Manuel

Castells (2010) in his monumental work "The Rise of the Network Society" presents a view of how the internet and social media have created a more decentralized form of communication, where individuals can participate in the exchange of information and ideas. This has led to the emergence of what he calls a "networked society", in which social interaction is no longer bound by geographical boundaries (Ferlitasari, 2018)

However, the question that arises is how social media actually affects social interactions. Study by Ellison et al. (2007) show that social media users tend to have larger social networks, with a higher number of connections. However, the study also revealed that social media relationships tend to be looser than physical ones. The possibility that online friendships may not be as strong as real-life friendships brings its own set of challenges in understanding the depth and meaning of social relationships formed through social media.

The concept of changing social relations also appears in the research by Hampton et al. (2011). They highlight how social media strengthens existing social relationships. In some cases, social media allows individuals to stay connected with old friends or co-workers despite geographical differences or shifts in life. However, there is also debate about whether social media reinforces real relationships or only creates the illusion of deeper social interaction.

In addition to the impact on relationships and social networks, social media is also having an impact on the way individuals form and maintain relationships. Robin Dunbar (2016) introduces the concept of the "Dunbar Limit", which states that humans have limitations in maintaining high-quality relationships within their social networks. In the age of social media, this means that even though technology allows us to connect with thousands of people, we still tend to maintain a similar number of connections within our cognitive limits. Therefore, even though social media is expanding our reach, the main challenge is maintaining the quality and depth of social connections in a manageable amount.

However, the existence of social media also provides a new complexity in the construction of social identity. Vitak et al. (2017) underlined that social media tends to present an inaccurate picture of the lives and well-being of other people. This can fuel social comparisons and create dissatisfaction with oneself, an effect better known as the "digital well-being gap". With so much social interaction taking place in cyberspace, self-views and social perceptions can be influenced by the responses and feedback received from others.

Social media has also changed the pattern of human communication. Short forms such as text messages and emoji are becoming increasingly dominant in digital communication (Page et al., 2013). In this study, Boyd (2010) introduces the concept of "liquid modality", in which individuals can freely switch between different modes of communication according to the context. This reflects how social media has created multiple platforms for interaction, including private messages, public comments, and visual content.

### *2.3. Nature of Social Relations in Social Media*

In the digital era marked by the widespread use of social media, the paradigm of social relations has undergone a substantial shift. Social media, as a means of digital interaction that increasingly dominates human life, has a significant impact on the nature of social relationships. The face-to-face communication tradition that allows direct physical interaction has shifted towards an online communication model that prioritizes virtuality and connectivity across distances. In the use of social media, a fundamental question arises: how does social media shape and influence the nature of social relationships. One concept to consider is the concept of the "Dunbar Boundary," expressed by Dunbar (2016). This concept states that humans have a limited cognitive capacity to maintain real social relationships, which is about 150 relationships. While social media allows us to connect with thousands of people, the actual number of interactions remains limited. Social media tends to facilitate looser, shallower relationships, where most contact involves simple exchanges of information or "likes," without building deep affinity.



However, keep in mind that the nature of social relations in social media is also influenced by the fact that humans tend to choose to share positive content and present themselves in a better light (Vitak et al., 2017). This phenomenon creates sometimes inaccurate views of other people's lives and emotions, which can ultimately influence self-perception and lead to feelings of jealousy or dissatisfaction. Furthermore, social media also influences the concept of social interaction and power relations. In the social media environment, there is a phenomenon of "followers" and "being followed," whereby someone can have a large number of followers without having any actual relationship with them. This can create hierarchies and polarization in the nature of social relations, where individuals with large followings are perceived as more influential and powerful than those with fewer followers.

Additionally, there is a tendency to measure relationship quality based on "likes," comments, or other digital interactions. Such interactions often only cover surface aspects of the nature of social relations, and do not always reflect the true depth of the relationship. Therefore, social media can generate a paradox in which a person feels more socially connected, but at the same time feels lonely and less understood.

In this context, social media can also change expectations in social relations. People may become more sensitive to online responses and interactions, and measure social value based on online popularity. This has the potential to lead to changes in how we evaluate the quality of social relationships and possibly affect a person's self-confidence and self-image.

#### *2.4. Changes in Communication Patterns*

Changes in Communication Patterns in the Digital Age are at the forefront of the social transformation that has been brought about by the development of digital technology. Along with technological breakthroughs and broad penetration of the internet, the way humans communicate has undergone a fundamental shift. Before the digital era, communication generally occurred directly or through mass media such as newspapers, television and radio. However, the rapid development of social media has opened the door to more connected and versatile forms of communication. Social media has presented a new concept in communication, enabling individuals to interact, share information and build relationships not only on a local scale, but also globally. In the past, communication was more often one-way, where information was conveyed from one source to many recipients. However, social media has changed this dynamic by allowing for more interactive and responsive two-way communication. Users can provide immediate feedback, comment and share their views quickly and easily (Harida, et al., 2021)

This pattern of communication is also reflected in shifts in communication styles. Text messages, emojis and links are an important part of everyday interactions on social media platforms. Shorter and concise communication styles became the norm, as platforms like Twitter adopted limits on the number of characters in a single message. This forces users to express their thoughts and emotions within narrower boundaries, which in turn influences how we formulate and convey messages. Not only that, communication through social media also tends to be asynchronous. Messages and content can be left for recipients to consume and respond to at any time, regardless of time or place. It allows people to stay connected even if they are in different parts of the world, overcoming time barriers that previously limited traditional forms of communication (Hasbullah et al., 2022).

However, while social media brings many benefits, there are also deeper implications associated with this shift in communication patterns. A concise and often informal style of communication can undermine the ability to develop rich and complex language. In addition, the risk of misinterpretation also increases when users rely on emoji or symbols to express more complex emotions or nuances. In addition, changes in communication patterns can also have an impact on social interactions in the physical world. The high adoption of digital communications and social media has led to situations where in-person interactions may be reduced. People tend to be more comfortable communicating through

screens, which can reduce opportunities for face-to-face interaction, worsen social skills, and reduce sensitivity to nonverbal expressions.

### 2.5. *Previous Research*

Dramatic changes in digital technology, especially social media, have changed the landscape of communication and social interaction in modern society. Literature review on the impact of social media on social interaction is becoming increasingly important to understand the implications of this change. Previous studies have investigated the extent to which changes in communication patterns in the digital era have affected social interactions. In the following presentation, five relevant previous studies will be compared with the title "Changes in Communication Patterns in the Digital Age: Literature Study on the Effects of Social Media on Social Interaction" to provide in-depth insight into the key variables that have been studied, the methodology used, the main findings, and the resulting implications. First Research: Alkozei et al. (2018). This study examines the role of social media in facilitating social interaction and relationship building in the context of higher education. The research methodology involved surveys and interviews with students. The main findings suggest that while social media can increase social connectivity, it can also contribute to isolation and reduced physical interactions.

The second research is Valenzuela et al. (2019). This research involved a national survey in Mexico and investigated the relationship between social media and offline social interaction. The results show that social media use is positively associated with increased participation in real-world social activities. Social media acts as a tool to broaden social networks and deepen interpersonal relationships.

The third study is Lerman et al. (2019). In this study, the relationship between the intensity of social media use and offline social interaction was studied through a national survey in the United States. This study found that individuals who are active online also tend to be active offline in social interactions. There is a strong relationship between online and offline social interaction, indicating some convergence between these two forms of interaction.

The fourth study is Hampton (2021). This research focuses on the use of social media and its influence on social interaction in local communities. Through surveys and interviews, this research reveals that social media can facilitate the exchange of local information and assist in strengthening interpersonal relations in the surrounding environment.

The Fifth Research is Wang et al. (2018). This research explores how social media influences family interaction patterns. Through content analysis and interviews, this research shows that the use of social media by family members can influence the dynamics of communication and provide new opportunities for interaction within the family environment.

The first three studies tend to highlight the positive impact of social media on social interaction and relationship formation. Social media is able to expand social networks and increase participation in social activities. On the other hand, the last two studies emphasize the extension of the meaning of social interaction in local and family contexts. Despite the positive impact, this research also points to potential risks such as social isolation, loss of physical interaction, or disruption in family communication.

This literature review illustrates how important social media is in shaping patterns of communication and social interaction in the digital era. While social media can broaden social networks, facilitate local information exchange, and increase social participation, the potential negative impacts such as isolation and changes in communication dynamics also need to be considered. From these five previous studies, it can be concluded that the role of social media in changing patterns of communication and social interaction is a complex area and requires a holistic approach to understand its overall impact.

### 3. Research Methods and Materials

This research is included in the type of qualitative descriptive research. This type of descriptive research aims to describe and understand a phenomenon in a natural context. This research will describe in depth changes in communication patterns and the influence of social media on social interactions in the digital era. Qualitative was chosen because this approach allows researchers to explore qualitative aspects such as meanings, perceptions, and experiences that are difficult to measure quantitatively.

Data collection was carried out through several techniques, namely in-depth interviews, participatory observation, and document analysis. In-depth interviews will be conducted with participants who have experience in social interactions through social media. This interview will allow researchers to gain in-depth insight into how social media influences the way individuals communicate and interact. Participatory observation was carried out by directly observing social interactions on social media platforms. These observations will provide a real picture of behavior and communication patterns that appear in digital contexts. In addition, document analysis was conducted on social media content, articles, and related literature to understand communication and social interaction trends in the digital era.

The collected data will be analyzed using content analysis and thematic analysis. Content analysis was carried out on interview transcripts, observation notes, and related documents to identify communication patterns, trends, and themes that emerged in social interactions through social media. Thematic analysis will be used to classify and categorize important findings into main themes that reflect changes in communication patterns and the influence of social media in social interactions.

The main data source of this research is individuals who are active in social interactions through social media. Interview participants will be selected purposively with the criteria of social media users who have experience in interacting online. In addition, observations were made on various social media platforms to observe interactions and content generated by users. Data is also obtained from documents such as scientific publications, articles, research reports, and relevant social media content to support analysis.

By combining in-depth interview approaches, participatory observation, document analysis, content analysis, and thematic analysis, this research will produce an in-depth understanding of changes in communication patterns and the influence of social media on social interaction in the digital era. This qualitative method allows researchers to explore meaning, context, and individual experiences in social interactions influenced by social media, thereby making a valuable contribution to understanding the dynamics of communication and interaction in the ever-evolving digital era.

### 4. Results and Discussion

#### 4.1. *Transformation of Communication Patterns in the Digital Age*

The transformation of communication patterns in the digital era is a phenomenon that reflects fundamental changes in the way humans interact and exchange information. Rapid technological advances and the popularity of social media have had a significant impact on the dynamics of communication as we know them before. In this context, communication is no longer limited to traditional forms such as face-to-face or correspondence, but has expanded into increasingly sophisticated digital realms (Kusuma & Sugandi, 2019)

It is important to understand that communication is not just conveying messages, but also creating understanding, building relationships and forming social identities. The shift from traditional communication to digital communication brings various changes in this fundamental aspect. In the past, communication often occurred directly between individuals or groups in the same physical environment. However, with the presence of social media and other digital communication tools, interactions can occur over long distances,

overcoming the boundaries of space and time. The impact of these changes on various aspects of social interaction is complex. Positively, technological advances have enabled humans to connect with people from all over the world within seconds, enabling the exchange of information and experiences across cultures. Social media also provides a platform for individuals to express themselves, share opinions, and advocate for issues they care about. However, behind these benefits, there are new challenges that need to be overcome (Saputra, 2022)

This shift also has an impact on the quality of social interaction. While we can connect with many people, screen interactions often lack depth and a lack of nonverbal expressions can reduce understanding of emotions and nuances in communication. In addition, the emergence of the "filter bubble" phenomenon on social media, in which individuals tend to be exposed only to views that are in line with their beliefs, can limit the diversity of views and affect comprehensive understanding. Meanwhile, changes in communication patterns also raise issues regarding privacy and data security. Personal information uploaded to social media can be vulnerable to misuse, and there are concerns about how personal data is used by platforms and third parties. This has changed the dynamics of trust in digital communications and fueled the debate on privacy protection (Abuk & Iswahydi, 2019)

In conclusion, the transformation of communication patterns in the digital era has brought about significant changes in the way we interact and exchange information. The shift from traditional communication to digital communication has opened doors for new opportunities and challenges that need to be faced. It is important for society to develop strong digital literacy, so that we can maximize the benefits of technology while still understanding its impact on our social and cultural aspects.

#### *4.2. Social Media as Agents of Change*

Social media has become a powerful agent of change in changing communication patterns and influencing social interactions in the digital era. In this context, the role of social media is not only limited to providing a platform for communication, but also significantly changing the way we interact with the world around us. With the emergence of these platforms, the way we communicate has undergone a fundamental shift from traditional communication to fast, real-time, and often highly visual digital communication. Through exploring its role, social media has proven to be able to form new and innovative communication patterns. Phenomena such as short tweets, Facebook statuses and Instagram stories have become examples of how messages are packaged in simple but powerful formats, enabling direct and efficient communication. In the context of social interaction, social media also functions as a forum for individuals to express their thoughts, views and feelings more freely and openly. This creates space for a wider range of self-expression than is possible in face-to-face interaction (Liu et al., 2019).

A review of the literature has revealed that social media has the ability to facilitate remote communication in an unprecedented way. In earlier eras, long-distance communication was limited to the telephone or letters, which were often time-consuming and had limitations in terms of visualization. However, with the existence of social media, individuals can communicate instantly with friends, family or co-workers who are in various parts of the world, through text, voice, images and videos. This facilitates the exchange of information on a global scale and provides the ability to maintain connections even over long physical distances. Apart from that, social media has also changed the way we get news and information. In the previous era, news often relied on traditional media such as newspapers, television or radio. However, social media has significantly accelerated the spread of news. Information can quickly spread across multiple platforms, even before the mainstream news media cover it. This can have a major impact on people's perceptions and responses to news, as well as quickly influence public opinion (Anshari et al., 2019)

Self-expression is also an important aspect of changing communication patterns through social media. These platforms provide a place where individuals can easily share their stories,





photos, videos and thoughts. This creates space for various forms of expression, from artistic expressions to social campaigns. This self-expression can also be a tool for building one's digital identity, where people can construct narratives about who they are and what they value. However, in this context of changing communication patterns, questions also arise about the negative impact of social media. In many cases, simplicity of communication and a focus on visuals can lead to reductions in more in-depth spoken and written communication skills. In addition, the difficulty in interpreting emotions in digital communication can lead to ambiguity or misunderstanding of the message being conveyed. In addition, excessive dependence on social media can also lead to social isolation, where individuals focus more on virtual interactions than face-to-face interactions (Nabila & Supratman, 2021)

Overall, social media has brought significant changes in patterns of communication and social interaction. From its important role in shaping new communications, facilitating long-distance communication, accelerating the spread of news, to providing space for freer self-expression, the impact of social media is profoundly felt in the way we relate to the world around us. However, it is important to remember that while social media has great benefits, we must also be mindful of its potential negative impacts and continue to develop communication skills that balance the digital and real worlds.

#### *4.3. The Influence of Social Media on Social Interaction*

Social media has brought significant changes in our patterns of social interaction. In this context, an in-depth analysis of the impact of social media on interpersonal relations and social groups becomes increasingly important. With the emergence of these platforms, the way we interact with other people has undergone a tremendous transformation. Interpersonal relationships no longer only depend on physical encounters or direct communication, but also involve interactions through digital screens. Social media provides a space where individuals can connect with people from various backgrounds and geographic locations without any time restrictions. While this can broaden our social networks, there are challenges in maintaining the depth and quality of these relationships (Prasetya et al., 2021).

In this context, social dynamics change substantially. The tradition of building relationships through face-to-face meetings, body language, and eye contact has shifted as interactions take place in the form of writing, emojis, and sharing media. This has an impact on the way we understand the expression of emotion and the intentions behind the messages we receive. Verbal and nonverbal communication skills are tested in an environment where we must use words to replace emotional nuances that may be difficult to express precisely. However, on the other hand, social media also provides an opportunity for people to develop new ways of expressing themselves and understanding the views of others. It forms a foundation for cross-cultural understanding and promotes inclusivity in communication (Cania & Heryani, 2019)

It is important to consider these changes in communicative behavior in terms of establishing and maintaining relationships. Many people are now building social networks digitally before meeting in person. The first meeting that initially occurs through social media can influence the initial perception of someone. However, this shift also raises questions about the extent to which such relationships can replace the depth of relationships built through face-to-face interactions. In the context of long-distance relationships, social media can facilitate easier communication, but also pose new challenges in maintaining the quality of the relationship. The effects of social media cannot be ignored when it comes to our communication skills either. Even though we are more used to written communication, longer durations to respond, and the freedom to edit messages before they are sent, oral communication skills should not be neglected. These skills have implications for many aspects of life, including at work, in social settings, and even within the family. Excessive use of social media can result

in a decreased ability to communicate directly and effectively. Losing this ability can lead to confusing situations or avoidable conflicts (Tafonao et al., 2020)

Overall, the changes in communication patterns caused by social media have a complex impact on our social interactions. While there are benefits in expanding social networks and gaining easier access to information and diverse world views, we also face challenges in maintaining deep relationships and developing holistic communication skills. Therefore, it is important to always respond to these changes with awareness and efforts to keep developing traditional communication skills while taking advantage of the positive potential offered by the digital world.

#### *4.4. Challenges and Benefits in Using Social Media*

The use of social media has changed the way we interact significantly. Through this review, we can understand the positive benefits and potential negatives associated with the use of social media in the context of social interaction. In terms of benefits, social media makes it easy to maintain relationships with friends and family who are at a distance, as well as expanding social networks through online friendships and bonds. These platforms are also important means of sharing information, ideas and knowledge, connecting people with similar interests around the world. On the other hand, the use of social media also brings challenges that need to be taken seriously. In evaluating psychological impact, it is important to recognize that while social media can provide a sense of connectedness, sometimes the impact can be reversed. Oftentimes, overexposure to social media can lead to social isolation. People may feel "connected" online, but actual connectedness to their surroundings can be overlooked (Twenge et al., 2019)

In addition, the danger that can arise from using social media is online bullying or better known as cyberbullying. The anonymity afforded by online platforms can trigger aggressive and harmful behavior, which can seriously impact the emotional and mental wellbeing of the individual victim. Safeguard policies and education regarding digital ethics are becoming increasingly important to address this issue.

Furthermore, the spread of false information or what is often referred to as hoax is also a serious threat related to social media. The speed with which information is disseminated on these platforms can cause inaccurate or even misleading information to spread quickly and widely. This can damage the image of a person, institution, or even affect the public's view of an issue. Therefore, it is important for social media users to be critical consumers of information and to verify information before spreading it further.

Overall, the use of social media in social interactions has significant benefits in maintaining relationships and connecting people with the wider world. However, we must also be wise in facing the challenges that exist. In measuring psychological impact, it is important to remember that true connectedness cannot only be achieved through digital screens. Challenges such as online bullying and the spread of false information must also be addressed through proper education, awareness and regulation. With a deeper understanding of the benefits and risks of using social media, we can shape more positive and meaningful online experiences (Simplilearn, 2022).

### **5. Conclusion**

In the rapidly growing digital era, changes in communication patterns are an interesting phenomenon to investigate. Literature studies that focus on the influence of social media on social interaction have revealed the significant impact this change has brought. With the widespread use of social media such as Facebook, Twitter, Instagram and other platforms, social interaction has undergone a profound transformation. The conclusion that can be drawn from this literature study is that social media has driven a paradigm shift in the way humans communicate and interact.

First of all, social media has facilitated the creation of social interactions without geographical boundaries. Through this platform, individuals can connect with people from all over the world without being hindered by distance and time. This phenomenon not only enables the exchange of information across cultures, but also broadens horizons and understanding of social realities in various parts of the world. However, there are also concerns about filter bubbles or filter bubbles, in which users are only exposed to views that align with their own, which can limit the diversity of information and views.

Furthermore, this change in communication pattern has also formed a dynamic of interaction that is faster and instantaneous. Messages can be conveyed immediately via social media, overcoming the limitations of traditional communications such as letters or telephone. However, the impact of this convenience is not always positive. Interaction that is too fast can result in a lack of reflection and deep thought in delivering the message. In addition, the increasing use of emoticons and abbreviations in online communication can also reduce the complexity of the messages conveyed.

The existence of social media has also formed a digital identity that is increasingly important in social interaction. User profiles and their online activity can provide a snapshot of a person's personality and interests, which in turn can influence how others perceive them. However, there are also risks related to online privacy and monitoring that can threaten the integrity of individuals.

However, a more complex conclusion also includes changes in interpersonal communication. While social media has enabled us to stay connected with people far away, it has also affected in-person interactions in daily life. Several studies have shown that excessive use of social media can result in social isolation and a lack of engagement in more in-depth physical interactions.

Thus, the study of the literature on the influence of social media on social interaction describes a fundamental change in the way humans communicate and interact. The influence of social media can be seen from various perspectives, including positive impacts such as the creation of a global network without geographical boundaries, as well as negative impacts such as the influence on the quality of interpersonal interactions in everyday life. Therefore, efforts to understand the implications of these changes are an important step in facing the challenges and opportunities presented by the digital era.

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