Influence of Modern Digital Platforms on Communications

Sayani Basu[1], Debasmita Sen[2], Kritika Chakraborty[3] and Ushnish Pal[4]

Faculty, Department of Basic Science and Humanity, Narula Institute of Technology, Kolkata, India[1,2]

Student, Department of Computer Science and Engineering, Narula Institute of Technology, Kolkata, India[3,4]

Abstract: In recent years, modern digital platforms have drastically altered the way people communicate with one another. From social platforms networks to messaging apps, these platforms have given people access to new ways of communicating, sharing information, connecting, and interacting with others on a global scale. Digital platforms have made communication faster, easier, and more efficient. It also influenced how we build and maintain relationships with friends and family even if they live far away. People can now communicate in real time, regardless of their location, and share a vast amount of information through text, images, and videos.

Moreover, digital platforms have created new forms of communication, such as emojis, memes, and GIFs, which have become popular ways of expressing emotions and ideas. This paper explores the impact of digital platforms on human communication, how modern digital platforms have influenced communication patterns, and the implications of these changes for individuals, organizations, and society, drawing on various research studies and scholarly literature. Digital platforms such as social media, messaging apps, and video conferencing offer new ways to express emotions, share information and collaborate with others, leading to increased social connections and a sense of community. However, they pose challenges such as cyber bullying, fake news, privacy, online harassment, hate speech, and reduced face-to-face communication. This paper examines these challenges and highlights the profound influence of modern digital platforms on human communication and underscores the need for ongoing research and adaptation to ensure that people use them in ways that enhance communication and promote positive social outcomes. The course of this paper's research tracks the impact of the digital revolution and the pros and cons of digital platforms on people's communication. As digital platforms continue to evolve and shape our communication landscape, individuals and society need to navigate these changes responsibly and thoughtfully.

Keywords: Communication, Digital Platforms, Online Communication, Digital Communication

I. INTRODUCTION

In modern world we can see changing faces of communicating platforms from social apps to messaging apps we can communicate through the world. But how these platforms are affecting our lives personally, socially, economically, and globally? Are we aware of everything and everyone we get access through communication from the behind of that glass curtain? There are some points we are going to discuss in this paper.

II. NEW FACES OF DIGITAL COMMUNICATION

These days we have evaluated ourselves a lot to be accumulated in new digital platforms. Like for example:

- We don't need letters anymore to communicate with people far from us. Our technology has gifted us Email and messaging apps like WhatsApp, Messenger etc. to convey messages.
- These changing trends have a huge impact on lifestyle. Like, if we think of an era even in our childhood it used to start with a newspaper and a cup of tea. But today most of the people start it with scrolling up social media and reach to the distant cities through E-magazines, E-news.
- Now a days if we need to gather at same time, it's often through digital conference platforms like Zoom cloud meeting, Google meet etc. We can connect with people globally through audio-visual communication even we can message or share our devices' screen to share our important data with others.
- Talking about social apps like Instagram, Facebook, we can connect with our long-lost friends, distant relatives or even with strangers globally. We can see lives of others, the stories they share.
- Through YouTube, we can access through people of different cultures, know about various stuffs, entertain ourselves, see others' lifestyle.

III. IMPACT ON SOCIAL LIFE

- We are connecting with people digitally more without having face to face conversation.
- We are connecting with people of various cultures and countries throughout the world.
- Our non-verbal communication is becoming less digitally. Gifs and emojis are the ways to express emotions.
- We are showing our lifestyle more through social media. We share often our life events, our achievements, our holidays through these. It was not common in previous eras.
- We are more in touch with celebrities, public figures through accessing their social handles and seeing their life events they share and commenting directly.
- We are seeing others' lifestyle but most of the cases it shows only positive sides (discussed in the heading "cons").

IV. PROS

- The main benefit of social media platforms is we can access, share and circulate information very quickly.
- Communication of social media is mostly verbal. There's no scope to access non-verbal communication like we can tell about a person a lot through his or her body languages (posture, gesture). We can tell a lot if a person is interested in communication through facial expressions, eye signals, tone of voice. But here, we express emotions through emojis, gifs etc. and often these are not sufficient.
- Social media platforms, websites often work on mental well-being. Many psychiatrists, psychologists and people motivate us through their social media handles, YouTube.
- In the period of COVID pandemic our school classrooms became online through meeting apps along with many educational channels. Our whole education system relied on digital platforms throughout pandemic. Many needy students can access education through digital platforms. It can be a way to decrease rate of illiteracy.

V. CONS

- We can access strangers through social media apps but some of us are predators too. Fake IDs, fake harmful people can be a real threat.
- Hackers can access our important information and blackmail us.
- In this era of social media anyone can communicate with people globally even with strangers and renowned celebrities too and it's very easy to bully people digitally. Sometimes all these cause mental health issues like depression, self-doubt, self-hate and anxiety.
- In this era, everyone shares lifestyle of them through digital platforms. But often all these are partial and fake. Most of the time it shows only the positive sides. But these sometimes make people depressed about their own lives who are already in problem. Digital platforms often promote unrealistic beauty standards, fantasy-based lifestyle where the reality is far apart.
- As mentioned before, non-verbal communication is not accessible at all. So, there's chance to interpret message partially (Like, a drastic 'no' and a soft hesitative 'no' says a lot about the psychological state of the person of other side).
- Most of the people are using social media these days. We can access people globally. Sometimes it creates cultural barriers. But it can have positive impact too (mentioned later in the heading "Changing face of mass media communication").

VI. WAYS TO COPE UP WITH CONS

- Law can play a huge role to prevent cyber bullying by taking drastic steps.
- More cyber security experts are required to prevent hacking, leaking personal information.
- Last, but not the least, self-awareness is always necessary. We should be aware of fake identities, strangers and not leak our personal information to other people.

VII. CHANGING FACE OF MASS MEDIA COMMUNICATION

- Through social media, it's too easy to announce and share information globally.
- As mentioned before, E-news, E-journals, E-magazines just replaced ink and paper, and all of these are more easily accessible.
- Talking About cultural barriers, we are less prone to assume others' cultures through some stereotypes. We are knowing the diversities of culture globally and it's decreasing cultural barriers.

VIII. FURTHER SCOPES

- We need more apps to increase effective communication and maintain proper community guidelines.

- As, mental health is a topic of concern these days, we need further studies and research to see how new digital platforms are affecting mental conditions of us.

IX. CONCLUSION

A candle can glow without creating a shadow. This paper examines challenges faced from new digital platforms and profound influence of these platforms on human communications. Digital revolution created a lot of pros like conferences, education especially in the course of COVID but also has some cons like online harassment, hate messages etc. digital communication platforms will revolute more and more and take new shapes and we just have to evolve ourselves in that manner accordingly but always responsibly and thoughtfully at the end some of we are victims, and some are predators.

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