



Social Media Usage and Effect on Face to Face Interaction Among University Student

Asna Yusra Abdul Jamil*, Muhamad Zaki Mustafa**

**Communication Program, Faculty of Leadership & Management, Universiti Sains Islam Malaysia*

E-mel: asnayusrah@raudah.usim.edu.my

***Corresponding Author, Communication Program, Faculty of Leadership & Management, Universiti Sains Islam Malaysia*

E-mail: zaki@usim.edu.my

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ABSTRACT

Social media has become a very famous and one of the interesting mediums to communicate with people. As we know, social media has changed how people communicate, and has an effect on face-to-face interactions. This research provides a descriptive analysis of social media tools, their influence, and their effect on face-to-face interaction among university students from the Islamic Science University of Malaysia (USIM). The research employs a quantitative approach using a survey technique with 100 students who are randomly selected among USIM students. The students are identified as users of social media to communicate with people. At the same time, it is to know how social media tools affect face-to-face interaction as well as find out whether social media usage is reducing face-to-face interaction among them.

Keywords: ; *Face-to-face; Interactions, social media*

INTRODUCTION

Social media are interactive computer-based technologies that facilitate creating and sharing information, ideas, career interests, and other forms of expression through virtual communities and networks (Tan & Chang, 2020). Some of the most popular social media sites, with over 100 million registered users, include Facebook What's App, Telegram, Twitter, and more.

Meanwhile, mobile social media refers to using social media on mobile devices such as smartphones and tablets. According to Andreas Kaplan, mobile social media applications can be differentiated into four types: space-timers, space-locators, fast-timers, and slow-timers. As a result, this modern social interaction platform has

brought significant, pervasive, and profound changes to the communication process between organisations, communities, and individuals (Zuo, 2015).

However, the use of social media has both positive and negative consequences, one of which is its impact on face-to-face interaction, which has hitherto been an inevitable part of interpersonal communication (Naslund, et al., 2020). The increasing use of social media raises a great deal of concern about the quality of interpersonal interactions that people experience with each other. As defined by Kaplan and Haenlein (2010), "Social Networking Sites are applications that allow users to connect to each other by creating personal information profiles, inviting friends and colleagues to access those profiles, and sending emails and instant messages to each other."

The contents of these profiles are material such as images, videos, and personal blogs. Social Networking is a platform where users can create a profile with personal details to connect with friends both realistically and virtually, allowing them to meet people who share the same interests (Kuss & Griffiths, 2011). Social networking innovation has the communication process has changed from face-to-face communication to computer or smartphone-mediated communication. The modern communication approach has a continuous effect on the interpersonal communication of people across the globe. Scholars have shown that people who spend a lot of time on the Internet spend less time talking to others in some way (Turnbull, 2010), which can contribute to loneliness and isolation. The tone of speech, postures, gestures, or facial expressions is the key to the richness of communication.

Face-to-face communication has been a basic mode of communication since time immemorial. However, with the continuous growth of information technology and social networking platforms, it is important to discover the effect that social media sites have had on face-to-face communication and interpersonal interactions, as technology can no longer be taken for granted (Stieger & Wilinger, 2023).

According to Nardi and Whittaker (2008), the concept of face-to-face interaction has been of great interest to scholars since at least the early 20th century. Sociologist Georg Simmel was one of the first social science researchers to study this form of interaction; in his 1908 book, he noted that sensory organs play an important role in interaction, describing examples of human actions such as eye contact. Face-to-face communication, as noted by Christopher (2008), is one of the basic elements of the social system, forming a significant part of an individual's socialization and experience gained throughout one's lifetime.

PROBLEM STATEMENT

Nowadays, social media is an important tool that allows people to communicate with each other. Social media sites have become very popular and provide people with a more comfortable lifestyle. It modernized the way people communicate, interact and socializes with each other. The spread of social websites and applications makes social media has become an indispensable part of life due to the increasing complexity of contemporary times. It is true that social media provides a convenient and productive

way for human interactions, but it tends to be a cause of reduced interaction between people (Wong et al., 2021).

Today, everyone has their own social media sites. People prefer to use social media for communication instead of traditional face-to-face communication. In addition, the variety of social networking platforms provided by developers means that end-users are most likely to facilitate communication by sharing text, video, and audio streams. The use of social media has many advantages, but one of the most serious issues people face is that it affects their interpersonal communication (Weir, 2023). They gradually lose the ability to communicate face-to-face and become more reliant on social media interaction.

Previous researchers have found that over-reliance on social media sites such as Facebook and WhatsApp for youth and adolescents has a detrimental effect on their interpersonal skills and relationships, which are now limited to online chat, video calls, and text messaging (Ndunge, 2017). Social media has impacted many aspects of modern life and profoundly affects interpersonal communication. This research work, therefore, is designed to investigate social media usage and its effect on face-to-face interaction as well as find out whether social media usage is reducing face-to-face interaction among university students from the Islamic Science University of Malaysia (USIM).

RESEARCH OBJECTIVES

1. To examine the influence of social media sites on face-to-face interaction among USIM students.
2. To find out the effect of social media on face-to-face interaction among USIM students.

SIGNIFICANCE OF THE STUDY

In this research, the researcher aims to find out social media usage and its effect on face-to-face interaction among respondents. This research is applicable to study the influence and effect of social media usage on face-to-face interaction. Furthermore, this research can help people to know how the frequency of social media usage for communication in their daily lives. In this research, we can know whether social networking media is reducing the amount of social interaction by users with their peers on a face to face interaction. Through this research, we can also discover new findings related to social media tools, their influence and their effect on face-to-face interaction. This research is beneficial to others to know how much the use of social media can influence face-to-face interaction with people. Besides, this research helps people know the effect of social media usage on face-to-face interaction, whether positive or negative.

SCOPE OF THE STUDY

This research will focus on social media usage and its effect on face-to-face interaction among (USIM) students. As technology advances the use of social media, most people, particularly young people, are using this new technology. Today, our social connections have been reduced to impersonal by using mobile contacts or other accessible electronic media.

LITERATURE REVIEW

Social Media

Social media, defined as web-based tools that enable users to interact in some way with each other by sharing online information, opinions, knowledge, and interests (Ford & Ravansari, 2017), shapes human interactions in various ways. Social media has become omnipresent and virtually inevitable, revolutionising the way people connect, communicate and socialise. On the other hand, the increasing use of social media raises a lot of concern about the quality of interpersonal interactions people can experience with one another. It is a common site to walk into a place and find many people with their heads down busy with their cell phones. What emerged as a hobby for some computer-literate has grown to be a way of life and a social norm (Boyd, 2007). It has raised a lot of concern about the changing nature of human interactions from face-to-face interactions to mediated forms, especially through social media.

Face to face interaction

Face-to-face interaction is the personal mode of communication in which the participants can directly respond to signals of the counterpart (mimic and gesture). Such back couplings (feedback) between the communication partners in terms of queries and alternating conversation lead to immediate comprehension opportunities with high flexibility. The immediate comprehension of face-to-face communication enables a higher influence in comparison to mass communication. (Van Koten 2011).

According to Acacio (2012), several components that differentiate face-to-face communication from other forms of communication include the fact that it facilitates the effectiveness of meaning because it allows individuals to reach a conclusion faster when there is an issue. For example, a five-minute face-to-face conversation would supersede a 15-minute e-mail or texting and waiting for replies. Non-verbal communication is another factor that differentiates face-to-face communication from other forms of communication. This involved recognising, responding and reacting to non-verbal signals such as symbols, body movements, and posture. For example, acts such as when a person repeatedly checks the wristwatch or yawns could signify tiredness or time to wrap things up. Face-to-face interaction provides personal touch or personal contact which helps to develop a feeling of warmth and appreciation. This can easily be shown when people are together.

Interpersonal communication can be referred to as the sharing of information between individuals and groups, either through computer-mediated communication tools such as social media or face-to-face communication. It is an indispensable mode of communication that has to do with how people express their emotions and exchange information with each other through verbal or non-verbal messages (Jimenez & Morreale, 2015). The importance of the relationship to human survival and growth was underscored by an English poet, Donne (1624), who says that no one is an island. Generally, face-to-face interaction remains an important part of human interactions. Even with the advancement brought about by social media, relationships that were originally built and dependent on purely physical interaction have been improved, giving rise to new patterns of interpersonal relationships.

According to Knapp (2002), interpersonal communication is "a mutual, continual process of sending, receiving, and adapting both the spoken and unspoken messages between people to create and change the perceptions that exist in our minds". It is an important aspect of human communication due to the fact that human beings will always need to communicate and socialise for a peaceful co-existence.

Social media as a tool of communication

Communication is one of those human activities that everyone can recognise, but only a few can be defined satisfactorily. As the author Lee Thayer points out, communication is a good example of everything that is more talk than actual course (Rogers and Rogers, 1976). Social media has shown significant growth as the preferred medium of communication. Facebook and WhatsApp have captured the fancy of youngsters, and together, they have conquered 80-90% of social media usage. The benefits offered by this media are instant contact anywhere in the world and easy accessibility. As communications become faster and faster, the world seems to shrink. (Subramaniam 2017).

Social Media Usage: Influence and Effect on Face To Face Interaction

Social media has influenced various aspects of modern life and has a profound effect on interpersonal communication. It also affects the way people communicate and has decreased the face-to-face interactions. Researchers claim that one potentially negative effect of social media is a lack of privacy. Because interpersonal communication is changing, we are likely to share on social media the sort of information we might have previously shared privately face-to-face. The researchers state that nothing can replace face-to-face conversation and interactions. Despite the spread of online endorsements and social networking dialogue between individuals and brands, studies have established word-of-mouth interactions and in-depth conversations as still the most powerful (Subramaniam 2017).

Jepngetich (2016) researched the use and impact of social media on face-to-face interaction on the educational growth of college students in Eldoret City using a mixed-method approach. The study found that social networking sites are very helpful

to the academic growth of college students while acknowledging that social media does not pose a significant threat to face-to-face communication. The study also indicated that social media was the preferred form of communication among students in Eldoret town due to its many benefits.

Godson and Chukwuemeka (2014) found that there are more negative effects associated with social media use as a means of social interaction and relationships than with real-life social interaction and relationships. Although the study recorded no clear stance among respondents on which type of communication is suitable for social interactions, the majority of the students agreed that they like social media and it has improved their relationships because it allows them to interact easily with their old friends and acquaintances as well as easily build new relationships.

RESEARCH METHODOLOGY

As far as this study is concerned, a quantitative approach was employed using a survey technique. The data was collected among 100 respondents who were randomly selected among USIM students. The questionnaire involved 22 questions with three demographic sections: gender, age, and courses. There are a few questions about social media tools that students use. Then, it is followed with six questions about the social media site usage that influences face-to-face interactions. Lastly, nine questions about the effect of social media usage on face-to-face interaction are given. For these two sections, most of the answer options are whether they choose "Yes or No" or "Strongly Agree, Agree, Disagree, or Strongly Disagree". The respondent must fill all the questions.

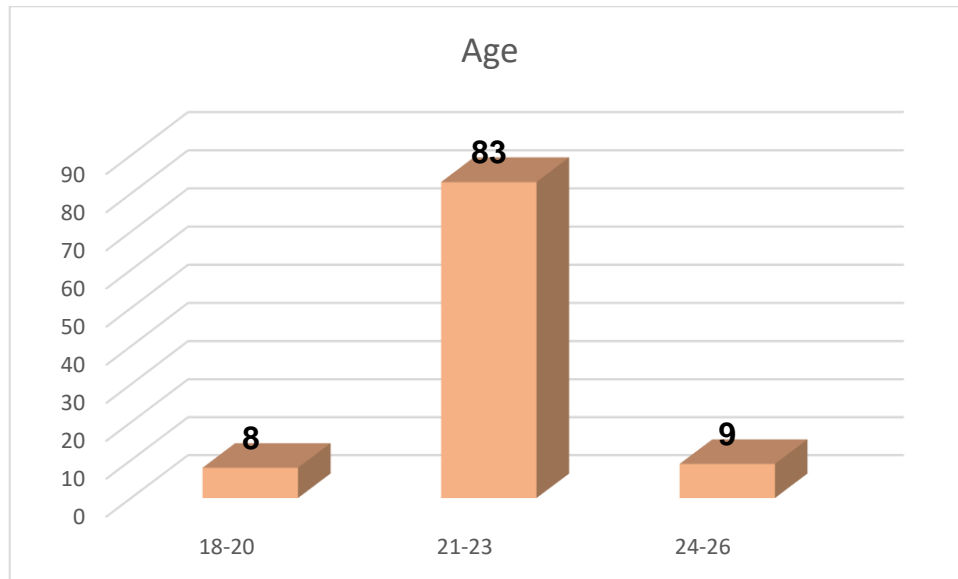
FINDINGS AND ANALYSIS

The finding showed an imbalance in the gender representation of respondents; 66% were female, while 34% were male, as represented in Table 1. The imbalance is, however, not in any way expected to sway the findings of this research because social media is a unisex platform.

Table 1: Gender Distribution of the Respondents (n=100)

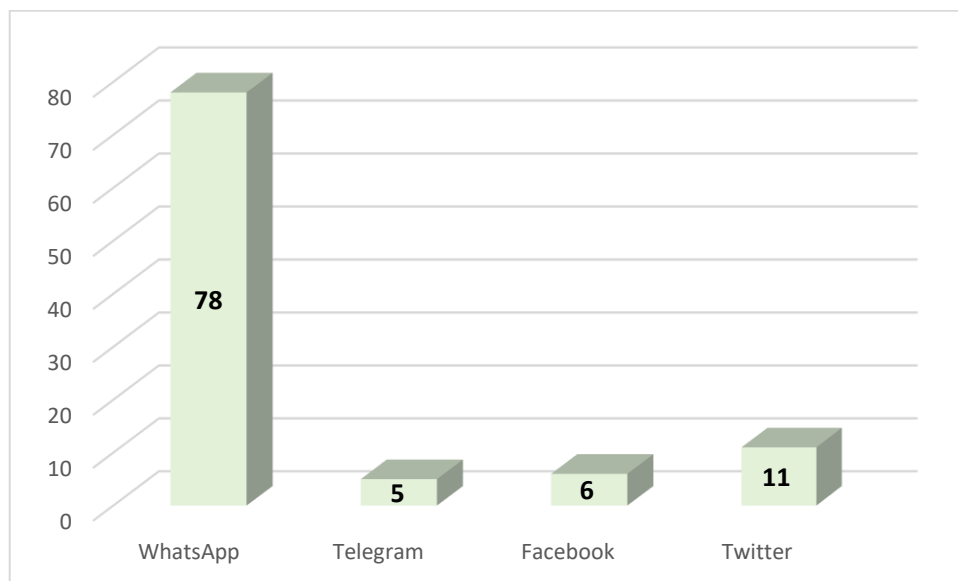
Gender	Frequency (<i>f</i>)	Percentage (%)
Male	34	34%
Female	66	66%
Total	100	100%

The respondents were asked to share their ages for the purposes of the study. As shown in Graph Bar 1, 83% of the respondents were aged between 21- 23 years old, 9% were 24-26 years old, and 8% were between 18-20 years old.



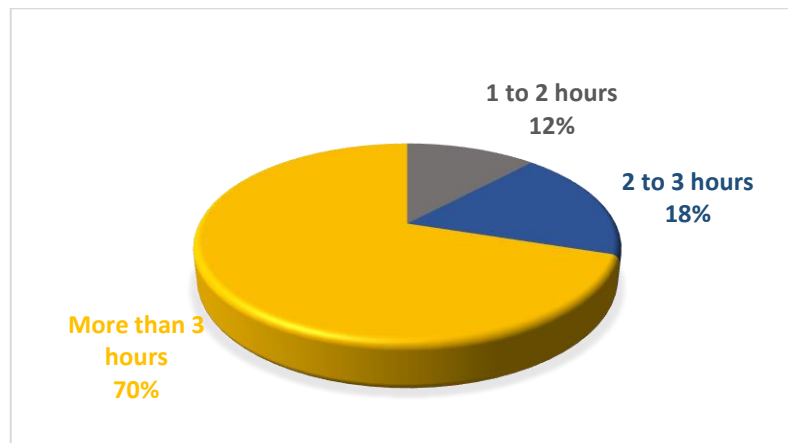
Graph Bar 1: Age Distribution of the Respondents (n=100)

(Insert the explanation about Graph Bar 2)



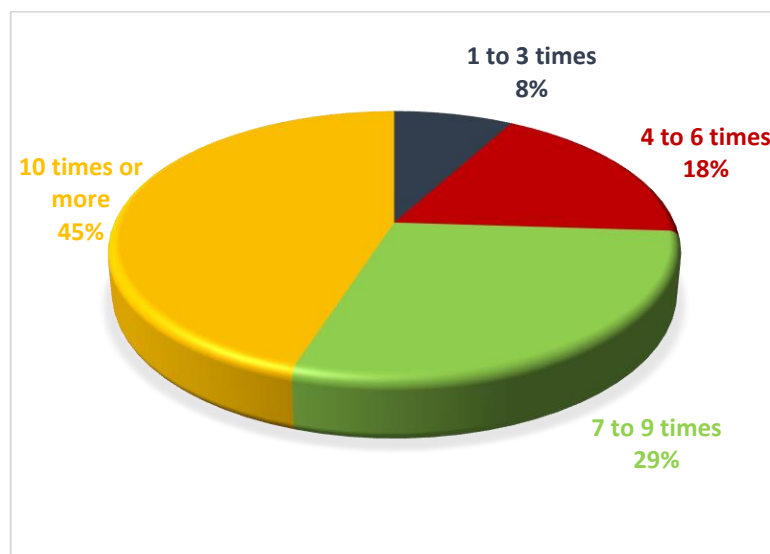
Graph Bar 2: Social Media Preferences (n=100)

The respondents were asked how many hours they spent on social media every day, which was summarised in Table 6; 70% said that they spend more than 3 hours a day, 18% said they spend 2 to 3 hours a day, and 12% said they spend only 1 to 2 hours a day. It reveals that respondents are likely to spend on social media sites daily.



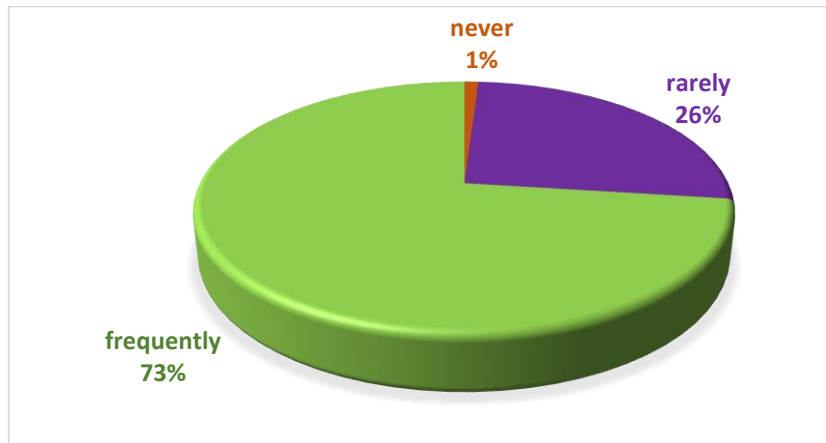
Pie Chart 1: Use of Social Media according to Hours Daily (n=100)

Pie Chart 2 shows 45% respondents communicate 10 times or more according to frequency daily through social media, 7-9 times 29%, 4 to 6 times 18% and 1 to 3 times 8%.



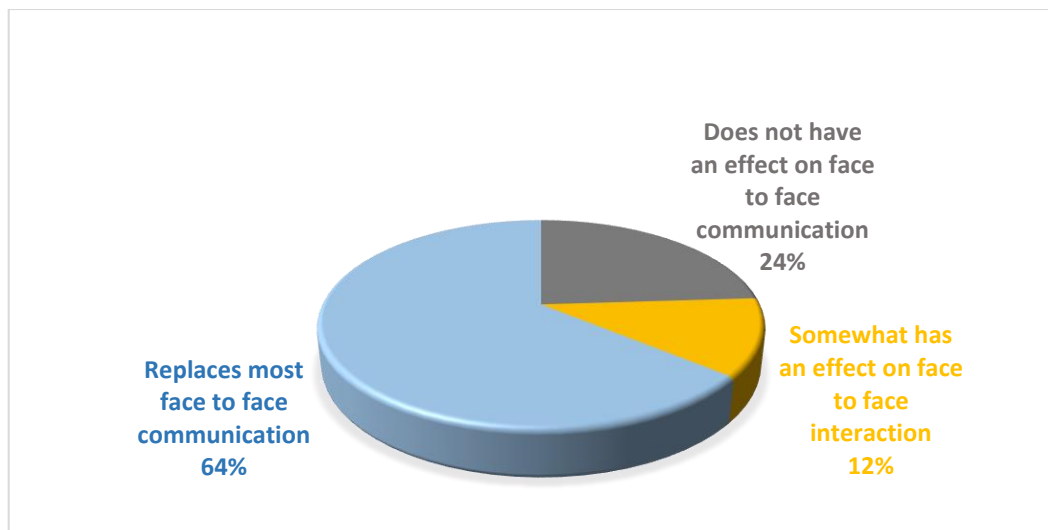
Pie Chart 2: Use of Social Media to Communicate According to Frequency Daily

Pie Chart 3 shows that most respondents communicate with their friends and colleagues through social media, representing 73% of all respondents. 26% rarely communicate on social media with their friends, and only 1% never communicate with their friends through social media.



Pie Chart 3: Communicate with friends and colleagues through social media According to Frequency Daily

Pie Chart 4 shows that respondents were asked, "How does online networking (social media) affect their social life. The majority chose online networking (social media) 64% replace most face-to-face communication in their social life, 24% of the respondents chose it does not have an effect on their face-to-face communication, and only 12% chose somewhat effect on their face to face communication.



Pie Chart 4: Effect of Social Media Usage on Face-to-Face Interaction among USIM Students

Table 2 shows that respondents were asked about the effect of social media usage on face-to-face interaction among respondents. First, they were asked if they agree that students are becoming self-obsessed due to social media, and 26% strongly agreed. The majority of the respondents who chose to agree, representing 65%, 8% agreed, and only 1% were strongly disagree. Second, 9% of the respondents strongly agree that social media communication is generic and impersonal. Besides, 64% of the respondents agreed, 26% disagreed, and only 1% strongly disagreed that social media communication is generic and impersonal. Lastly, the finding shows that 13% of the respondents strongly agree that people who rely on social media to communicate are

losing the ability to talk with others. 55% of the respondents agreed, 28% disagreed, and only 4% strongly agreed that people who rely on social media to communicate are losing the ability to talk with others.

Table 2: Effect of Social Media Usage on Face To Face Interaction among USIM Students.

Effect Of Social Media Usage on Face To Face Interaction Among FKP Students	Strongly Agree	Agree	Disagree	Strongly Disagree
Do you agree that students are becoming self-obsessed due to social media?	26	65	8	1
Communicating using social media is generic and impersonal	9	64	26	1
People who rely on social media to communicate are losing the ability to talk with others	13	55	28	4

Table 3 shows that 80% of the respondents voted yes that online communication is responsible for the lack of personal interaction, and another 20% voted no. Besides, in the responses to the question, "Do you think that university students are becoming introverted in public due to the excessive use of social media?" the majority of the respondents voted yes, which is 78%, and only 22% voted no. Moreover, in the responses to the question of "university students are becoming careless about direct interaction as they communicate more on social media, 77% voted yes and 23% voted no. Then, 47% of the respondents voted yes that the use of social media decreased their desire for face-to-face communication with their friends and colleagues, and the rest of the respondents who voted no were 53%. Lastly, 82% of the respondents voted yes, that social media helps them communicate with people face to face better, and only 18% voted no to the questions.

Table 3 Effect of Social Media Usage on Face To Face Interaction among FKP Students

Effect Of Social Media Usage On Face To Face Interaction Among FKP Students	Yes	No
Is it true that online communication is responsible for the lack of personal interaction?	80	20
Do you think that university students are becoming introverted in public due to the excessive use of social media?	78	22
Does university students are becoming careless about direct interaction as they communicate more on social media?	77	23
Has using social media decreased your desire for face-to-face communication with your friends and colleagues?	47	53
Does use social media help you communicate with people face-to-face better?	82	18

DISCUSSIONS

Overall, the findings indicated that the majority of the respondents are using social media sites for personal communication. Some of the students indicated that they use social media platforms like Facebook, WhatsApp, Telegram, and Twitter as their communication platforms. WhatsApp ranked as the most commonly used social media platform among the respondents. The study carried out by (Subramaniam, 2017) reports that Facebook and WhatsApp have captured the fancy of youngsters, and together, they have conquered 80-90% of social media usage.

This study shows that the preferred social media platform has established that WhatsApp remains students' most popular social media application. A Ghanaian study found that most students used WhatsApp as the most widely used social media platform, followed by Facebook and Twitter (Mingle & Adams, 2015). On the other hand, findings show that most of the respondents are spending numerous hours on social media. In line with this, recent studies have discovered that the quantity of time people spend on the internet, especially on social media, is ever-increasing (Tang & Cheah, 2017). Lastly, the finding shows that most respondents use social media a lot in a day to communicate.

Next, the response score of the influence of social media usage on face to face interaction among respondents. The finding indicated that most respondents frequently communicate with friends and colleagues through social media, and we can see that they like social media apps for individual communications. Most of the respondents think that social media is important in their lives and that social media is now an addiction to them. The situation becomes alarming when it is seen that respondents are getting addicted to it. The huge addiction to this matter makes FKP student spend most of their time on social sites. Besides, from the findings, we can see that most respondents do not prefer using social media sites to communicate with their friends and colleagues, even though they know that social media tools are an easy medium for daily communication. The findings indicated that most of respondents agree that social media is destroying social norms and values. Excessive use of social media by students and other people threatens social norms and values. People are becoming unaware of social behaviour.

Besides, most of respondents agree that they spend more time communicating with friends on social media than face to face. In line with Maird Newham reports (2012), the majority of the respondents spend more time on Facebook than face-to-face, and the time they spend on Facebook reduced the time they spent communicating face-to-face with their friends.

On the other hand, the response score of the effect of social media usage on face-to-face interactions among respondents. Findings indicated that social media replaces most face-to-face communication in FKP student life and affects people's lives and how they interact with each other. However, Akoja & Odozi (2020) stated that the use of social media cannot replace face-to-face interaction among people, irrespective of how much time they spend on the sites. Regardless, it provides an avenue for youths to communicate with their peers, seek information, and entertain themselves. The pre-

vious study also claims that nothing can replace face-to-face conversations and interactions. Researchers claim that word-of-mouth exchanges and in-depth conversations are still the most influential. (Dr. K.R Subramanian, 2017).

The results show that respondents become self-obsessed due to the presence of social media. As we all know, excessive use of social media can affect life interactions. It also makes people addicted to using it, especially when communication and face-to-face interaction will slowly be reduced in society. According to the findings, it shows that most of the respondents agree that communicating using social media is generic and impersonal. Previous studies stated that a potentially negative effect of social media is a lack of privacy. Because interpersonal communication is changing, we will likely share the information we might have previously shared privately on social media. (Subramanian, 2017).

Based on the observations, most of the students agree that people who rely on social media to communicate are losing the ability to talk with others. It perhaps obstructs the ability to talk directly with the person. Non-verbal ways we can communicate face-to-face, such as using hand gestures and facial expressions, are not have in online interactions, and sometimes this can lead to misunderstandings, maybe making online communication more open to ambiguity and misinterpretation.

Most respondents said online communication is responsible for the lack of personal interaction. In line with research by Emily Drago, people are more reliant on communicating with each other through technology and neglecting to engage personally, uninhibited by phones and devices, even when actually in the presence of others. University students are the main users of social media. The observation shows that most of them agree that when they spend most of their time on social media, they become an introverted person. This also will encourage people to become antisocial. Some people start ignoring face-to-face communication because they were more comfortable on social media.

Next, respondents are becoming careless about direct interaction as they communicate more on social media. They felt that communicate through social media more easily to connect with each other so that they don't have to meet face to face. This behaviour should not be practised in daily life because it could make them less confident when meeting people in real life as they too much depending on social media.

In addition, the use of social media does not decrease FKP student desire for face to face communication with their friends and colleagues. They still think that face-to-face interaction gives them benefits instead of online communication. When they interact face to face, they more easily understand and feel that the information is delivered more clearly.

Social media helps respondents communicate with people face-to-face better. In line with the previous studies, social media improves interpersonal skills to a great extent by knowing the power of social media and its significant role in our life. Social media allow us to enhance our language skills and this would result in a good communication setting (Viola Gjylbegaj and Osama Jararaa 2018).

The result of this study shows that respondents mostly preferred WhatsApp as the main communication tool in their daily life. It also shows that social media platform makes students addicted to using it, and they prefer social media as the main medium for interaction. Most of the finding shows that social media has a more negative effect rather than a positive effect on face-to-face interaction among students. However, not all social media use has a bad impact on communication among students. However, they know that nothing can replace face-to-face interaction, even though social media platforms have already conquered the communication way of students today.

CONCLUSION AND RECOMMENDATION

From this study, we can see that social media is commonly used for communication among youth, especially university students. We cannot deny that the advancement of social media makes communication between individuals easy and available, but it also has an effect on social interactions as well. Information is relayed faster and more conveniently, but conversations done over social media are not quite the same as those done face-to-face, especially depending on the weight of the matters. The use of social media cannot replace face-to-face interaction among people, irrespective of how much time they spend on the sites. Regardless, it provides an avenue for youths to communicate with their peers, seek information, and entertain themselves.

From this study, the researcher has completed the method of the study to seek all necessary findings. In an effort to obtain the information and the data of the study, the researchers used a set of questionnaires in Google form, which is divided into three objectives, to know about social media tools that FKP students use, to examine the influence of social media sites on face-to-face interaction among respondents and to find out effect of social media on face-to-face interaction among respondents.

From the data that have been observed and recorded, the researcher has explained that retrieval. In this study, the researcher wants to study what social media tools they frequently use daily; the researcher knows how far social media sites influence face-to-face interaction, and the researcher can see the effect of social media site usage on face-to-face interaction among university students.

For future suggestions or recommendations, researchers should carry out further research on how to overcome and deal with addiction to social media. According to the findings that I have studied, I can see that this matter become more worrying among young people, especially university students. We can see that students are too addicted to social media especially in communicating. They are too reliant on social media platforms and make online communication as a priority for them. This matter should be highlighted by all parties as a way to curb these symptoms from getting more serious.

Finally, not all social media use has a bad effect on students; it also actually helps them to communicate with people face-to-face better. People spending more time using social media may replace their time with interacting face to-face, but it doesn't mean that it is bad for them. It depends on people themselves and how they manage their social media for communication in daily life. However, the use of social

media cannot replace face-to-face interaction among people irrespective of how much time they spend on the sites.

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