

The Impact of Social Media Use on Social Interaction in Contemporary Society

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ABSTRACT

The use of social media has become a phenomenon that dominates human life in the contemporary era. This phenomenon raises important questions regarding the impact of social media use on social interactions in contemporary society. This research will explore how social media affects intergroup interactions, including in the context of social groups, communities, and social movements. This research is a literature review that uses a qualitative method approach, which means it will analyse and interpret data by relying on information and text from various sources. The study found that the use of social media has brought about profound changes in the patterns of social interaction in contemporary society. This phenomenon has complex impacts, including increased global connectivity, changes in the way individuals construct social identities, and providing a platform for social movements. However, it needs to be recognised that these impacts are not only positive, but also present challenges such as social isolation, unhealthy comparisons, and the spread of harmful information.

ABSTRAK

Penggunaan media sosial telah menjadi fenomena yang mendominasi kehidupan manusia dalam era kontemporer. Fenomena ini menimbulkan pertanyaan penting mengenai dampak penggunaan media sosial terhadap interaksi sosial dalam masyarakat kontemporer. Penelitian ini akan mengeksplorasi bagaimana media sosial mempengaruhi interaksi antargrup, termasuk dalam konteks kelompok sosial, komunitas, dan gerakan sosial. Penelitian ini merupakan kajian literatur yang menggunakan pendekatan metode kualitatif, yang berarti akan menganalisis dan menginterpretasikan data dengan mengandalkan informasi dan teks dari berbagai sumber. Hasil studi mendapatkan fakta bahwa penggunaan media sosial telah membawa perubahan mendalam dalam pola interaksi sosial dalam masyarakat kontemporer. Fenomena ini memiliki dampak yang kompleks, termasuk peningkatan konektivitas global, perubahan cara individu membangun identitas sosial, dan pemberian panggung bagi gerakan sosial. Namun, perlu diakui bahwa dampak ini tidak hanya bersifat positif, tetapi juga menghadirkan tantangan seperti isolasi sosial, perbandingan yang tidak sehat, dan penyebaran informasi yang merugikan.

1. INTRODUCTION

The use of social media has become a phenomenon that dominates human life in the contemporary era. In recent years, social media platforms such as Facebook, Twitter, Instagram and TikTok have changed the way people interact with each other and established new patterns of communication (Tarigan et al., 2023). Traditional social interactions that were previously limited by time and space have now undergone a significant shift thanks to the development of information technology (Maitri et al., 2023). This phenomenon raises important questions about the impact of social media use on social interaction in contemporary society (Ausat et al., 2023; Hall, 2018).

Social interaction plays a crucial role in shaping individual identity and building relationships between members of society. The tradition of face-to-face communication and direct interaction in social contexts plays an important role in strengthening social ties, cultural exchange and collective understanding (Litt

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et al., 2020). However, with the advent of social media, the way humans interact and communicate has undergone fundamental changes. Therefore, this literature review will delve deeper into the impacts of social media use on social interaction in contemporary society.

Various studies have highlighted the changes in the dynamics of social interaction due to the use of social media. Some see social media as a means to expand social networks and facilitate more efficient communication, especially in a global setting (Yohanna, 2020). However, there is also a view that reliance on social media can disrupt face-to-face social interactions and lead to social isolation, impaired ability to communicate directly, and the development of superficial relationships.

In addition, social media also affects the way individuals construct social identities. The process of self-presentation in social media allows individuals to select and control the information they want to display to the public (Zheng et al., 2020). This phenomenon can influence others' perceptions of individuals and has implications for the formation of collective identities in society.

This literature review will also explore how social media affects intergroup interactions, including in the context of social groups, communities and social movements. The existence of social media provides a platform for groups with similar interests or goals to connect without being limited by geographical boundaries. However, questions arise regarding the extent to which these interactions are able to replace more in-depth physical interactions and impact social integration.

By understanding the complex impacts of social media use on social interaction, this research will provide greater insight into how contemporary societies adapt to changes in communication and interaction brought about by technology. In addition, the results of this research can also provide a basis for better policy formulation in managing the impact of social media on social interaction, both at the individual level and society as a whole.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Social Media

Social media is a digital platform and application that allows users to create, share and interact with content online (Ferine et al., 2023). It is a form of communication and social interaction that utilises information technology and the internet. Social media provides the ability for individuals, groups or organisations to connect, communicate, share information and participate in online activities in an interactive and collaborative way (Lin, 2022). Key features of social media include:

1. **User Profiles:** Each user has a personal profile on a social media platform that can be populated with personal information, photos, and interests. These profiles allow users to introduce themselves and connect with others.
2. **Content Sharing:** Users can share different types of content such as text, photos, videos, links and more with their audience. This content can be opinions, thoughts, personal experiences, or useful information.
3. **Interaction:** Social media allows users to interact with content shared by others. This could be in the form of comments, likes, shares, or special reactions depending on the platform.
4. **Social Networking:** Users can connect themselves with others to form social networks. They can invite friends, follow other accounts, or accept friend requests.
5. **Groups and Communities:** Social media also allows the formation of groups and communities based on shared interests or goals. This provides a place for people with similar interests to interact and share information.
6. **User-Generated Content:** Many social media platforms rely on user-generated content, where users act as content creators and content consumers simultaneously.

Some popular examples of social media platforms include Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube, and Pinterest. Social media has had a huge impact in various aspects of modern life, including communication, politics, business, popular culture, and social activism (Azzaakiyyah et al., 2023; Karneli, 2023; Salamah, 2023). However, this impact can be positive or negative depending on how it is used and its implications in society.

Social Interaction

Social interaction refers to the process of exchanging information, ideas, emotions, or actions between individuals or groups in a social setting (Buarqoub, 2019). It involves the way people communicate, share experiences and interact with each other in a variety of contexts, ranging from everyday interactions among

friends and family to interactions on a larger scale such as within a community, organisation or society as a whole. Social interaction can take many forms, including:

1. **Verbal Communication:** The exchange of words, speech, and language to convey ideas, information, or emotions. This includes face-to-face conversations, telephone calls, text messages, and various forms of oral communication.
2. **Nonverbal Communication:** The use of facial expressions, gestures, eye contact, posture, and other body language to convey additional meaning in social interactions.
3. **Gestures and Symbols:** The use of signs, gestures, or symbols that have specific meanings in certain social contexts. Examples are hand gestures to signal or interpret a message.
4. **Written Communication:** The exchange of information through writing, such as letters, emails, or messages on social media platforms.
5. **Eye Contact:** The use of eye contact to show attention, appreciation, or other emotional meaning in an interaction.
6. **Co-operation and Joint Activities:** Interacting through joint activities such as working in groups, collaborating on projects, or participating in community activities.
7. **Emotional Response:** The exchange of emotional responses, such as laughter, smiles, tears, or other facial expressions to indicate feelings or reactions to a situation.

Social interaction has an important role in shaping culture, social norms, and collective identity in society (Snow & Corrigan-Brown, 2015). Through social interaction, individuals build social relationships, gain knowledge about the world around them, and develop communication skills. It also helps build social support, facilitate information exchange, and shape complex patterns of relationships. In the context of researching "The Impact of Social Media Use on Social Interaction in Contemporary Society," it is important to understand how social media affects the way individuals and groups interact socially, both positively and negatively, on multiple levels, from personal interactions to broader social dynamics.

Contemporary Society

Contemporary society refers to a society in a time period that is currently taking place or very close to the current time (Krause, 2019). It is a term used to describe society in the present era, where social, economic, political, and cultural circumstances occur (Goryakin et al., 2015). In this context, "contemporary" means something that happens or exists in the same time or close to the current time. The characteristics of contemporary society include:

1. **Technology:** Contemporary societies are often characterised by rapid technological advances. Information and communication technologies, especially the internet and social media, have a significant impact on the way humans communicate, get information and interact.
2. **Globalisation:** Globalisation refers to the integration of economies, politics and cultures on a global level. Contemporary societies are often deeply connected to the outside world through international trade, cross-border communication and cultural exchange.
3. **Diversity:** Cultural, ethnic, religious and worldview diversity is an important feature of contemporary society. More people interact with individuals from different backgrounds, creating a multicultural environment.
4. **Rapid Social Change:** Social change in contemporary societies is often rapid. Factors such as new technologies, changing social values, and shifts in economic dynamics can trigger significant transformations in a relatively short period of time.
5. **Contemporary Issues:** Contemporary societies face a range of pressing global and local issues, including climate change, economic inequality, social issues, human rights, and others. These issues often reflect the distinctive demands and challenges of the times.
6. **Social Connectedness Through Social Media:** Social media and communication technologies enable contemporary society to connect quickly and easily. This shape the way humans communicate, interact and shape public opinion.

It is important to realise that the characteristics of contemporary society may vary in different parts of the world, depending on the economic, political, cultural and historical conditions of each region. As a researcher studying the impact of social media use on social interactions in contemporary society, it is important to understand the specific context in which the research is conducted.

3. RESEARCH METHOD

This research is a literature review that adopts a qualitative approach, which means it will analyse and interpret data by relying on information and texts from various sources. The main focus of a qualitative literature review is to collate, evaluate and integrate existing knowledge on the topic under study, namely the impact of social media use on social interaction in contemporary society. In this research, data will be collected from various sources relevant to the topic under study, such as scientific journals, books, research reports, and other articles. The data period covers the time from 2014 to 2023, which allows the researcher to see developments, trends, and changes that have occurred during this period.

The qualitative approach in the literature review allows researchers to describe and characterise complex and multidimensional issues in greater depth (Elo et al., 2014). In addition, this method makes it possible to involve multiple sources of information and cover a range of different viewpoints, thus enriching the analysis and strengthening the validity of the findings. The data collection process will involve meticulous text analysis, searching for information, and categorising relevant data for the research topic. Subsequently, the author will collate this information in a structured format, compare and synthesise findings from multiple sources, and identify patterns, themes and trends that emerge from the collected data.

One of the advantages of a qualitative literature review is its flexibility in understanding and explaining complex phenomena, as it is not limited by numerical or statistical constraints (Rahman, 2016). This method also allows researchers to gain deep insights into how the topic under study has evolved over time, as well as how concepts and understandings of the topic have changed over the years. In this research, it is important to scrutinise the reliability and credibility of the sources used, as well as critically analyse the information collected. With a qualitative approach, the researcher must be able to present findings objectively and reflectively, provide clear and accurate interpretations, and recognise the limitations of the methods and data used (Bradshaw et al., 2017). The conclusion of this research will hopefully provide a comprehensive picture of the development of the topic under study over the 2014 to 2023 time period, and may also provide recommendations for further research that can broaden the understanding of issues related to the topic.

4. DATA ANALYSIS AND DISCUSSION

The use of social media has resulted in profound changes in the pattern of human interaction in today's contemporary society. The presence of social media has emerged as a phenomenon that places itself as a crucial element in the drastic changes in the way people interact in an era where information technology has undeniable dominance in almost every field of life (Nabela & Rianto, 2020). Through its increasingly important role, social media has become the main pillar in reconceptualising the entire dynamics of social interaction on a global scale. The impact of this shift extends beyond personal interactions to encompass a much broader range of social dynamics. By traversing networks that are now so intricate and intertwined, social media has formed the basis for the transformation of society in a variety of diverse ways (van Dijck & Poell, 2015). However, it cannot be ignored that the resulting impact also brings with it a number of positive aspects that need to be appreciated, as well as challenges that need to be found solutions. As such, the use of social media is not just a change in human interaction, but a complex evolution that has changed the overall landscape of social interaction at a global level. As it becomes more deeply embedded in our daily lives, social media not only provides a new dimension to the way we connect with each other, but also raises questions and adaptations regarding how we effectively and wisely deal with the implications of these changes (Poturak & Turkyilmaz, 2018).

Social media, as a platform that has become an integral part of contemporary life, provides a vast means for individuals to establish and develop connectivity with diverse parties, including past friends who may be geographically distant, family members who are separated by geographical boundaries, and even people who have never been in our sphere of acquaintance before. This phenomenon has undoubtedly stimulated the birth and expansion of social networks that serve as important channels for the exchange of genuine emotional support, valuable information, and promising new opportunities. In the individual sphere, social media not only creates new bonds, but also expands existing relationships to a deeper and more meaningful dimension. By connecting people from different corners of the world, social media helps form virtual communities that are not limited by physical boundaries (Sandel & Ju, 2019). Emotional support, which is sometimes difficult to access in day-to-day interactions, can be easily found and felt through these services (Martino et al., 2017). The information shared also spreads quickly, allowing individuals to stay connected to the world around them. However, the impact of social media does not stop at the individual scale. At the

community level, the presence of social media plays a key role in facilitating rich cultural exchanges and joyous intercultural dialogue. Ideas, views and cultural expressions from across the globe flow freely, forming a terrain where diversity is valued and given its rightful place. This fosters inclusive and multicultural interactions, generating an environment of depth and diversity in knowledge and experience, and together forming a roadmap to a deeper global understanding.

However, the positive impacts described above are sometimes accompanied by challenges that require careful and effective resolution. While strong connectivity through social media has become a reality, it cannot be ignored that there are also emerging concerns related to what is often referred to as "shared solitude" or the feeling of social isolation that arises among individuals who are increasingly glued to their digital devices. This phenomenon illustrates a modern paradox where although we are more connected virtually, the once-valuable aspects of face-to-face social interaction are increasingly being displaced by more superficial forms of online communication. The warmth of a face-to-face conversation and the intimacy of a face-to-face encounter are gradually being replaced by shorter digital conversations that often lack depth in substance (Licoppe & Smoreda, 2005). At the same time, there is also concern about the behaviour of information bubbles in social media environments. Users are often only exposed to content that aligns with their own views, triggering an affirmation effect that can reinforce pre-existing views (Modgil et al., 2021). This can result in the creation of an isolated information ecosystem, where exposure to alternative or different viewpoints is minimised. Potentially contrarian or controversial views tend to be ignored or even avoided, undermining efforts for a more comprehensive and in-depth understanding. Therefore, while recognising the great benefits that social media offers in enriching human interactions, we also need to acknowledge and address these challenges to ensure that it can provide maximum benefit in enhancing human understanding and maintaining the quality of social interactions in this increasingly digital environment.

In addition to this, it cannot be denied that social media also has a significant impact on aspects related to the construction of individual identity. The emergence of social media has given individuals greater power to control how they want to appear and be presented online (Yan, 2021). However, ironically, this power often brings negative impacts in the form of distortions in self-perception and the use of self-images that tend to be less authentic. This phenomenon can refer to the tendency of individuals to display desirable and cultivated sides of their lives, resulting in representations that may not fully reflect the complexity of their true identities. While this aspect can be a creative way to express oneself, it can also lead to the creation of a hyperideal or even false image. As a result, the self-conception formed in an individual's mind may become distorted and sometimes even contradictory to reality. In an era where the demand for online recognition and validation is increasingly strong, this phenomenon can exacerbate feelings of self-dissatisfaction and create a gap between online identities and everyday reality (Altuwairiqi et al., 2019). In addition, unhealthy social comparisons are often a consequence of the social media ecosystem. We are exposed to images of other people's lives that have been selectively chosen and displayed in the most favourable way. This can trigger a sense of lack of satisfaction with one's own life and encourage feelings of inadequacy or lack of success. Repeated exposure to the often unrealistic standards of "looking perfect" in this digital world can increase psychological and social distress that can negatively impact an individual's well-being. As such, it is important that we better understand the complex impact that social media has on individual identity construction, and develop the digital awareness and literacy necessary to maintain a balance between reality and self-representation in this increasingly complex and fast-paced virtual environment.

It is important to recognise that it is not only individuals who are affected, but groups and communities are also affected by the wave of social interactions inspired by social media. In this case, there is no denying that social media has a crucial role in shaping the dynamics and direction of existing groups and communities. Social movements and activism now have the potential to grow and develop more quickly and effectively through social media platforms (Cortés-Ramos et al., 2021). The ability to quickly reach a wide audience and respond quickly to current events has opened the door for more inclusive and coordinated movements (Dwivedi et al., 2021). These platforms make it possible for individuals from different backgrounds and geographies to come together, share ideas and voice their aspirations simultaneously, resulting in a stronger and more significant collective voice. However, along with this positive potential, it should also be recognised that the scope for false or harmful information can also spread quickly in the world of social media. The presence of fake news and manipulative content designed to fuel social tensions and disagreements can easily take over public conversations, sway opinions, and even trigger extreme emotional reactions. In an era where information can be disseminated infinitely and instantly, the challenge of ensuring the

veracity and quality of information is increasing (Sutrisno et al., 2023; Wahyoedi et al., 2023). In line with this, media literacy and the ability to sort out reliable information are key skills that people must master. Thus, while we recognise the positive impact that social media can have on groups and communities, it is also important to build resilience to potential negative impacts and establish the ability to sort and critically evaluate information to maintain the integrity of social interactions that thrive online.

In order to confront and address the aforementioned impacts, a holistic and integrated approach is required that includes an in-depth understanding of how social media substantially affects the patterns of social interaction that are prominent in the dynamics of today's contemporary society. In this context, it is evident that constructive measures must be taken to ensure that the positive impacts of social media are truly optimised, while the challenges and risks faced are effectively addressed. One key approach is to encourage increased critical understanding of the information spread in the world of social media (Luo et al., 2021). This involves education and improved digital literacy that trains people to identify, sort and evaluate reliable sources of information (Ohara, 2023; Said Ahmad et al., 2023). Developing the ability to recognise fake news, understand information bias, as well as evaluate the legitimacy of the content at hand will be an invaluable asset for individuals in dealing with the incessant flow of information in the digital world. In addition, it is also important to build healthy and meaningful digital communication skills. This includes the ability to participate in online conversations in a manner that is open, respectful and contributes positively. In an environment increasingly saturated with information noise and diverse opinions, the ability to communicate clearly and establish meaningful dialogue is becoming increasingly valuable (Zhai & Wibowo, 2023). Not only that, but education about ethics and responsibility in online interactions is also increasingly important. Especially among the younger generation who have grown up with this technology, understanding how to act respectfully, maintain privacy, and treat others ethically online should be an integral part of learning. Therefore, facing an era where social media dominates social interactions, improving understanding, literacy and skills covering aspects of information, communication and ethics is essential in an effort to maintain the quality and integrity of human interactions in an increasingly integrated digital world.

To conclude the conversation, we cannot deny that the impact of social media use on patterns of social interaction in contemporary society is a highly complex phenomenon that continues to change over time. Social media has a deep and wide influence, shaping the landscape of human interaction in ways we have never seen before. While it has brought great benefits in terms of connectedness across distances and easy access to information, its reality also presents challenges that require careful thought and sustainable solutions. In today's increasingly connected world, we are faced with problems that evolve along with opportunities that become more varied. Intensive engagement in social media gives rise to dynamics that permeate deep into our networks of interaction, changing the way we communicate, share and form identities. However, it cannot be ignored that the emergence of social media also brings impacts that can disrupt the balance of social interactions. Therefore, it is important that we carefully understand the impacts that have been outlined earlier. Through in-depth understanding, we will be able to frame responsive measures in dealing with the dynamics of social media. Thus, society can take prudent steps in managing the use of social media, recognising and appreciating its positive potential, and at the same time, collaborating in finding useful solutions to overcome its risks and negative impacts.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

The use of social media has brought about profound changes in the patterns of social interaction in contemporary society. This phenomenon has had complex impacts, including increased global connectivity, changes in the way individuals construct social identities, and providing a platform for social movements. However, it should be recognised that these impacts are not only positive, but also present challenges such as social isolation, unhealthy comparisons and the spread of harmful information.

In understanding the impact of social media use on social interactions, we must recognise the need for a balance between digital connectedness and face-to-face social interactions. It is important to develop healthy digital communication skills, as well as the ability to sort out accurate and useful information from misinformation. In addition, social media users also need to recognise that the identity displayed online does not always reflect the true identity.

Suggestions that can be made based on the results of this research include digital education: Educational programmes that focus on digital literacy, online ethics and critical information processing skills should be strengthened in schools and communities. Second, active engagement: Using social media as a

means to participate in constructive discussions, support positive social movements and build useful networks. Third, balanced screen time: Setting a balanced time between online and face-to-face interactions to minimise the risk of social isolation.

Meanwhile, this study is also not free from limitations that need to be underlined, namely limited generalisability: Research on the impact of social media on social interactions tends to vary across different age groups, cultures and social backgrounds. Furthermore, methodological limitations: Measuring the impact of social media may be difficult due to the dynamic and complex nature of social interactions and social media use. Finally, rapid change: As social media is constantly evolving, its impact is also changing rapidly, which makes analyses difficult to follow over the long term.

In conclusion, social media is an important pillar in contemporary society that affects various aspects of social interaction. With a better understanding of these impacts, we can develop a more thoughtful approach to using social media to promote healthier, informative and meaningful social relationships.

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