

A STUDY ON “ONLINE COMMUNICATION AND ITS IMPACT ON RELATIONSHIP AND EMOTIONS”

**Dissertation submitted to St. Teresa’s College (Autonomous) Ernakulam,
Affiliated to Mahatma Gandhi University in partial completion of
PGDM – BUSINESS ANALYTICS**

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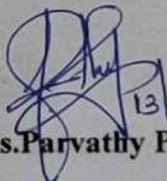


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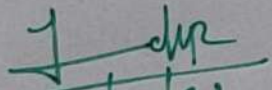
This is to certify that the dissertation entitled "**A STUDY ON RELATIONSHIP AND ITS IMPACT OF RELATIONSHIPS AND EMOTIONS**" is a bonafide record of the project work carried out by **LEYA MATHEW** (Reg: SM22PGDM006) final year student of **PGDM-Business Analytics** under my supervision and guidance during the academic year 2022-2024. The project work represents the work of candidate and is hereby approved for submission.


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DECLARATION

I hereby declare that the project entitled “**A STUDY ON ONLINE COMMUNICATION AND ITS IMPACT ON RELATIONSHIP AND EMOTIONS**” submitted to St. Teresa’s College (Autonomous), Ernakulam, is a record of an original work done by me under the guidance of **Ms Parvathy P S, St. Teresa’s College, Ernakulam**, and this project work is submitted in the partial fulfilment of the requirement of the award of the Degree of **PGDM-Business Analytics**. The result embodied in this project report has not been submitted to any other University or Institute for the award of any Degree or Diploma.

Place: Ernakulam

LEYA MATHEW

Date: 11-12-2023

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CHAPTER 1

INTRODUCTION

1.1 Overview

Online communication has significantly transformed the way we interact and build relationships. The digital age has seen a great increase in the number of internet users and reliance on online communications in particular. Youths or young people are among the most common groups who use the internet to interact or communicate with their peers, family, and friends. Social media or digital media is radically influencing the manner in which people interact or communicate thereby affecting their mindsets, attitude and experiences.

With increase in the use of the internet most especially among the young, the perceptions or reactions towards the different aspects of life has greatly changed among different groups of people. New technologies in the field of virtual or online communication pose a great impact on the emotional, social and moral competences among internet users particularly the young, adolescents or youth.

Through platforms like social media, texting, and video calls, it has made easier for people to connect across distances. This convenience has strengthened long-distance relationships and allowed people to stay in touch effortlessly. Emoticons, GIFs, and stickers enable individuals to express a wide range of emotions in their digital interactions. This can enhance emotional expression and understanding, but it also has limitations as it can be easily misinterpreted. Online relationships can become deeply intimate, with people sharing personal thoughts and feelings. However, this intimacy may lack the physical aspect of traditional relationships. Online communication may impact face-to-face communication skills. Online communication can sometimes lead to miscommunications and misunderstandings, which may cause conflicts. Resolving these conflicts can be more challenging without the nuances of face-to-face communication. Constant online communication can be overwhelming and lead to emotional fatigue. Many people are now recognizing the need for digital detox and time spent offline. Online communities and support groups can offer valuable emotional support to those in need. Individuals can connect with like-minded people and find understanding and empathy.

The scope of study aims to shed light on how online communications impact relationships and emotions. For the study, a structured questionnaire was constructed consisting of 27 questions that include demographics, scaling and Likert scale questions. These questions aimed at deriving themes related to strength of relationships through online communication, effect on emotions and the impact of online communication. The questionnaire was digitally

recorded and transcribed. Subsequent analysis was facilitated using IBM SPSS data software. The sampling method used is convenience sampling selecting a population of age group of 15 to 45 who uses online communication and secondary data was collected to understand more about the impact on relationships and emotions. The goal of this study was to understand whether online communication and social relationships and emotions are interconnected.

Online communication has both positive and negative impacts on relationships and emotions. It has reshaped the way we connect and express ourselves, but it's important to be mindful of its potential challenges and find a balance between the digital and physical aspects of our lives.

1.2 STATEMENT OF PROBLEM

The project aims to examine the impact of online communication on relationship and emotions. This helps to understand whether relationships be stronger through online communication as well the effect on the emotional well-being of a person.

1.3 LITERATURE REVIEW

Society's traditional adolescent issues— intimacy, sexuality, and identity—have all been transferred to and transformed by the electronic stage. Among the hallmarks of the transformation are greater teen autonomy, the decline of face-to-face communication, enhancement of peer group relations at the possible expense of family relations, and greater teen choice.

Some studies have examined the impact of communications technology (CT) on subjective well-being, i.e. on people's perceptions of their well-being, and their satisfaction with life (e.g. Chesley, 2005, Gross, 2004, Kraut et al., 1998, Schiffrin et al., 2010). There have been a large number of studies examining CTs and relationships. Some argue that online communication has an overall negative effect on relationships. Nie and Erbring (2002) found that “*the more time people spend using the Internet, the more they lose contact with their social environment*”.). In addition, Shklovski et al. (2004) found that “*heavy use of the Internet is associated with reductions in the likelihood of visiting family or friends on a randomly selected day*”. Another example is Lee (2009)'s study which indicated that online communication displaces time with parents, though not with friends.

In contrast, others argue that online communication has a positive effect on relationships. the authors of (PEW Internet and American Life Project, 2000) said *“This survey provides clear evidence that e-mail and the Web have enhanced users' relationships with their family and friends—results that challenge the notion that the Internet contributes to isolation”*. Valkenburg and Peter (2007) found that online communication in adolescents was positively associated with time spent with existing friends and the quality of these friendships. More generally, several studies have found positive associations between online communication, well-being and relationships (Bessière et al., 2008, Grieve et al., 2013, Shaw and Gant, 2002).

The differences in findings may also be partly explained by different effects on different groups of people. In particular, Kraut et al. (2002)'s findings indicated that extraverts and those with good social support may benefit from Internet use, while introverts and those with less support may find it detrimental. Other findings also support this hypothesis. For example, Lee (2009) found that participants who already had strong social relationships *“were more likely to use online communication, which in turn predicted more cohesive friendships and better connectedness to school”*.

The impact of online communication on emotions is multifaceted. Online communication can intensify emotions. Positive news or social support can boost happiness, while negative news or online conflicts can exacerbate anger, anxiety, or sadness. Online communication often requires a higher degree of digital empathy, as individuals must imagine the emotions behind the text. This can foster greater emotional understanding. It's important to balance online interactions with offline activities for emotional well-being.

Most young people are malnourished in terms of emotional competences whereby they are much overwhelmed by the various experiences at early stages of childhood that they cannot easily process all because of increased internet use. Online communication via social media platforms has improved the skills of people concerning fast responses but has failed to enhance the ability to think or reflect deeply about complex problems (Competence & Maturity, 2010; Subrahmanyam & Greenfield, 2008). Galimberti claims that inability to reflect deeply and high level of emotivity may result in several emotional deficiencies such as high apathy for emotional apparatus such as addiction to drugs, love for violence, and high level of creativity incase an individual has self-discipline (Competence & Maturity, 2010).

Online communication has a profound impact on emotions, with the potential to enhance or disrupt emotional well-being. It's crucial for individuals to be aware of these effects and use online platforms mindfully to maintain a healthy emotional balance.

There is a great internal connection or relationship between moral development and social or emotional development of an individual. In this case, an impact rendered on moral competence by online communication also doubly affects the emotional and social competences of individuals. The overall prerequisite or requirement for any moral decisions undertaken by individuals during online communications is based on one's level of social sensitivity and emotional maturity (Brady et al., 2017; Zych et al., 2018).

1.4 SIGNIFICANCE OF STUDY

In today's world majority of them are relied on online communications rather than the offline communication. This type of communication has impacted the relationship and emotions of person irrespective of age, gender or professional status. Over dependence on online communications may lead lack of face to face interactions as well as misunderstandings. With an increasing range of communication platforms offering different affordances, it is important to understand how users utilize the communication mediums available to them, and what impact this can have not only on their relationships, but on them as individuals.

1.5 SCOPE OF STUDY

Social media has had a profound impact on modern relationships, both positive and negative. While it can be a great way to stay connected with loved ones and find resources and support, it can also distract from face-to-face communication, promote unrealistic expectations, and facilitate jealousy and insecurity. This study helps to identify to what extent online communications can be used to maintain relationships. The impact of online communication on an individual as well as the society depends on how the online platforms are being utilized.

1.6 OBJECTIVES OF STUDY

The aim of the study is how the online communication platforms impact an individual and the objectives are

1. How does online communication affect the emotions of a person?
2. Do social relationships become stronger through online platforms?
3. Will the online communication platforms be a problem?

1.7 RESEARCH METHODOLOGY

A large majority of the people throughout the world own a smartphone and access social media on a daily basis. As social media and direct messaging platforms become more widespread, and technology becomes more mobile, the way we communicate with friends, family, colleagues, and romantic partners becomes more diverse. The aim of the study is how the online communication platforms impact an individual.

This Paper is based on a combination of research methods that include: Observation, Survey, and Descriptive Analysis. The primary data was collected using a questionnaire. This questionnaire offered several questions that regarding the purpose, usage and extent of online communications. The study involved 218 people; ages ranged from 15 onwards. The structured questionnaire consists of 28 questions that includes demographics, scaling and Likert questions. The responses were collected using Google forms and it was circulated through personal chats and online mediums like WhatsApp and Instagram.

The analysis part was done using IBM SPSS software. The collected data (primary data) was imported to SPSS and the data was analysed using charts and Chi-square test.

A thorough study was also done regarding the topic of study and observations were made that is the collection of secondary data. The qualitative data received gave insights on online communication and its impacts.

Primary data means first-hand information collected by an investigator. It is collected for the first time. It is original and more reliable.

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The methods of collecting secondary data are published data or unpublished data

The study is based on Primary Data.

1.8 STATISTICAL PACKAGES

SPSS SOFTWARE

SPSS is a widely used program for statistical analysis in social science. It is also used by market researchers, health researchers, survey companies, government, education researchers, marketing organizations, data miners, and others. In addition to statistical analysis, data management (case selection, file reshaping, creating derived data) and data documentation (a metadata dictionary is stored in the datafile) are features of the base software. SPSS datasets have a two-dimensional table structure, where the rows typically represent cases (such as individuals or households) and the columns represent measurements (such as age, sex, or household income). The graphical user interface has two views which can be toggled by clicking on one of the two tabs in the bottom left of the SPSS Statistics window. The 'Data View' shows a spreadsheet view of the cases (rows) and variables (columns). The 'Variable View' displays the metadata dictionary where each row represents a variable and shows the variable name, variable label, value label(s), print width, measurement type, and a variety of other characteristics. Cells in both views can be manually edited, defining the file structure and allowing data entry without using command syntax. This may be sufficient for small datasets. Larger datasets such as statistical surveys are more often created in data entry software, or entered during computer-assisted personal interviewing, by scanning and using optical character recognition and optical mark recognition software, or by direct capture from online questionnaires. These datasets are then read into SPSS.

1.9 LIMITATIONS

The study is subjected to some limitations. The collection of data didn't have any demographic restrictions. Respondents were from different parts of the world. Findings of the survey are based on the assumption that the 218 respondents have given correct information.

CHAPTER-2
INDUSTRY AND COMPANY PROFILE

2.1 INDUSTRY PROFILE

The wireless communications industry has experienced a tremendous transformation since the first digital 2G (GSM, IS-95) cellular systems for voice communications, which appeared in the mid-1990s. The information and communication industry is the basic industry for constructing national information and providing network and information services. As the most active, widely used and influential technology field in the world, network information technology is an important foundation and key support for economic and social development, with a strategic and pioneering position. With the rapid development of the Internet, the Internet of Things, cloud computing, big data, artificial intelligence and other technologies, the content of the information and communications industry has been constantly enriched, extending from traditional telecommunications and Internet services to new forms of business such as the Internet of Things. At present, 10 everything is connected and information is exchanged. The Internet has increasingly become the basis and platform for people's production and life, which has greatly improved people's cognition of the world.

Online communication helps to maintain long distance relationships and it has become a major part of life. Majority of them are comfortable to convey their emotions and ideas through online platforms rather than face-to-face interactions. If not utilized properly it leads to misunderstandings and conflicts.

Online communication helps to share information, emotions and ideas, maintain relations etc... from one point to another irrespective of place or time.

2.2 COMPANY PROFILE

Different platforms are being used according to the need of online communication. Facebook, WhatsApp, Instagram etc... are being used by the common man irrespective of age or profession. Zoom and Teams are commonly used by the working professionals for their meetings. These platforms are mainly used for connecting family and friends, maintaining long distance relations, meeting new people, sharing and consuming data and professional or work related communication.



WhatsApp is a freeware, cross-platform, centralized instant messaging and voice-over-IP service owned by United States tech conglomerate Meta Platforms. It allows users to send text, voice messages and video messages, make voice and video calls, and share images, documents, user locations, and other content. According to the study WhatsApp is the most commonly used platform by the respondents.



Instagram is an American photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. Posts can be shared publicly or with preapproved followers.



Telegram Messenger, commonly known as Telegram, is an encrypted, cloud-based, cross-platform instant messaging service. It allows users to exchange messages, share media and files, live location and hold private and group voice or video calls, as well public livestreams.



Zoom, also called Zoom Meetings, is a proprietary videotelephony software program developed by Zoom Video Communications. The free plan allows up to 100 concurrent participants, with a 40-minute time restriction. This platform is commonly used for meetings by various organisations.



Microsoft Teams is a proprietary business communication platform developed by Microsoft, as part of the Microsoft 365 family of products. Teams primarily competes with the similar service Slack, offering workspace chat and videoconferencing, file storage and application integration.



Facebook, American online social media platform and social network service that is part of the company Meta Platforms. Facebook became the largest social network in the world, with nearly three billion users as of 2021, and about half that number were using Facebook every day.

These are the most commonly used platforms for online communications. Apart from these there are many more platforms such as twitter, skype, discord, Gmail, google duo etc...

CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 DESCRIPTIVE ANALYSIS

3.1.1 Age wise classification of respondents

Table 3.1

| Age group | count |
|------------|-------|
| 15-25 | 163 |
| 26-35 | 25 |
| 36-45 | 13 |
| 46 & above | 17 |

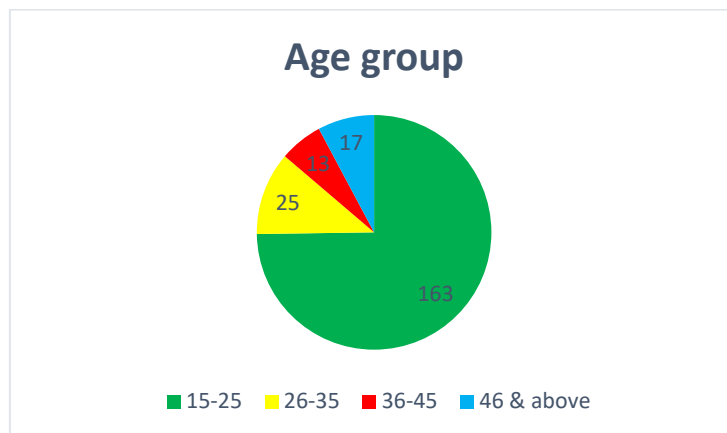


Fig 3.1

INTERPRETATION

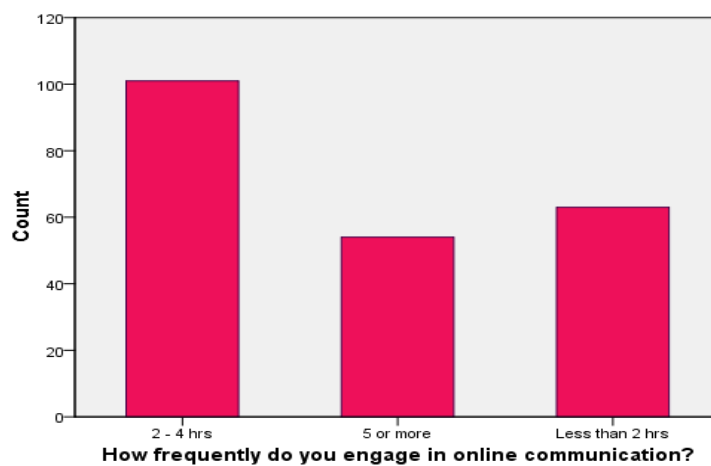
From the Table 3.1 and Fig 3.1 it is clear that, there are 163 respondents in age group 15-25, 25 respondents in age group 26-35, 13 respondents in age group 36-45 and 17 respondents from age group 46 and above. It is evident that younger generation have actively participated in the survey.

3.1.3 Frequency of engagement in online platforms

Table 3.2

| Frequency | Count |
|----------------|-------|
| less than 2hrs | 63 |
| 2-4 hrs | 101 |
| 5hrs or more | 54 |

Fig 3.2



INTERPRETATION

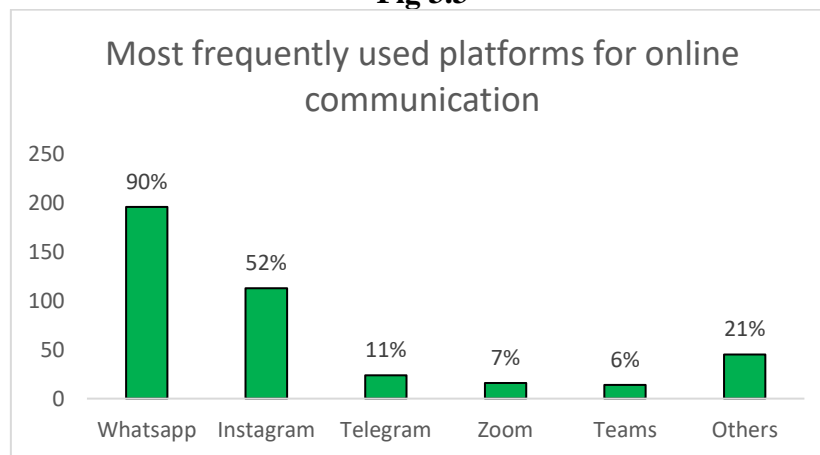
From the Fig 3.2 it shows that maximum respondents get engaged in online communication for 2-4 hrs.

3.1.5 Most frequently used platform for online communication

Table 3.3

| Platforms/tools | Count | Percentage |
|-----------------|-------|------------|
| WhatsApp | 196 | 89.9 % |
| Instagram | 113 | 51.8 % |
| Telegram | 24 | 11 % |
| Zoom | 16 | 7.3 % |
| Teams | 14 | 6.4 % |
| Others | 45 | 20.6 % |

Fig 3.3



INTERPRETATION

From the Fig 3.3 it is clear that 'WhatsApp' is the most frequently used online platform and 'Teams' is the least commonly used online platform for communication. The popularity of WhatsApp can be ascribed to its ease of use and simplicity. Its end-to-end encryption makes it more secure than texting and other messaging apps. Many people use WhatsApp internationally, as it's a free way to send messages to people all over the world. While Microsoft Teams is a one-stop-shop for all your team and project management needs but it requires a stable internet connection, and come with associated costs so it is used the least for communication.

3.1.6 Online communication replace face-to-face communication

Table 3.4

| Response | count | Percentage |
|-----------------|--------------|-------------------|
| Disgree | 101 | 46.30% |
| Agree | 56 | 25.70% |
| Maybe | 61 | 28% |

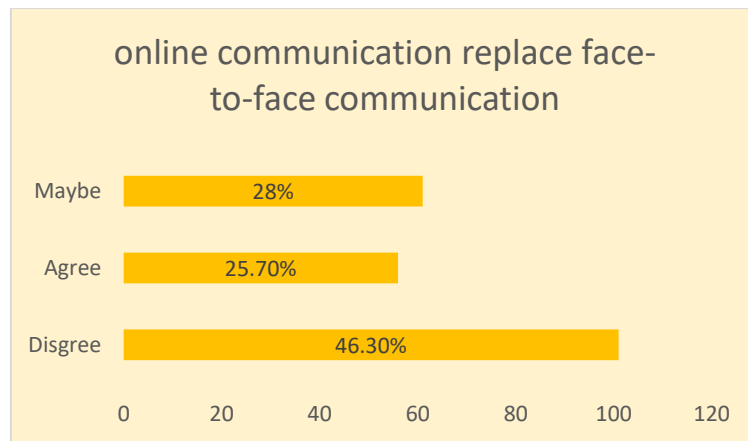


Fig 3.4

INTERPRETATION

From the Fig 3.4 and Table 3.3 it is clear that maximum people i.e. 46.30% respondents disagree that online communication replace face-to-face communication.

3.2 HYPOTHESIS TESTING

CHI-SQUARE TEST: The chi-square test is a statistical test that assesses whether there is a significant association between categorical variables. The Chi-square test of independence checks whether two variables are likely to be related or not.

If the p-value is below the significance level, reject the null hypothesis, indicating a significant association or difference.

If the p-value is above the significance level, accept the null hypothesis, suggesting no significant association or difference.

3.2.1 CHI SQUARE- TO TEST WHETHER AGE HAS ASSOCIATION WITH RELATIONSHIP SATISFACTION AND HAPPINESS THROUGH ONLINE COMMUNICATIONS

H_0 = There is no relationship between age and relationship satisfaction and happiness through online communications.

H_1 = There is relationship between age and relationship satisfaction and happiness through online communications.

Table 3.4**Age * Can online communication contribute to relationship satisfaction and happiness?**

| | | | Can online communication contribute to relationship satisfaction and happiness? | | | Total |
|-------|----------------|----------------|---|-------|---------|-------|
| | | | No | Yes | Yes, No | |
| Age | 15 - 25 | Count | 63 | 95 | 5 | 163 |
| | | Expected Count | 59.1 | 100.2 | 3.7 | 163.0 |
| | 26 - 35 | Count | 6 | 19 | 0 | 25 |
| | | Expected Count | 9.1 | 15.4 | .6 | 25.0 |
| | 36 - 45 | Count | 4 | 9 | 0 | 13 |
| | | Expected Count | 4.7 | 8.0 | .3 | 13.0 |
| | 46 and above | Count | 6 | 11 | 0 | 17 |
| | | Expected Count | 6.2 | 10.4 | .4 | 17.0 |
| Total | Count | 79 | 134 | 5 | 218 | |
| | Expected Count | 79.0 | 134.0 | 5.0 | 218.0 | |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--------------------|--------------------|----|-----------------------------------|
| Pearson Chi-Square | 4.378 ^a | 6 | .626 |
| Likelihood Ratio | 5.678 | 6 | .460 |
| N of Valid Cases | 218 | | |

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .30.

INFERENCE

The test statistic is 4.378a

The corresponding p-value of test statistic p= .626

As the p value is greater than the significance value (0.05), we accept the null hypothesis that age is not associated with relationship satisfaction and happiness through online communications. Here majority of them agree that online communication can contribute to relationship satisfaction and happiness.

3.2.2 CHI-SQUARE- TO TEST WHETHER AGE HAS ASSOCIATION WITH EXPRESSION OF EMOTIONS MORE FREELY THROUGH ONLINE COMMUNICATIONS

H_0 = There is no relation between age and expression of emotions through online communication.

H_1 = There is relation between age and expression of emotions through online communication.

Table 3.5

Age * Online communications allows me to express my emotions more freely than face-to-face interactions.

| | | | 1 indicates strong disagreement and 5 indicates strong agreement | | | | | Total |
|-------|----------------|----------------|--|------|------|------|-------|-------|
| | | | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | |
| Age | 15 – 25 | Count | 57 | 39 | 35 | 17 | 15 | 163 |
| | | Expected Count | 60.6 | 38.1 | 29.9 | 15.7 | 18.7 | 163.0 |
| | 26 - 35 | Count | 13 | 6 | 2 | 2 | 2 | 25 |
| | | Expected Count | 9.3 | 5.8 | 4.6 | 2.4 | 2.9 | 25.0 |
| | 36 - 45 | Count | 5 | 3 | 3 | 1 | 1 | 13 |
| | | Expected Count | 4.8 | 3.0 | 2.4 | 1.3 | 1.5 | 13.0 |
| | 46 and above | Count | 6 | 3 | 0 | 1 | 7 | 17 |
| | | Expected Count | 6.3 | 4.0 | 3.1 | 1.6 | 1.9 | 17.0 |
| Total | Count | 81 | 51 | 40 | 21 | 25 | 218 | |
| | Expected Count | 81.0 | 51.0 | 40.0 | 21.0 | 25.0 | 218.0 | |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2- sided) |
|--------------------|---------------------|----|--|
| Pearson Chi-Square | 22.295 ^a | 12 | .034 |
| Likelihood Ratio | 20.476 | 12 | .059 |
| N of Valid Cases | 218 | | |

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.25.

INFERENCE

The test statistic is 22.295a

The corresponding p-value of test statistic $p=.034$

As the p value is lesser than the significance value (0.05), we accept the alternate hypothesis that is age is associated with expression of emotions through online communication. This means that people can freely express their emotions through online communications than face-to-face communications.

Some studies suggest that social media is especially suited for young people to practice self-disclosure. Younger people tend to use more emotion-related words and emoticons in their posts. They also report a stronger relationship between online emotional expression and self-reported emotional well-being.

Older people tend to use more positive emotion words, such as "happy", and fewer negative emotion words, such as "angry". They also use fewer self-references, such as "me"

3.2.3 CHI-SQUARE- TO DETERMINE WHETHER AGE HAS ASSOCIATION WITH BUILDING NEW RELATIONSHIPS THROUGH ONLINE COMMUNICATIONS

H_0 = There is no relationship between age and building new relationships through online

H_1 = There is relationship between age and building new relationships through online

Table 3.6

Age * Online communication has helped me build new relationships that I wouldn't have otherwise.

| | | | Online communication has helped me build new relationships that I wouldn't have otherwise. | | | | | Total |
|--------------|----------------|--|--|------|------|------|------|-------|
| | | | 1.0 | 2.0 | 3.0 | 4.0 | 5.0 | |
| Age 15 - 25 | Count | | 35 | 33 | 47 | 24 | 24 | 163 |
| | Expected Count | | 38.9 | 36.6 | 39.6 | 20.2 | 27.7 | 163.0 |
| 26 - 35 | Count | | 7 | 8 | 4 | 1 | 5 | 25 |
| | Expected Count | | 6.0 | 5.6 | 6.1 | 3.1 | 4.2 | 25.0 |
| 36 - 45 | Count | | 4 | 3 | 2 | 2 | 2 | 13 |
| | Expected Count | | 3.1 | 2.9 | 3.2 | 1.6 | 2.2 | 13.0 |
| 46 and above | Count | | 6 | 5 | 0 | 0 | 6 | 17 |
| | Expected Count | | 4.1 | 3.8 | 4.1 | 2.1 | 2.9 | 17.0 |
| Total | Count | | 52 | 49 | 53 | 27 | 37 | 218 |
| | Expected Count | | 52.0 | 49.0 | 53.0 | 27.0 | 37.0 | 218.0 |

Chi-Square Tests

| | Value | df | Asymptotic Significance (2-sided) |
|--------------------|---------------------|----|---|
| Pearson Chi-Square | 18.479 ^a | 12 | .102 |
| Likelihood Ratio | 24.200 | 12 | .019 |
| N of Valid Cases | 218 | | |

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is 1.61.

INFERENCE

The test statistic is 18.479a

The corresponding p-value of test statistic $p = .0102$

As the p value is greater than the significance value (0.05), we accept the null hypothesis that there is no relationship between age and building new relationships through online.

Relationship building has changed from traditional models to a dynamic process that combines both online and offline interactions. The relationship between age and building relationships online varies. Younger generations often find it more natural to connect online, while older individuals may prefer traditional methods. However, individual preferences play a significant role, and people of all ages can successfully build relationships through online platforms depending on their comfort and experience with technology.

CHAPTER 4

INFERENCES

4.1 SUMMARY OF FINDINGS

The main aim of the study was to know how the online communication platforms impact an individual. Online communication platforms won't be a problem if utilized wisely. It affects the emotions of a person according to the perception of what he/she receives/gives.

- From the study it is clear that the most frequently used online platform for communication is whatsapp
- The time spent for online communication is 2-4hrs and majority of them highly prefer face to face communication.
- Majority disagree that online communication cant replace face to face communications.
- 89.9% of the respondents' primary use of online communication is to connect with family and friends.
- It is highly useful to maintain long distance relationships.
- There are higher chances of trust issues on the informations received through online communication platforms.
- Cannot express emotions freely through online platforms
- Online communications cannot capture the true essence of face to face connections and conversations.
- People of all ages can successfully build relationships through online platforms depending on their comfort and experience with technology.

4.2 CONCLUSION

Social media or digital media is radically influencing the manner in which people interact or communicate thereby affecting their mindsets, attitude and experiences. With increase in the use of the internet most especially among the young, the perceptions or reactions towards the different aspects of life has greatly changed among different groups of people

The study found that different communication technologies are associated differently with life and relationship satisfaction, with some having positive and some negative associations.

In particular, face-to-face communication was the strongest predictor of relationship satisfaction, and was positively associated with all types of relationships. This indicates that face-to-face communication is still of key importance, and suggests that care should be taken to communicate in person as well as through technology, where that is possible.

Face-to-face communication is arguably the richest communication method. It allows instant feedback, as well as multiple cues including intonation, gesture, body language and touch, as well as words. In our study, it had the strongest positive association with satisfaction.

Online communication is highly beneficial in maintaining long distance relationships as it helps to connect family and friends.

The perception of emotions differs according to the person as well as the situation, the true emotions cannot be expressed always in online communication. The socialising power decreases as all the communication is through online which may affect the mental health of a person. There are trust issues in online information and connections which may lead to misunderstandings.

There will be positive as well as negative impact on relationship and emotions according to the utilisation of online platforms. If used effectively there will be satisfaction and happiness in online connections. With an increasing range of communication platforms offering different affordances, it is important to understand how users utilize the communication mediums available to them, and what impact this can have not only on their relationships, but on them as individuals.

BIBLIOGRAPHY

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QUESTIONNAIRE

1. Name

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2. Gender

☐ Male

☐ Female

☐ Others

3. Age

☐ 15-25

☐ 26-35

☐ 36-45

☐ 46 and above

4. Professional status

☐ Student

☐ Employee

☐ Unemployed

☐ Retired

5. Place

.....

6. How frequently do you engage in online communication?

☐ Less than 2hrs

☐ 2-4hrs

☐ 5 or more

7. Which platforms or tools do you use most frequently for online communication?

☐ WhatsApp

☐ Instagram

☐ Telegram

☐ Zoom

☐Teams

☐Others

8. Can online communication replace face-to-face communication in relationships?

☐Agree

☐Disagree

☐Maybe

9. How do you primarily use online communication?(select all that apply)

☐Connecting with friends and family

☐Professional/work related communication

☐Maintaining long distance relationship

☐Sharing and consuming content

☐Meeting new people

☐others (please specify)

Please rate the following statements on a scale of 5, where 1 indicates strong disagreement and 5 indicates strong agreement (Question 10 - 24)

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

10. Online communications has improved the quality of my relationships.

11. I feel emotionally connected to others through online communication

12. Online communications allows me to express my emotions more freely than face-to-face interactions.

13. I find it easier to resolve conflicts through online communication compared to in-person discussions.

14. Online communication has positively influenced my overall emotional well-being.

15. I trust the information shared through online communication as much as I would trust face-to-face conversations.

16. I feel less lonely when engaging in online communication with others.
17. Online communication provides a platform for me to maintain long-distance relationships effectively.
18. I find it challenging to interpret the emotions of others accurately through online communication.
19. Online communication has led to misunderstandings and miscommunication in my relationships.
20. I feel more confident expressing myself through online communication than in face-to-face interactions.
21. Online communication has negatively impacted the depth of my personal relationships.
22. I feel a sense of belonging when engaging in online communities or social networks.
23. Online communication has helped me build new relationships that I wouldn't have otherwise.
24. I often experience anxiety or stress when engaging in online communication.
25. Can online communication contribute to relationship satisfaction and happiness?

☐ Yes

☐ No

26. Overall how would you rate the impact of online communication on your personal relationships and emotional well-being?

☐ Strongly positive

☐ Positive

☐ Neutral

☐ Negative

☐ Strongly Negative

27. Is there anything else you would like to add regarding the impact of online communication and its impact on relationships and emotions?