Impact of communication technology on humans

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ABSTRACT

The inevitable innovation of modern communication technology is a highly prevalent issue in today's generation. Numerous people believe that it has an effect to social relationships. The present study explored this issue further, examining whether the effect varies depending on the type of communications technology, and the nature of the personal relationship. Communication technology changed our relationship. Technology speeds up communication between people. It provides convenience to use more than one method of communication. Now people can use email, social media, chat messengers, video conferencing, video calls, images, videos, symbols, diagrams, charts, and emoticons, etc. for communication. But technology has also impacted us positively and negatively in our daily life communication.

Before the evolution of technology, humans were more focused on their goals, we were more productive due to lack of distractions, life was slow, the competition was small due to lack of communication gap among people and business. The communication was not so fast and destructive and it was not viral. Results indicate that richer communication methods, which include non-verbal cues, were positively associated with both overall satisfaction with life and satisfaction with relationships.

Introduction:

Communication is the exchange of information through different mediums. It is an activity that started even before the civilization of human beings; however, over a period of time, as technology advanced, accordingly different modes of communications also developed including telecommunication and wireless communication. In today's world, information and communication technology play an important role in almost every activity that we perform.

There are many perspectives on the relationship between technology and human interactions and relationships. It is purported that the integration of technologies in everyday life can have profound effects on human relationships, in both positive and negative ways. More notably, technologies impact on or interfere with how individuals engage in interpersonal relationships, behave within relationships, and project feelings and meanings including displays of emotions and love. Essentially, the new technological landscape now connects to what it means to be human.

The continuous upgrade of gadgets and interactive software programs makes people patronize the latest communication regime. Thus, more populace is now being obsessed **of** using these types of communication. A vast majority of individuals are frequently online to check notifications from various applications that they use for communication, and they spent longer time on their gadgets than socializing in person with their peers, workmates, and families. Consequently, their relationship with the society and people are being ruined because of their isolation with the environment. Modernization of communication, furthermore, has a significant impact on people's career and their relationship with their workmates, primarily because of weak interpersonal communications skills and poor teamwork. In today's modern time the actual interaction with officemates is decreasing because people are busy on their gadgets using various social media to communicate. If there are negative effects of technology on society there are also many positives.

How Technology has affected communication:

There is no doubt that technology has changed the way human communicate. Great impacts can be seen in the way communication has changed the social structures of our society at all levels. Even in years to come, technology remains the driving force of the way people interacts.

The advancement of technology ensures that the communication is quicker and that more people remain connected. There has been evolution in interpersonal skills with the advancement of technology and users should always been keen in adapting to new ways of communication.

Technology has continually brought new methods of communications leading to the expansion of the mediated communication. The reality of having one messaged shared across a huge audience (mass communication) is now with us. A situation where neither time nor geographical can limit the accessibility of information.

- <u>Technology destroyed the love and emotions of people</u>:
  Love and emotions are absent from communication. People just forward the content. The communication is manipulative. Today we are ready to communicate with almost anyone, and many of us do not have time to communicate because we are busy with our own lives and problems. We don't have time for others without meaning (money, reputation Now, these things are reducing the love, trust, and emotions of good people.

- <u>People are busy and but wasting time</u>:
  People are really busy these days, but they are not busy with business, personal, career, or environmental development. Most of the population is communicating through mobile (chatting, sharing, liking) and they think it's important for them to communicate and react. People are so much busy and they forget their practical side of life. technology is greatly affecting the communication between thousands of people in a split second. Many things are wasting our time and we're becoming more busy than productive.

- <u>Technology affects the peace of mind</u>:

  Many people show off money, pride, reputation in society, power of position, luxury in communications, etc. The truth is absent in communication. I am not saying it was not the same before, but today it's more prevalent in communication due to technology. The rich-poor, good and bad, right or wrong, best and worst comparison communication through images, videos, group meetings, and debates are affecting the peace of mind.

- <u>Highest standard of communication but lack of integrity and trust</u>:

  Trust and truth are absent in communication. People are using a mobile, computer, and sharing various types of content. But not all content that is viral influences society positively. Everyone just forwards the messages without thinking about what will be its impact on the other person. But before the advent of technology, there was One speaker and thousand of listeners. Everyone was hungry for listening and

implementing the positive in their daily life. Today, people argue the positive, they even find and look for perfection and perfect idea instead of what they are getting. They are not satisfied.

- Faster communication:

  Communication is so fast and everyone is within reach all the time to communicate. In business, the email ID is the new address after technology provided it. Email ID is mostly used for business communication and the connectivity and uses of the internet are mostly through emailsWithout thinking if it is really good for society and their own family. But if we just think and write the way it should be, not how it benefits the self, it will be helpful for everyone. Then the truth and honesty in communication will impact us much faster through technology than any other method.

- The highest speed of learning:

  Technology speed up everything and learning is not an exception to this. Today, we learn and consume information more than food and fruits. The doors of our brains are always open to new information. Some of us are able to learn and the one who is able to learn and manage that much data and information in the brain will be happy. Else the external commands are changing the mood and people are becoming habitual, stressful and it's not ok for people to live in this way without changing habits.

- Faster impact of communication on people and society:

  Technology impacts our life faster both positively and negatively. Anything can go viral, and I saw that mostly it was negative. People start reacting to the information without finding the source.Without thinking if it is really good for society and their own family. But if we just think and write the way it should be, not how it benefits the self, it will be helpful for everyone. Then the truth and honesty in communication will impact us much faster through technology than any other method.

Background

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 Therefore, many studies have focused on the impact of CT on more specific aspects of well-being. In particular, much of the previous work has focused on its impact on relationships. This is because CT is an inherently social technology, and therefore seems likely to affect relationships in particular. This is backed up by Valkenburg and Peter (2007)'s finding that instant messaging affected well-being through the mediating variables of time with friends and quality of friendships.

Negative effects

Some argue that online communication has an overall negative effect on relationships. In particular, the displacement hypothesis suggests that online communication takes time away from face-to-face communication, weakening relationships, and encouraging weak relationships at the expense of strong Several studies have found evidence supporting the displacement theory. In particular, Nie and Erbring (2002) found that "the more time people spend using the Internet, the more they lose contact with their social environment". A follow-up study used time diaries to identify that "time online is largely an asocial activity that competes with, rather than complements, face-to-face social time". In addition, 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 showed which indicated that online communication displaces time with parents, though not with friends.

Others also argue for the negative effects of online CTs. They found that people generally perceived computer-mediated communication to be less useful than face-to-face communication, and suggest that replacing face-to-face with online communication is likely to have a negative effect on relationships and well-being.
In line with this, they did find an association between Internet use and reduced well-being.
Other studies have also found negative associations between particular types of online communication, well-being and relationship satisfaction (Chesley, 2005; Kross et al., 2013).
Some studies further point out that some individuals (e.g., those who are lonely or have poor social skills) run the danger of developing compulsive, harmful Internet use behaviour.

Positive effects:

In contrast, others argue that online communication has a positive effect on relationships. In particular, the stimulation or increase hypothesis proposes that online communication builds up and augments existing social ties, thus helping to strength relationships. For example, 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".
Several other studies have provided support for this hypothesis. For example, 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. Similarly, Wang and Wang (2011) found that instant messaging among adolescents was mostly used with existing friends, and positively associated with well-being. They suggest: "it may be that online communication with existing friends can promote users' interaction in offline settings, which could strengthen their closeness to friends and improve their subjective well-being".
More generally, several studies have found positive associations between online communication, well-being and relationships (Bessière et al., 2008; Grieve et al., 2013; Shaw & Gant, 2002). In particular, Kraut et al. (2002) followed up his earlier study (Kraut et al., 1998) that had shown negative associations and that led to him proposing the displacement hypothesis. The follow-up study indicated that many of the negative effects of online communication had dissipated, being replaced by mostly positive effects on communication, social involvement and well-being. They suggested that this may be due to a change in the nature of the Internet. In particular, as more people moved online, Internet use became less isolating. However, it should be noted that Kraut did not abandon the displacement theory entirely (c.f. Shklovski et al., 2004).
Other studies look at new relationships formed online, as well as the impact of CTs on existing relationships. They highlight that many relationships formed online can be "real, deep and meaningful" (McKenna et al., 2002), thus having a positive impact on life satisfaction and well-being. McKenna et al. further explain that negative associations of online communication with well-being are often based on a small percentage of the sample, with the vast majority not reporting these ill effects.

Technology is changing our relationship with nature as well:

University of Washington psychology professor Peter Kahn has spent much of his career analyzing the relationship humans have with nature—and he thinks that relationship is more fragile than many of us realize.

Kahn works to understand the intersection of two modern phenomena: the destruction of nature, and the growth of technology. As UW's director of the Human Interaction with Nature and Technological Systems Lab (HINTS), Khan researches humans in relation to both real nature and "technological nature": digital representations of the

wild, such as nature-focused documentaries, video games, and VR stimulations.

Technological nature has its benefits; engaging with it makes us feel good by triggering our innate "biophilia," a term for humanity's inborn, primordial affiliation with the environment. For example, researchers have found that nature videos played in prisons drastically reduce violence amongst inmates, suggesting nature's relaxing influence translates through screens. Studies have also found that watching Planet Earth brings viewers joy and markedly lowers anxiety, and that workers in offices with plasma-screen "windows" that play livestreams of the outdoors are happier and more productive than their counterparts working in rooms without any windows at all.

We're seeking these nature alternatives as society urbanizes and wild places become harder to access. Yet there is a limit to the extent technological representations of nature can provide the soothing, restorative, creativity-enhancing benefits of a walk in the real woods.

Kahn's concern is that in the process of pursuing more realistic technological nature, we are becoming increasingly alienated from the real thing, growing to accept a digital substitute for engagement with the wild, and compromising our fundamental affiliation for the environment in the process.

Quartz spoke to Kahn about the increasing prevalence of technological nature and why humans will be unable to invent an alternative to fostering meaningful connections with our environment.

What benefits do humans derive from our relationship with nature, and how is that relationship changing as we advance technologically?

Nature is necessary for our physical and psychological wellbeing. Interacting with nature teaches us to live in relation with the other, not in domination over the other: You don't control the birds flying overhead, or the moon rising, or the bear walking where it would like to walk. In my appraisal, one of the overarching problems of the world today is that we see ourselves living in domination over rather than in relation with other people and with the natural world.

Can technological nature experiences such as VR nature simulations or video games provide comparable benefits to those reaped from time spent in real nature?

We get benefits from technological nature, but we don't know what we're missing. For example, people are now doing more and more climbing inside climbing gyms. It used to be that you climbed outside and had infinite degrees of freedom of your choices up a rock wall and experienced all forms of weather, and you needed to modulate accordingly. But in a gym, one's freedom is reduced. It's better than nothing, but it's not as good as actual nature.

Now apply technology on top of that. A masters student from the University of Iceland, Ryan Parteka, recently visited my research lab. Ryan had VR renderings that he took from the heart of the wildest areas of Iceland, and with his assistance, I tried it out. I put on the VR goggles, and there I was in Iceland in wide-open plains. It was the afternoon, and the wind was starting to blow. I heard it blowing strong—but it was unnerving because I did not feel it. Even more unnerving, I didn't need to do anything, I didn't need to take care of myself: When I've been in wild places with the sound of wind like that, I immediately go for my hat to keep my head warm, and I put on a layer. But I'm experiencing this VR in the safety of a research lab inside a warm building in Seattle.

Our connection with nature needs meaning. One powerful form of meaning is to take care of oneself so that you don't get hurt and can thrive. You take that out of the experience, and you dumb it down.

VR nature is dumbed-down nature. In the future, those using VR may be able to move around more and even choose their own route through an open VR space. That will allow more degrees of freedom, but when you bump your head into a VR rock, what happens to your head? Nothing! You're not bound by nature—but neither can you be freed through it.

Why do humans seek out technological nature when engagement with the real deal potentially offers more satisfaction, health benefits, and depth of experience?

We are a technological species—we've always been one. But for hundreds of thousands of years our technologies were rudimentary. When our minds evolved from paleolithic to neolithic to now, our technologies did, too. We're drawn to technologies not only because they are foisted on us by corporations, but also because the impetus for them lies within the architecture of our very being.

But, even though we are a technological species, we are now out of balance. To thrive, we need more nature and more wild forms of interaction with more wild nature; I doubt we need tons of new technology.

Do you foresee a future in which technological nature replaces the real thing to a meaningful extent? Could it ever be a substitute for nature?

My realistic vision is that we employ technological nature as a bonus on actual nature, not as its substitute. Teenagers who have grown up in urban areas can put on a VR headset and get some small awareness of a wild place, but that visual awareness is severed from the meaning of interacting with the wild in that place. As children grow up in less-natured areas, they have fewer experiences with actual nature, and so when they then experience a technological version of nature, they have less actual experience to map it onto. In this way, the physical and psychological benefits we're seeing of technological nature in this generation will likely diminish in the generations ahead.

What would be your ideal vision of technological nature's use?

An ideal vision of technological nature would be to at least keep the technological nature "pure." By this I mean not overlaying non-natural augmentations and images onto the natural forms. This will certainly happen with nature VR. There will be a million ways that people overlay imaginative imagery onto the natural world, and we won't know what actual nature is and what's simulated.

For example, I conducted a handful of studies with people interacting with Sony's robot dog, Aibo, when it came on the market. At some point, the designers changed the design so that Aibo could speak your email to you. It's a little odd to have a robot dog reading your email—that's technological nature morphing into mixed forms. Children will come of age with these new mixed-genre forms of technological nature.

Could you describe your theory of "environmental generational amnesia"?

I first began to recognize the problem of environmental generational amnesia in the early 1990s when I was interviewing children in the inner city of Houston, Texas about their environmental views and values. One finding especially surprised me: A significant number of the children interviewed understood the idea of air pollution, but they did not believe that Houston had such a problem, even though Houston was then (and remains) one of the most polluted cities in the United States.

I would wake up in the mornings there stifled by the smells from the oil refineries, and my eyes would sting a little. How could these kids not know it? One answer is that they were born in Houston, and most had never left it; through living there, they constructed their baseline for what they thought was a normal environment, which included that existing level of pollution.

Building on this research, I had proposed that people across generations psychologically experience something quite similar to the children in Houston: that all of us construct a conception of what is environmentally normal based on the natural world we encounter in our childhood. With each ensuing generation, the amount of environmental degradation increases, but each generation tends to take that degraded condition as the normal experience. This is what I have been calling "environmental generational amnesia." It helps explain how cities continue to lose nature, and why people don't really see it happening—and to the extent they do, they don't think it's too much of a problem.

How should we best engage with technological nature in order to deepen our appreciation for our environment?

You might see children in preschool gain some sense of additional wonder by using a microscope to examine some nature, or a smartphone app might help us identify aspects of nature when we go for a nature walk. But such examples miss the large trends that are shaping our species. Ryan Parteka hoped that his VR renderings of Iceland would lead people to love wild places and preserve them. But for the most part, I don't think that will happen. Any noble vision designers have of "Oh, I'm creating this technological nature so that people come to love and value real nature" will be shown to be hopelessly naïve.

People need to interact with actual nature. The solution is not just talking more about nature or creating videos of nature or other forms of technological nature. No, the solution is ever-deepening our interactions with nature and having more wild nature to interact with.

Conclusion

Overall, the modern technology is convenient, I strongly believe that people should control their use of technology, and never forget the essential of personal interaction. Hence, technology is detrimental to their relationship with the society if they get addicted to it. If we follow good communication skills we can use many tools and platforms for research and development of nature including a synergistic development of humans, our environment, and natural sources. Technology has affected communication tremendously, but it is entirely dependent on us how we use it and develop human relations . If we don't use it prudently, it can result in many lost opportunities and disappointments. But If we use it wisely, it will open our doors to many opportunities and benefits.

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