

# Social Media Affects the Way of Communication

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**Abstract.** As social media affects us more today, the way of communication has changed a lot. This paper found that internet provides people multiple ways of communication, thus we need more aspects to keep it in the correct way. The paper revealed that social media shall modify the style and organization of communication as well.

**Keywords:** Social Media; Way; Communication; Effect.

## 1. Introduction

With the advent of technology, the internet provides people with a new platform where individuals have access to communication with each other more easier and fast. Recently, social media prevails in people's daily life by the internet ( Sponcil & Gitimu 2013: 11). People use MicroBlog, Wechat or QQ as a media to maintain and sustain the relationship with others. There are assorted ways for users can use them, such as adding comments on specific events, uploading photographs and sharing their lives whenever they like, all of which attract increasing number of people to apply them. In information era, social medias are likely that gain popularity quickly among adolescents.

To be specific, high school students spend one to three hours on social medias everyday to get contact with information, views and files instead of displaying themselves for most of time. (Erdogan & Mustafa, 2017). A survey on the activities on social media to the students showcases the one-to-many style, in which they play a role as sender to transfer content to their friends, take an large amount of part in the communication (Pempek, Yermolayeva & Calvert, 2009). The propose of this paper is to identify the social media's impact on the communication concerning the international high student in Shanghai.

The reason why this study is important is that as social animals, people can not live without communication or interaction with others. Since the social media gradually occupy people's lives, it is vital for the public to know whether social media change their talking preferences and manner. A research conducted by Donald K. Wright & Michelle D. Hinson in 2008 suggested that the blog and social media dramatically modify the style and organization of communication.

## 2. Literature Review

All the studies reviewed for this review of literature used samples whose participants were high school students aged from 15 to 18. Social media in education has a strong positive influence on social skills, and there are mainly seven ways teachers used to impart information and knowledge to students (Wilson & Margus, 2020). The use of social media is also common among children and adolescents nowadays(O'Keeffe & Clarke-Pearson, 2011). A limited number of studies research on how social media or other computer-based mediate interaction influence the style of communication (Baker & Oswald, 2010).

Carr and Hayes(2015) defined social media as a kind of channel which relies on the internet as a platform to attract users. People can apply it to present themselves according to their preference and willingness and interact with strangers or familiar people by chance. Users could achieve values by the feedback from the interaction with readers or audience in real time or asynchronously.

Youth are inclined to share their experience with others and take part in different activities to make acquaintance with strangers by using social media ( Parvathy & Suchithra, 2015). The usage of social media was divided into four parts for High school students : posting picture, updating status, IM, and just browsing (Parvathy & Suchithra, 2015). The feedback and discussion my affect high school

students who are still during the period of exploring and establish their own understanding to the world.

Most of high school students use social media look forward the feeling of popularity by adding many people as friends, for it is very likely to seem as respect. In addition, the social media satisfies the demand for individual and inter-personal interaction (Urista, Dong & Day, 2009). As more and more young prefer to stay on the internet, their social skills, especially the way of communication are impacted by the people and information online.

### 3. Method

The participants was composed of xx high school students in China. A convenient and stratified sampling was used to acquire the sample. Volunteer students come from different grades and classes in different international schools. Various high school classes were selected to provide a stratified sample of gender and age from 15 to 18.

The "Use of Social Media Questionnaire" was used to collected data. The written questionnaire was created by the principle researcher with some questions adapted from "Use of social media by college students: Relationship to communication and self-concept" by Sponcil and Gitimu (2013). Questions in the survey included the following areas: the frequency on using social media, social media's impact on communication, the familiarity to the Internet memes in China, and demographics. The question on the instrument were designed to satisfy the research questions as set forth in the introduction of this study. Therefore, the questionnaire was considered to have content validity.

### 4. Results

The result indicated that a total of 40 high school students responds to the questionnaire. There were (19) 47.5% females and 21 (52.5%) males included in the sample. Among the participants, 90% were between the ages of 15-18. Of the high school students sampled, 77.5% were grand three and 22.5% were grade one and grade two.

#### 4.1 Research Question1: What Level of Contemporary High School Students' Familiarity with Social Media?

Description statistics and frequencies were used to conduct the analysis. To measure the extent of usage of social media, eight questions were used. The questions were as follows: 1) Do you use social media? 2) How long do you use social media recently? 3) What the frequency about you use social media every day? 4) Do you think you use social media too much? 5) Please select your most recent social media usage 6) Please select the social media you have used most recently 7) Why use social media?

Results showed that 97.5% high school students use social media. The highest score one could acquire for the frequency of using social media was 100. The mean score was 80.35. Most (58.97%) of participants reported that they think using too much social media and 30.77% participants think the frequency of using social media is normal. The reason why high school students use social media varies from people to people, as indicated in Table 1.

28% of them use social media for 3-4 hours per day, 23.08% use social media for 2-3h per day, 20.51% use social media for >5h per day, and the rest of them use social media less than 2 hours per day. Participants reported that Wechat (87.5%) and Tik Tok (47.5%) were used most normally.

#### 4.2 Research Question2: Whether High School Students Use Internet Memes When They Talk with Others?

To measure perceived communication skills, eight questions were used. The questions were as follows: 1) Are you familiar with the Chinese Internet memes of the last year? 2) Whether you will blurt out internet memes casually when talking to people? 3) Please select the person who will use

Internet words in the conversation 4) Have you ever had trouble understanding words used online during a conversation? 5) Online words were used more frequently when speaking face-to-face than when chatting online 6) Your thoughts on using Internet language more often in daily communication 7) Should people increase the use of Internet terms in their daily life? 8) Do the words people often say online affect the way you communicate?

The highest score one could acquire for the variable of the level of familiar to the internet memes is 100. The mean score was 73.05. Most (75.61%) of participants did not have the experience that they do not understand the internet memes during the conversation with others.

The highest score in the frequency of using internet memes is 100. The mean score is 71.02. Results of the survey indicated the impact of the internet memes on participants' communication style. The high school students use internet memes most (97.56%) when they talk with friends, next (73.17%) is to classmates, (21.95%) is to family members, teachers and strangers have same percentage (14.63%). 85.37% of participants reported that they are inclined to speak less internet memes when they talk with people face to face.

The attitude of the increasing frequency of utilizing internet memes in the sample shows that 36.59% of participants thought it does not matter, 29.24% of participants thought it is bad, and 34.14% of participants thought it is good. 73.53% participants reported that they are influenced by the surrounding which usually speak internet memes during discussion.

## 5. Discussion

The findings of this study shows that high school students is tightly tied with social media. Social media becomes a daily routine for most of high school students. Most of them utilize social media is for entertainment and relaxation, then is due to chat and communication. This can also be proved in the statement of Sheldon in 2008. Approximately half of participants reflect that they think that they apply too much of social media and perturb them, but they still continue to use them. This phenomenon suggests that high school students strongly rely on social medias.

With the deep dependence on social media, high school students put roughly three hours on them each day from the research. As a result, students are affected by social media enormously. The research suggests that the conversation are inclined to entail internet memes when students chat with their friends or familiar people online. 69.2% of participants suggest that they blurt out internet memes casually when talking to people. These data shows that high school students change their communication style according to current hot internet memes.

Half of participants claims that they do not concern about the situation of increasing using frequency in normal conversation. However, there are 40.91% of participants responded that their communication style are changed if surroundings speak more internet memes.

### 5.1 Limitations

The number of sample is not enough to summary the overall of high school students. Most of participants are twelfth Grade students so this study need more ten and eleventh Grade students to take part in. What's more, this study applies convenient sample, random sampling will be more accurate.

### 5.2 Implications for Future Study

Future studies can focus on why social media change adolescents' communication style and how it affects. The main reasons why students use social media are to get contact with others, share pictures, and figure out what people are doing ( Martin, Wang, Petty, Wang, Wilkins, P213-24, 2018).

## 6. Conclusion

The social media impact high school students communication style by studying the frequency of entailing recent internet memes in the conversation. What’s more, since 77.27% participants do have experience that they do not understand the meaning of the internet memes when talk with others, the emergence of social media hinder the understanding to certain of conversation.

**Table 1. Why use social media**

Why use social media	
entertainment and relaxation	95.35%
knowing current issues and news	51.16%
chat and communication	86.05%
observing other's life	32.56%
habit	53.49%
portraying the image	6.98%
filling spare time	48.84%
study and work	58.14%
making new friends	20.93%

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