

ROLE OF TECHNOLOGY IN SHAPING COMMUNICATION AND SOCIAL INTERACTIONS

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Abstract

Technology can be the wings that take the educational world to the next level-if we allow it. In the Educational Field, Technology does not refer to industrial applications; here, Technology refers to the techniques and strategies that can be used to enhance communication for effective classroom teaching. Technology in education is about making positive changes in behavior. Technology makes the teaching-learning process successful through effective communication and interaction of teachers with learners and the outer world. Email, Instant Messaging, social media, Video calls, and many other digital platforms have made it easier for students to communicate with people all over the world. Through online conversations and social media, teachers, students, and other people can learn about different perspectives, which help them to think critically and develop effective communication skills. Technology permits us to make immediate connections with other people from different parts of the world to learn something new in the educational world. It can enhance social connections through enabling persons to join with like-minded people online, and it can also create an experience of disconnection and superficiality in relationships also. The potential to share thoughts, photos, and views in real time connected students together, where technology created digital communities and online platforms to cater to their interests. Technology has a negative impact as well on communication and social interactions because of a lack of confidence among students in face-to-face conversation through proper eye contact. Conversation includes words; message with tone of voice, facial expression, body gestures and touch. Face-to-face is a real structure of social interaction, but now technology makes social interactions more superficial. This paper will critically evaluate the role of technology in shaping communication and social interactions in the educational world.

Keywords: Technology, Shaping, Social Media, Communication, Social Interaction

Meaning of Technology

In simple terms, Technology is the practice of systematic information for real-world problems or uses, whether in business or daily life. In other words, we employ technology whenever we apply our technical understanding to complete a certain goal. As we all know, technology is becoming more and more advanced every day, and this advancement affects all fields, including Education. In order to keep up with the digital revolution in the Educational Field, educators need to provide students with the abilities that will be useful in their future employment. Technology in education builds relationships and improves communication during regular classes, because teachers can interact with students more effectively. With a variety of online tests and educational games, students and teachers can work together productively. Supportive learning facilitates improved teacher–student interactions. This improves their performance and facilitates the sharing of ideas. Additionally, via the use of technology, students can acquire the analytical and technical abilities necessary to succeed in both the modern educational environment and the workforce of the future.

In education, there are two types of technologies:

- Technology in Education, i.e., Hardware
- Technology of Education, i.e., Software

Technology in Education:

From the name, we can judge that here, we are borrowing something from outside Education to guide the students. The use of hardware in education has had a significant impact on all aspects of life, and the educational process has been affected by the rapid growth of hardware technology. This has led to the development of the Hardware Approach, which is a way of using principles of science to develop electrical equipment for educational purposes. This equipment, such as machines, radios, TVs, tape recorders, projectors, and videotapes, is often referred to as "hardware of education". This approach allows educators to interact with a larger group of students through the use of these machines.

Technology of Education:

This technology acts as an integral part of Education through Learning by doing, Activities, playway, and hands-on-experiences. Students' learning becomes stationary in an interesting environment. Therefore, we can say that the Software Approach is the use and influence of software, such as apps, cards, digital books, and other software in the educational system to bring positive change in behaviour among students.

Role of Technology in Shaping Communication and Social Interaction

Communication:

Technology has had a vast impact on the way we communicate, both for good and for bad. Technology and Transformation in Communication-research completed by Kalpathy Ramaiyer Subramanian, Chennai, India, 2018, found that technology plays a crucial role in communication to reshape the relationship between the two persons completely and everywhere. Reid&Reid (2004) found that over 85% of teenagers prefer texting over talking on their phones. Dr Dipti Ranjan (2018) studied about Role of Technology towards improving Communication Skills and found that Technology helps students to acquire new skills, new competencies, collaborative attitude, team building mechanism and project management expertise and to improve their language knowledge.

So, technology is impacting communication in both the ways positive as well as negative.

Positive Impact

- **Improved Connectivity:** People may now connect with each other more easily, no matter where they are. This implies that people can talk to their loved ones, coworkers, and friends from anywhere in the world through mobiles and social media.
- **Modifications to communication techniques:** Email, instant messaging, and video conferencing are examples of new techniques that have been made possible by technology. Even while these techniques improved the speed and ease of communication.
 - Quicker way to communicate in an emergency.
 - Capable of communicating from any location in the globe.
 - It is simpler to communicate over large distances.

Negative Impact

- **Decrease in face-to-face communication:** This may result in a loss of engagement, and it may also cause a decline in in-person communication.
 - **Disturbing Communication:** As social media and cell phones become more commonplace for communication, people's ability to communicate with others is diminishing, leading to misunderstandings.
 - **Confusion:** Written messages, including emails and texts, are prone to errors.
- Therefore, we can say one:
- Ability to Make Eye Contact Suffers.
 - Lack of self-confidence develops.

Technology has greatly impacted communication and will continue to influence how we engage with one another.

Social Interaction

As we know, healthy social interactions are important for good health and existence. When our families lived in societies, each individual was dependent on the social interactions or relationships with other members of society because of cooperation and good intentions. Older people enjoy spending leisure time with friends, and these relationships are associated with positive well-being (Adams and Blieszner, 1989). But now digital communication has substituted the face-to-face mode for the sharing of information. Older adults are increasingly using social media. While over 90% of young people are online and have cell phones, over half of adults age 65 and over are online, and 78% own a cell phone (Anserson, 2015). Dr Sanjay Kumar Singh (2024) studied Effect of Technology on Social Interaction and found that technology has made global communication better but social isolation and privacy issues are drawbacks of use of technology. Discussions through mobile phone, text messages, and emails fail to understand the psychological and social needs of people. So, the impact of technology on social interaction is harmful to some extent.

Social interactions are very important for the happiness of every individual because when two persons communicate either through face-to-face mode or through phone/video call, then mental muscles from the brain are stretched for social interaction, like reading body language, tone of voice, and facial expressions.

Social Relations and Technology-Continuity, context and change-research done by Toni C Antonucci from the Department of Psychology, University of Michigan, 2017 and found that new forms of communication create unique challenges for understanding human interactions. Conversations through social media created new ways to stay in touch with loved ones. Mobile phones and email have also changed people's communication. These communication methods are universally adopted for maintaining contact with friends and family because of decreasing cost, easier to share good news, seek advice during problems and manage health issues. But, on the other side, people are losing the skill to communicate in face-to-face mode, and sometimes they are reacting negatively when meeting personally. Therefore, the use and benefit of technology depend on individual and situational features. Real-time sharing of ideas, images, and videos has bonded people together and fostered a worldwide society that knows no

geographical bounds. Technology has also led to the emergence of online forums and virtual communities that target certain hobbies and niches, in addition to social media.

Psychiatrist Robert Waldinger presented the results of a 75-year study on adult development by Harvard University researchers in a recent TED Talk. They discovered that sincere, healthy connections were the single most significant element that contributed to pleasure. In contrast to individuals who were more isolated and lived shorter lives, those who were more socially connected were happier and healthier. As previously said, face-to-face encounters tend to be more authentic and genuine as superficial social interactions conducted through technology. In actuality, social media can be harmful to our general pleasure and well-being.

Conclusion

Connecting with people is now simpler than ever, thanks to technology. We can now interact with like-minded people, post updates and images, and remain in touch with friends and family who live all over the world, thanks to social networking sites like Face book, Twitter, and Instagram. Our inability to be physically present at meetings, classes, or social gatherings has not stopped us from participating remotely, thanks to video conferencing services like Zoom and Skype. Our social interactions have also faced serious challenges as a result of technology. A significant disadvantage of technology is its potential to foster a feeling of detachment and solitude.

So, how do we balance the advantages and disadvantages of technology in our relationships?

- Make sure to schedule regular face-to-face meetings or social events to keep your relationships strong.
- Monitor the amount of time dedicated to social media and online communication and assess its impact on your emotions and interpersonal connections.
- Utilize technology as a complement, rather than a substitute for face-to-face communication.
- It is important to consider how your messages could be perceived when engaging in online communication.

As our dependence on technology grows in our everyday lives, it becomes crucial to think about its influence on social connections. While the technology has changed the mode of interaction and communication with individuals and the world. It has brought new opportunities for communication and social interaction, but it has also created new challenges. It is important to

recognize the impact of technology on communication and social interaction for a sustainable future.

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