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### IMPACT OF TECHNOLOGY ON COMMUNICATION

**Ms. Nida Fatima**

MBA Ist Year Scholar, MBA Department, Ambalika Institute of Management & Technology, Lucknow  
(U.P.)

#### ABSTRACT

Day by day advancement in the technology had a drastic impact on the way of communication of each individual. Use of cell phone , internet, messenger, video chatting etc. not only effect the quality but also effects quantity of the face to face communication and way of communication of people. Due to rapid expansion of technology many people are too much immersed in their We find that direct communication decline with the advancement of technology.

#### I. INTRODUCTION

Nowadays we communicate more with the help of hands than our mouths, instead of using gesture and posture, we use different messages with different smileys for communicating with each other. From the last 10 years way of communication of human is drastically changed. In earlier time people believe in direct communication instead of telephonic calls, messages ,emails ,etc., but now with the help of social media and messaging app, we send any message to anyone at anytime and at any place easily by clicking a single button of our cell phones or laptops. Today's young generation is the most common victim of this advance technology. According to the study of Kaiser Family Foundation drastic effect of technology is seen in younger generation. People between the age of 8 to 18 spent more time on media than on any other activity at an average of 7.5 hours a day. (Rideout Foehr,and Roberts,2010).

In the late of 2000s, rise of use of cell phones and social media, effects the social interaction and face to face communication of the people. As communication includes exchange of facts, ideas, opinions etc. as well as it also includes exchange of feelings, facial expression, gesture, manner of communication etc of the people. But with the technological advancement communication especially interpersonal communication faces lots of challenges. Nowadays communication lacks voice to voice contact, face to face contact, direct interaction of people etc and this all happens because people gave preference to technological communication. Adults are loosing social and communication skills while children are never learning those skills.(Luscombe 2014).

#### II. LITERATURE REVIEW

Different articles and books have their own descriptions and views on the advancement of technology as well as different methods to solve this problem. To know the exact effect of technology over communication, it is important to know and compare the positive and negative impact of technology on communication.

##### **Positive impact of technology on communication:-**

April 2012 survey finds that 70% of all cell phones owners and 86% of smart phones owner used their phone in previous 30 days to perform at least one of the activity:-Co-ordinate a meeting or get together, 41% of the cell phone owner have done this.

- 35% of people used their phone for solving an unexpected problem that they or someone else had encountered.
- 23% have used their phone for looking up score of a sporting event.
- 20% used their phone to get information about traffic and public transport.
- 19% have used their phone in emergency.

Advancement of technology also have positive effect to the business. As with the help of emails, chats, etc. business employees and business partners remain in touch with each other. Use of technology also improves process of job applications, conducting of meeting through video conferencing etc.

It is hard imagining life without technology , life appear hard without technology, as it play great role in our life. It helps in saving time also. Internet is one of the most beneficial and powerful thing invented with the help of technology, by using internet methods of sharing of information is improved and it also helps in gathering information within a few seconds.

#### **Negative impact of technology on communication:-**

One of the most common challenge faced by the society is that due to advancement of technology, use of internet increases and social involvement of peoples decreases. This is the reason nowadays people faced problems of loneliness and depression. A study conducted on a sample population reveals that high internet used and advancement of technology decreases the communication among family members. (West, 2011).

Cyber bullying, cyber crime, cyber abuse, etc are another common disadvantage of advancement of the technology. With the help of technology based platform such as facebook, people easily hide their real identity which create mistrust and cause fraud. Studies shows that there are large cases of negative aspects of technology, social networking and victimization of the user of social media. National survey conducted on the youth revealed that there are twice as many youth reported as a victim of harassment in the year 2005 as compared to cases reported in 2000. This suggest that cyber bullying increases with advancement of technological communication (west ,2011).

Advancement of technology also play a major role in building friendship relation. It increases number of friends who are on social sites and reduces number of friends who are known to us. Thus here technology work as threat to direct communication, as it not only influences the interaction but also effects the relationship of the people. According to research about 79% of generation spend their nights on social networking sites, such as facebook , twitter, skype , (west 2011) which causes addiction of online chatting with people. This addiction of online chatting cause problem such as lack of sleep, anxiety disorders etc. Studies reveal that 5% of youth who use computer and mobile phones for communication experiences disorders such as eye problems, backache, neurosis, etc.

E-mails, sending and receiving messages from facebook , messenger, whatsapp ,twitter ,instagram , linkedin etc., work as a substitute to verbal communication . Almost one quarter of facebook user report checking their accounts more than five times per day (Eastman 2015). And texting is used for communication instead of calling. Three quarter of people use their phone for texting (Eastman 2015). People only calls if there is an emergency situation or urgent need to communicate. Over four billion text messages are sent every day in the U.S (Eastman 2015).

Another disadvantage of advancement of technology is language problem, as mode of language used in technological communication is quite different from speaking language. Technological communication is basically composed of the short forms, abbreviations etc. while direct face to face communication use vocabulary, grammar, pronunciations, as well as way of communication. Emotions are also easily hidden in technological communication as there is no face to face link between two peoples.

### **III. RESULTS**

The fact is use of technology in the communication add awkwardness to daily social interaction of people. Definitely there are few advantages and benefits of technology in communication but when we saw another face of the coin then we come to know that technology work as a killer and destroyer of the face to face and direct communication. In earlier time we communicate with each other for knowing others, for the company of the others, for sharing our ideas, views, ideas and opinions, for sharing our feeling but technology work as a filler of all that things .

Omnipresent distraction, dehumanization, depersonalization, social isolation, privacy issues etc, are the common problem which are faced nowadays with the advancement of technology. Technology also lost art of face to face conversation, breaking down of relation, lack of social skills, lack of social and sexual boundaries, lack of social bonds, constant distraction, lack of empathy, more violence , etc. in human beings nowadays.

#### **IV. CONCLUSION**

With the use of technology and without face to face communication, people become dehumanized. It is easier for them to be rude , impolite or to say mean thing when the affect on the other person can not be seen. Today's communication technology make it possible to communicate easily and speedly but because of that people never even wants to meet that person. Not only people are missing interaction with those who are far away from them but they are also missing interaction with the person who are around them. Personal connection and interaction among the person reduces day by day with this advancement of technology. People are more likely to be rude and impolite to other because they are unable to saw the effect of their behavior to the other person. They will continue to go through life instead of enjoying and learning from the sights and sounds around them. Thus, it is concluded that excessive interruption and this too much advancement of technology work as destroyer of the peoples ethics, empathy and their way of communication.

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