

# Social Media and the Communication Gap: Are We Really Connecting

Chinmoyee Das<sup>1</sup>, Dr Pankaj Kumar<sup>2</sup>

<sup>1</sup>PhD Research Scholar, Department of Journalism and Mass Communication, Central University of Haryana, Vill: Jatt-Pali, Mahendergarh-123031

<sup>2</sup>Assistant Professor, Department of Journalism and Mass Communication, Central University of Haryana, Vill: Jatt-Pali, Mahendergarh-123031

**Abstract-** Social media has revolutionised communication. The modern world experiences immediate global communication because of this technology. The social media networks Facebook, Twitter (X), Instagram, WhatsApp, TikTok and others enable connections between people across personal and professional relationships and cultural differences. The swift growth of social media platforms has generated multiple communication problems between users. Social media creates multiple misunderstandings while providing incorrect information to users. The number of genuine personal connection has diminished. Social media outlets state that they provide increased connections between people worldwide. What we experience through technology requires us to question our true connection with others since it seems to create digital not social distance. The research investigates social media platforms' effects on people connections while evaluating both their beneficial and detrimental aspects. The inability to detect non-verbal cues stands as a critical problem when it comes to communication between people through face-to-face dialogue. Talking with someone involves interpreting their body movements and hearing their voice quality and facial responses. Online messaging lacks the nonverbal signals which help people understand one another. Poor communication occurs due to this issue. The issue of receiving incorrect information and restricted content dissemination is a critical problem. People on social media channels receive media content that matches their existing viewpoints. This creates filter bubbles. It stops open discussions. These factors lead individuals to increase their pockets of biased beliefs and create deeper divisions. The combination of private and public communication occurs through social media platforms. Online messages recreate discussions that seem artificial because they lack genuine emotions. The lack of authentic people connection through digital communication results in lonelier individuals who believe they have strong social ties. Studies confirm that

peoples remain less socially connected in reality despite existing in a world of ongoing connectivity. Studies demonstrate that social isolation as well as mental health problems become worse because online relationships replace personal face-to-face discussions with others. One should recognise the beneficial qualities that social media platforms offer. Through its platform social media enables democracy of information exchange and empowers disadvantaged groups and supersedes time limitations for worldwide communication. Users can both distribute their ideas and spark social movements and sustain contacts across large distances using this platform. In critical emergencies social media serves as a critical platform for crisis management by connecting separate geographic locations to assist in critical moments. This paper uses qualitative research methods to study the impact of social media through understanding communication pattern changes. This research examines digital connection from both psychological and cultural and technological perspectives to find out how social media affects meaningful conversation. The unprecedented connectivity of social media platforms produces communication gaps that experts must seriously inspect. You need to create digital literacy expertise and practice social media accountability and teach people about communication bias awareness to fix these gaps. The study demands a balanced strategy that combines people connections with technological progress to prevent social media from creating communication gaps in people interaction.

**Keywords:** Media, Communication, Social Media, Communication Gap, Digital Media

## INTRODUCTION

People communication has undergone substantial changes since the previous decades transitioning from confrontations to immediate data exchange through

digital technologies. Social media has transformed people interaction since Facebook, Twitter (X), Instagram, and WhatsApp have built new ways for people to communicate across borders. This transformation of communication methods introduces multiple new problems for users to handle. Social media ensures worldwide connections for billions of users yet produces communication disconnections which lead to doubts about realness, decreased connection quality and mental effects from digital communication methods. The central inquiry this paper investigates targets two points: Social media enables real connections or creates communication barriers. The communication features in social media minimise users to sending brief updates along with emojis and reaction symbols which restricts authentic extended dialogues. The study analyses how people communication interacts with social media by examining their joint effects on interpersonal relationships.

Social media communication faces the fundamental challenge of reduced non-verbal cues as a key problem in this form of communication. Body language and tone together with facial expressions in physical meetings help people express their feelings and meaning. When people communicate digitally their essential emotional signals get eliminated as a result of which misinterpretations emerge. Text-based messaging problems arise from the difficulties people face in understanding messages correctly which leads to misunderstandings between users that escalates into emotional distance or conflicts.

The increasing issue today revolves around how algorithms determine our communication patterns. Social media feeds present users with content that establishes and strengthens their previous beliefs according to personal preferences which results in isolation among users. People who depend on limited sources of information encounter reduced intellectual diversity which leads to heightened polarisation during online conversations. Social media platforms typically encourage users to join tribal groups that prevent cross-pollination between different groups because people only engage with members from their own tribe.

The study demonstrates how social media consumption affects the psychological well-being of its users. Platform connectivity leads to more social isolation and depression as well as increased anxiety

because users experience fragmented online relations. The selected content within social media produces unambiguous social comparisons that cause problems with self-worth and frustrations with our existing social connections. Various research shows social media provides many beneficial aspects although some issues must still be addressed. This platform functions as an essential instrument to spread awareness and launch activism and deliver crisis alerts and connect people worldwide. The social activism of MeToo, Black Lives Matter and climate activist movements has intensified through social media channels. Through social media users can sustain relationships across distance by eliminating earlier limitations on communication exchange. This study looks at social media impact on communication channels by analysing both supportive connexions and disruptive trends that affect communication routes along with their remediation possibilities.

In the aim and objectives of this paper are the role of social media in shaping modern communication patterns and the impact of digital communication on relationships, mental health and social behaviour. By critically analysing these aspects, this research aims to provide practical recommendations for enhancing communication quality in the digital age. Which ensuring that social media serves as a tool for connection rather than disconnection.

## THEORETICAL FRAMEWORK

Social media presents multiple complexities that guide user communication which affects interaction together with information processing and relationship development. This working model incorporates communication theories together with media theories in addition to psychological concepts to explain the effects of social media on people interactions and broad-scale communication effects.

Social Presence Theory by Short, Williams, & Christie (1976) provides analysis about the impact of absent face-to-face communication on communication depth between individuals. Media Richness Theory (Daft & Lengel, 1986) – Analyses the effectiveness of social media as a communication medium. According to Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973) people use social media because of various reasons and these platforms provide them with communication satisfaction. According to The Spiral

of Silence Theory (Noelle-Neumann, 1974) cognitive and behavioural changes emerge when social media affects the way people censor themselves while they choose which interactions to participate in. Pariser (2011) explains that algorithms control online conversations through the Echo Chamber and the Philtre Bubble Effect. Psychological Theories of Digital Communication (Turkle, 2015) investigates how social media transforms people relationships as well as emotional connections between people. The selected theories will describe current social media communication issues while evaluating their impact on genuine relationship-building versus social distancing. Short Williams and Christie (1976) in their Social Presence Theory state that communication effectiveness depends on medium-provided social presence levels. The social presence of direct people contact exists at its highest level while text-only communication remains low because it deletes natural emotional expressions.

## DISCUSSION

The video calls and voice messaging capabilities of WhatsApp and Instagram generate a higher social presence than the social presence created by Twitter (X) and Facebook comments. Social media texting lacks non-verbal communication signals such as facial expressions and voice tone and body language which diminishes emotional understanding between users. MRT is effective in transmitting information to establish communication medium classifications. Communication through face-to-face and video calls provides immediate emotional feedback which sets them apart from textual messages and emails that may lead to misinterpretations. Mixing brief media richness between video calls via Zoom or WhatsApp with Instagram Live and Facebook Live streaming on social media platforms. Users engage in brief postings through Twitter as well as Facebook posting and WhatsApp texting. Most digital conversations lack emotional tone elements which results in failed communication and digital misinterpretations.

People engage with media for various purposes according to the Uses and Gratifications Theory that Katz, Blumler, & Gurevitch (1973) introduced through information-seeking and entertainment and social interaction and personal identity building needs. Individuals use social media networks for multiple

purposes which include connecting with others (Facebook and Instagram and LinkedIn) and self-development through sharing content (TikTok and Twitter) as well as seeking information from Reddit and YouTube. Although social media provides numerous advantages, users sometimes discover a decreased connection with others even as their communication grows more extensive. People are seeking validation through comparison on social connections. They face increased risks of anxiety alongside feelings of profound isolation. In The Spiral of Silence Theory, Noelle-Neumann (1974) suggests that people are often reluctant to share their opinions if they feel they are in the minority, fearing judgment or social isolation. Online harassment further discourages open discussions. It is creating a widening communication gap.

According to the Echo Chamber and Filter Bubble effect by Pariser (2011) social media algorithms create "filter bubbles," where users are primarily exposed to content that reinforces their existing beliefs. This strengthens confirmation bias and limits meaningful conversations. Facebook and Twitter use algorithms that tailor content based on user behaviour. This restricted exposure to diverse viewpoints fuels misinformation. It has reduced critical thinking and discussions.

In the Psychological Theories of Digital Communication, Turkle's (2015) theories explore how social media reshapes interactions and emotional connections. Digital communication has led to the phenomenon of being "alone together," where people are constantly connected online but experience fewer emotional bonds. Comments and emojis are replace conversations. Also the pressure of social comparison and FOMO or the Fear of Missing Out can negatively impact mental health and overall well-being.

In Conceptual Framework are Connecting Theories to Research: This framework integrates key communication, media and psychological theories to examine how social media shapes peoples interaction and contributes to communication gaps. This research explores whether social media fosters meaningful connections or deepens digital isolation by analysing factors like non-verbal cues, algorithmic bias, and digital behaviour. Social Presence Theory Higher social presence improves communication clarity. Social media lacks non-verbal cues, leading to

misinterpretations. Media Richness Theory Richer media (video, voice) enhance communication. Text-based interactions create ambiguity and loss of context. Individual needs drive uses and Gratifications Theory Media use. Social media provides connection but may also lead to dissatisfaction.

Spiral of Silence Theory Fear of isolation limits free expression. Social media discourages diverse opinions due to cancel culture. Echo Chamber & Filter Bubbles Algorithms restrict exposure to diverse viewpoints. Users become trapped in ideological silos, widening communication gaps. Psychological Theories Online interactions often lack emotional depth. Social media increases digital loneliness and emotional disconnect. To improve online communication and genuine man to man connections this study highlights the need to Encourage deeper and more meaningful conversations beyond texts. Promote digital literacy to help users recognise biases and misinformation. Develop algorithms that prioritise diverse perspectives instead of reinforcing echo chambers.

#### ANALYSIS

Social media has fundamentally reshaped people communication. It enables instant global interactions. While it provides unprecedented access to information and connectivity. It has also contributed to communication gaps, digital polarisation and emotional disconnect. This section critically examines the impact of social media by analysing data trends, psychological effects, algorithmic influence and case studies. The analysis is structured into the quality of digital communication, the role of algorithms and echo chambers, psychological and social impacts, and the bridge of the communication gap.

*The Quality of Digital Communication:* Social media primarily relies on text-based communication. It lacks non-verbal cues like voice tone, facial expressions, body language etc. This often leads to misunderstandings and misinterpretations. Overreliance on emojis and abbreviations to convey emotions. Reduced emotional depth in conversations. Research suggests that misinterpretations in text communication are common. 50% of people report misunderstandings in texts and emails due to a lack of context (Turkle, 2015). Social media encourages brief reactive interactions (likes, shares, emojis and short

comments) over a meaningful discussions. Key trends include Platforms prioritising engagement metrics over conversation quality. Shrinking attention spans, with users quickly scrolling through content. Conversations are becoming transactional and are no longer emotionally engaging. A study by Twenge (2017) found that 60% of young adults prefer texting over face to face conversations. It is affecting their ability to develop interpersonal skills. Unlike face to face interactions social media also discourages active listening. Due to constant distractions from multiple conversations, notifications and algorithmic feeds. Online interactions often lack patience and attentiveness. Disagreements escalate quickly due to reaction-based communication. Research indicates that arguments on social media escalate 40% faster than in-person discussions because of the absence of non-verbal cues that help regulate conflict (Shaw et al., 2024).

*The Role of Algorithms and Echo Chambers:* Filter Bubbles and Reinforcement of Biases can be seen here. Social media platforms are using AI algorithms to personalise content and show users information that is aligned with their beliefs. This results in Echo chambers where users only interact with same minded individuals. Confirmation bias reinforces existing opinions and limits open dialogue. Studies indicate that 70% of YouTube users watch algorithm-recommended videos, often reinforcing pre-existing viewpoints rather than exposing them to diverse perspectives (Pariser, 2011). Social media accelerates the spread of misinformation, creating gaps between truth and perception. False information spreads six times faster than factual news (Vosoughi et al., 2018). Misinformation creates fake reality and deepens public distrust. For example the COVID-19 misinformation crisis on Facebook and WhatsApp led to widespread confusion about vaccines, which is impacting global public health responses. Digital Tribalism and Polarization rather than open discussions the social media often amplifies ideological divides by Promoting reactionary and emotionally charged content. Political discussions on Twitter frequently lead to extreme polarisation, where users block and unfollow opposing views instead of engaging in meaningful discourse (Noelle-Neumann, 1974).

*Psychological and Social Impacts of Social Media on Communication:* Despite being more "connected" than ever, many people feel isolated and emotionally distant. Instead of fostering deep relationships, social media often leads to surface-level interactions. The constant comparison to others can create feelings of inadequacy. A 2021 survey by the American Psychological Association found that 65% of young adults feel lonelier, even though they actively use social media. Social media has fueled cancel culture and cyberbullying, making open discussions more difficult. Many users hold back their opinions out of fear of backlash. Online harassment disproportionately impacts marginalised communities. The Spiral of Silence theory explains why people avoid sharing their views online - they fear judgment or cancellation.

*Bridging the Communication Gap: Making Social Media More Meaningful* with raising awareness about tone and intent in online conversations can foster more thoughtful and respectful interactions. Active listening and considerate responses can make a significant difference. Social media platforms should refine their algorithms to encourage exposure to a variety of viewpoints. Content moderation should focus on reducing bias and misinformation while still allowing healthy discussions. Improving Digital Literacy and Media Awareness by teaching users how to identify misinformation and fact check sources is crucial. Encouraging constructive debates and discussions can inform and engage the online community. Balancing Online and Offline Communication is important. Setting boundaries around screen time can help prevent over-reliance on digital conversations. Movements like Digital Detox promote reducing screen time and prioritising face-to-face interactions to enhance communication quality.

#### CONCLUSION

Social media acts as both a link and a divide in how people communicate. On one hand, it connects people across the globe and makes conversations and interactions more accessible than ever. It can lead to misunderstandings and social bubbles and can create a sense of emotional detachment. While it serves as a powerful tool for discussions and outreach. Its heavy reliance on text-based exchanges algorithmic content and engagement often fuels bias, spreads

misinformation and increases social isolation. To close this communication gap, both individuals and platforms need to encourage mindful online habits, push for greater transparency in algorithms to promote diverse viewpoints, strengthen media literacy to fight misinformation and strike a healthy balance between digital and real-world interactions. By following these steps, social media can shift from being a source of division to a tool that fosters genuine connection.

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