

Journal of **Communication** (JCOMM)

**Communication Pattern and the Influence of Social Media Contents on Young
Adults' Wellbeing in Texas, United States of America**



Communication Pattern and the Influence of Social Media Contents on Young Adults' Wellbeing in Texas, United States of America

 Dare N. Akinloye

Communication Studies, Texas Tech University: Lubbock, United States

<https://orcid.org/0009-0001-6152-4428>

Accepted: 23rd August 2025; Received in Revised Form: 7th September 2025; Published: 29th September 2025

Abstract

Purpose: This study examined the communication patterns and the influence of social media content on young adults' well-being in Texas, United States of America. The objective was to find out how online communication exposes college students to circumstances that could negatively influence their affective responses and moods, and to find out the extent to which online platforms provide a way for young adults from Texas Tech University, United States, to combat affective response and mood challenges.

Methodology: A qualitative research approach was adopted using interviews with semi-structured questions. Participants in the study are young adults from the US who engage in online activities that positively impact their mood, such as using social media sites like YouTube, Facebook, Instagram, WhatsApp, TikTok, Snapchat, Twitter, Pinterest, Reddit, LinkedIn, etc. The data was analyzed simultaneously using themes and content analysis.

Findings: This study proved that internet communication is important and that it has numerous pros and cons that people should be aware of. According to studies, the proliferation of new forms of online communication has a significant effect on the moral, social, and emotional development of the younger generation. Also, the drive for domination and the need for quick answers to complicated problems have affected internet users' patience levels.

Unique Contribution to Theory, Practice and Policy: It was recommended that scholars studying social media should change their focus to how these platforms influence the people who use them. Then, and only then, would they have a clue as to how specific concentration and affordances affect intra-individual operations between senders and receivers, and how these two forms of interactions mutually affect one another.

Keywords: *Communication pattern, Social media, Adult, Wellbeing, Mood, Social interaction, Addiction*

JEL Codes: D83; L82; L86; M37

INTRODUCTION

One school of thought holds that people's exposure to negative examples of online communication, such as cyberbullying, phishing, and damaged reputations, as well as media ideals of communication, can cause them to struggle in more real-life contexts when they need to communicate effectively [46]. Users consume information via social media, blogs, and websites regardless of the reliability of the content, according to Howe and Shpeer [25]. This is why Hampton *et al.* [23] state that optimal mental health includes not just a person's awareness of their own abilities and limitations, but also their actions and behaviors. Hence, a high degree of mental performance is exhibited by people who are in a pleasant mood; this enables them to make substantial commitments to their societies through effective task engagement and communication of their issues [3]. So, if interacting with others online can lift people's spirits and make them feel better overall, it will definitely have a favorable impact on their health. This is because through effective communication, we may strengthen our relationships, gain trust, and gain the knowledge we need to make better decisions in life [46].

While there are many different ways to communicate, visual, verbal, and non-verbal cues have all found a home on the internet. Kalogiannidis *et al.* [26] opined that scholars of communication should thus focus on these basic forms of online communication that boost pleasant mood states and induce positive affect. Existing research also shows that being in a good mood from social engagement correlates with a number of desirable outcomes, including a longer lifespan, better physical and mental health, and overall better health [36]. The term “social interaction” describes how well people are able to communicate with one another in terms of quantity, quality, and variety; this, in turn, promotes emotions of belonging, respect, and support [45]. Furthermore, as a result of ongoing technological development, online platforms that enhance social networking remain the main way for people of all ages and interests to communicate and engage with one another [48]. According to Seabrook *et al.* [51], social media sites like Facebook, Instagram, Twitter, Snapchat, and Tumblr facilitate interaction and the dissemination of information via a variety of technological mediums.

Furthermore, Greenwood [21] demonstrated how context, culture, and interest groups impact communication media consumption. Accordingly, a large segment of the British public follows news stories on current events in the country and its surrounding nations on various internet platforms [21]. The study found that over 80% of UK citizens use online platforms. Out of this, 68% of the general population is on Facebook, 21% are on Twitter, 25% are on Pinterest, and 26% are on Instagram [13]. Storylines that the public chooses to view and share are shaped by the environments of online platforms and communicators. These environments also determine how individuals connect in the future and if they are accepted. People use internet venues to shape attitudes that are applicable globally, according to Wiese and Akareem [59]. Because of this, it is easier to see why internet platforms are believed to be reliable means of communication

that can influence people's views of what is desirable and acceptable. Addiction, brought on by an excessive reliance and belief in media content, can develop as a result of the influence of online platforms, and this, in turn, can have correlative consequences on mood aspects [40].

However, addiction to online platforms can develop for a variety of reasons, the most common of which are these. The argument is that online platforms have the power to either facilitate or impede the spread of information and communication; they are ideal for team projects, professional connections, romantic partnerships, and emotional bonds. So, from what is known, the aforementioned challenges add up to a lack of familiarity with disease signs and symptoms as a result of information overload [31] and an unwillingness to seek treatment as a result of individual and societal bias and stigma [42]. Although some people may experience negative consequences as a result of online communication, mental health professionals utilize a variety of approaches to overcome barriers to mental health care [43]. New evidence suggests that people often take in both positive and negative messages sent via internet contact. Since this is the case, people should exercise caution while interacting with others online. In addition, since being sedentary has negative effects on mood [51], this study will instead look at how users' interactions on these platforms affect their mood as a result of their innate tendency towards a sedentary lifestyle. The purpose of this research is to look at how young adults communicate on social media and what it means for their emotional reactions and overall state of mind.

Research Problem

A large portion of the global population today primarily uses internet platforms for communication and information sharing. Given the pervasiveness of online platforms in people's digital lives, it is crucial to understand how different communication styles impact people's moods. Users get access to mood-related content through online platforms, which serve as informational tools [25]. One can find patterns that have a good or bad influence on people's moods by analyzing the details of their talks and interactions on these sites. Many parts of an individual's emotional state can be better managed through conversation. Thus, it is challenging to discuss mood without also identifying the processes or patterns of communication that are both constant and effective, which can either nourish an individual's mood or deplete it due to ineffective interactions [36].

In addition, the platform itself is not always the determinant of the value attached to communication on online platforms; rather, it is the interactions between users that deepen their perception of what is trendy and acceptable [3], [44]. Consumers' confidence and mood are lifted by the sense of acceptance they obtain from chatting on internet sites [40]. As a result of this research, it is anticipated that readers and future researchers will have a better understanding of the interplay between the mental states of communicators and the ways in which they engage with content, both online and off. When helping someone who is struggling with their mood, it is

important to keep open lines of communication with those who are important to them. The results of this study should add to the expanding body of literature on online platforms and communication studies. In conclusion, policies, interventions, and educational programs can be better informed by studying the impact of online platform engagement on the emotions of young adults. With any luck, this will lead to more constructive patterns of communication, which in turn will improve people's emotional reactions and overall mood in this digital era.

Research Objectives

1. To find out how communication on online platforms exposes college students to circumstances that could negatively influence their affective responses and moods;
2. To discover the extent to which online platforms provide a way for young adults to combat affective responses and mood challenges.

LITERATURE REVIEW

Virtual Communication and its Potentials

Virtual communication has revolutionized the ways in which organizations and individuals across borders communicate and work together. To put it simply, virtual communication refers to human-computer interactions [58]. The term “virtual meeting” has become nearly ubiquitous in the modern era of 2021, with widespread use across a wide range of industries and contexts, including the gaming industry, remote teams in the workplace, and more [28]. Email, texting, chatting, and video conferencing are all examples of virtual communication methods that allow people who aren't physically there to convey information to one another. It is most often used in a business setting to describe a group or even an entire organization that does some or all of its work remotely.

In this globalized society, digital platforms play a key role by facilitating communication and collaboration, and these days, people from all walks of life can connect in real time using social media platforms like Twitter, Facebook, and LinkedIn, allowing them to form intercultural networks [53]. Similarly, worldwide information sharing, corporate alliances, and foreign recruitment are all made possible through professional networking sites like LinkedIn [47]. First, we need to define digital platforms, which are online gathering spots where users can communicate with one another regardless of their nationality, so we can answer this question correctly. Case studies teach us a lot about these internet communication tools that enable individuals all over the globe to connect in any setting.

Similarly, Poell & Van Dijck (2018) investigate how political activists and protest organizations have been able to mobilize and collaborate on a worldwide scale through the use of social media. These online communities brought individuals together from all over the world and rallied behind public movements like the Arab Spring, Occupy Wall Street, and Black Lives Matter.

Similarly, several studies have examined the role of online communities in facilitating cross-cultural contacts among foreign nationals relocating to a new country [39], [30].

The case studies presented here demonstrate how digital communication can overcome barriers of distance, culture, and politics. Moreover, without the meddling of parents or other adults in charge, internet platforms can encourage the growth of unique cultural expressions and personality types [33]. Additionally, it's important to remember that internet platforms can help people connect and have more meaningful social interactions [48]. A major change in the way internet platforms have become one of the main routes for connection and communication was pointed out by Amelia and Balqis [8]. The paradigm of traditional communication has shifted, and people's interactions with loved ones, coworkers, and acquaintances have changed as a result. In terms of people's interactions with one another, communication has become more flexible, faster, and cheaper on a global scale.

Many problems with interpersonal communication can be alleviated in this way. The use of online communication platforms is on the rise, but others worry that people may become so engrossed in their virtual lives that they will stop interacting with others in the real world [13]. People who work as communicators spend a lot of time glued to their screens, rarely interacting with friends and family who are actually there and human, and are rapidly losing touch with reality as we immerse ourselves in a virtual world of false identities and intimacies, which is having far-reaching effects on human behavior and health [26]. Hence, the significance of mass communication on communicators was highlighted by Carr and Hayes [11].

Mass communication is the perfect medium for mass-personal communication because it allows for the two-way sharing and viewing of messages, breaking down previously established barriers. Reaching and interacting with others who have comparable passions, beliefs, feelings, or a feeling of identity has become more efficient thanks to online platforms [51]. Using social media regularly has been associated with positive health outcomes, while developing an emotional dependency on it has been associated with negative health outcomes [10]. Excessive social media use is positively associated with numerous negative psychological outcomes, according to research [34]. These outcomes include symptoms of depression, poor self-esteem, increased anxiety related to overall and physical health, and body dissatisfaction.

Online communities and user disposition

The phrase "online community" more properly describes the type of group because it clarifies that members are communicating via the internet rather than in person [41]. Because of the proliferation of online communities, streaming services, and social media, people's emotions and moods can be amplified through the material they consume. Liao *et al.* [31] found that internet platforms significantly contribute to users' emotional well-being. The social media hype increased young adults' feelings of isolation and despair, according to research by Roth-Cohen &

Rashi [49]. In addition, they found that mindlessly browsing Facebook does not make people feel good; on the contrary, it can make them envious and make them feel less fulfilled overall.

The content that people view on the internet *also* has a role in shaping their opinions. According to research by Primack *et al.* [44], individuals experience feelings of anxiety and depression as a result of their exposure to unfavorable news clips and images on social media. They found that positive and uplifting things could improve mental health and mood. Online platforms can significantly impact one's mood through social comparison. This explained that individuals have a tendency to view themselves in relation to others when they compare their skills and characteristics to those of other individuals, according to Festinger's [19] research on social comparison theory. The problem is exacerbated by social media, which allows envy to creep in with every second spent online [26]. According to Leong *et al.* [30], people participate in the showcase phenomenon to make other people feel bad about themselves. Furthermore, there is another psychological phenomenon associated with online platform usage known as FOMO. On the other hand, most of the time, people experience despair when they feel left out while others are enjoying themselves [31].

Many people constantly check their social media feeds in an effort to find approval because they are afraid they will be left out. Liao *et al.* [31] found that people whose internet usage is excessive and unmoderated are more likely to exhibit obsessive-compulsive behaviors. According to Mansour *et al.* [36], internet addiction is more common among introverts, persons with low self-esteem, and those who have an external locus of control. According to Forest and Wood [20], individuals who struggle with low self-esteem often find solace on social networks, where they can express themselves freely and connect with supportive friends. As a result, they may neglect their offline support responsibilities. But people who suffer from severe social anxiety and who use the Internet often see it as a way to say everything on their minds, even when they'd rather keep quiet in person [25].

Communication Choices and Mood Management

Many things influence human communication, and one of these is the individual's emotional and mental state. Certain activities, cues, and surroundings can help individuals regulate their emotional states, either consciously or subconsciously [28]. However, according to Oberiri & Greg [40] research, people's emotional regulation tactics can be either adaptive or maladaptive, depending on aspects such as the situation and the individual. The study conducted by Zillmann [60] primarily examined the regulation of excitement, a key component of moods, which found enormous variation in the intensity of elevated sympathetic arousal between mental states.

The amount of excitement will be significantly higher than usual when experiencing so-called active-emotion moods, such as anger and terror. As a result, humans often experience stress when we are in such scenarios. From a conceptual standpoint, contentment and boredom are

opposites. The lowest level of excitation is present, and it is caused by prolonged exposure to non-tonic circumstances [32]. This is why people often equate unpleasant experiences with two distinct mental states: boredom and tension. Therefore, Liew and Spinrad [32] suggest that the most negative emotional states should be eliminated. Hence, whether those who tend to lapse into such depressing states have a healthy communication environment that helps them control and overcome their mood swings is unclear.

The question then includes: Does someone prone to boredom look for stimuli that are varied and interesting, since this could likely prevent them from being accustomed to any excitatory state? Is it common for people who are anxious to seek out environments that are utterly devoid of emotion and stimulation? Maladaptive strategies include avoidance, ruminating (recurring thoughts), and drug use, whereas adaptive style tests cover things like successfully identifying happy activities, getting attention and support from friends, and participating in engaging conversations and activities [40].

Reducing the range of possible actions is the ideal way to show that hedonistic consumption alternatives can regulate mood. When faced with such negative ascending orders, people are more likely to pick the one that appeals to their positive emotions since they have no other options. When people are feeling down, they tend to go towards comedies and other comedic shows because of how fantastic they make them feel. Their charisma and charismatic personality attract these viewers to the broadcast [41]. By testing the hypothesis that providing emotionally supportive messages might directly control the mood, this proposed some intriguing results. As such, it is evidence that our comprehension of the potential motivations of message recipients is severely lacking. This lends credence to the idea that recipients of messages do not always comprehend their own intentions.

This is an indication that people's preferences for narrative structure, subject matter, and interaction style do influence the mode of communication they choose. This is because people who are in a good mood are more likely to visit websites with entertaining and complementary content, according to research published in Twenge *et al.* [57]. However, the opposite may be true for those who are feeling down. Sites that are more therapeutic or honest with their emotions may be more appealing to them. Another factor that can affect the choice of communication channel is one's mood. While some people seek emotional support through in-person interactions, others turn to social media as a means to escape, find joy, or express themselves.

The development of communication strategies and interventions can be facilitated by gaining a better understanding of how mood influences communication, while mood management techniques allow organizations to tailor their communications and content to the audience's neurological systems and emotional states [59]. For example, according to Khadka & Maharjan [27], advertising that aims to make people feel good about themselves is more likely to

strengthen their loyalty to the business. To motivate changes in behavior and sustain wellness, a complementary health communication campaign can use neuroscience and a mood-inducing approach [27].

Obstacles in Online Conversations

Technological limitations, such as those pertaining to accessibility, reliability, and usability, provide a significant challenge to electronic communication. According to research by Twenge *et al.* [57], marginalized groups' lack of online connection compounds the already existing inequality in poorer communities with low internet access. Oksanen *et al.* [41] note that obstacles such as crowded networks, bandwidth latency, and device compatibility problems might impede the free flow of information and ideas. The only way to overcome these technological challenges is to pour resources into digital literacy programs, basic communication tools, and infrastructure. However, online communication also has the additional challenge of privacy and security concerns. With more and more people using the internet and more and more personal information being collected, there are legitimate concerns about monitoring, data breaches, and identity theft [28].

Also, people may no longer have faith in online communication due to concerns about the value of personal information and the lack of transparency surrounding information quality [30]. Acquisti *et al.* [1] found that strong data protection rules, user alertness tools, and transparency processes can solve these challenges and make the Internet a safer place for everyone. A hallmark of the information era is the deluge of data that people are exposed to, a condition known as information overload, which makes it difficult for them to understand and properly prioritize the vast amounts of data that are available online.

Several studies, including one by Bar-Ilan *et al.* [9], have shown that cognitive overload, information seeking, and insightful decision-making are all negatively impacted by information overload. Similar to how the dissemination of hoaxes and fake news adds to the deluge of misinformation, it guarantees that users will be confused and skeptical (Bakir & MacStay, 2018). Tools for information filtering, cognitive methods, and media literacy initiatives that help individuals absorb and make sense of the information they receive are all part of the arsenal against information overload [56].

Challenges faced during virtual communication and solutions

When communicating virtually, one of the greatest typical obstacles is technical difficulty. According to Susilo *et al.* [54], disruptions to communication and dissatisfaction might be caused by an inadequate connection to the internet, software issues, or device malfunctions. If users want to stay away from these problems, they need a solid internet connection and the right communication app, and it is also important to test the equipment in advance to make sure the

communication goes well [38]. Another way to avoid communication failures is to have a backup plan ready in case of technological issues [12]. This might be an alternate program or even just a phone call.

According to Swart *et al.* [55], body language and facial emotions, the building blocks of trust and relationships, are hard to read. Furthermore, it might be challenging to connect with others through virtual communication due to its impersonal nature. Hence, whenever feasible, using video communication is crucial for overcoming these obstacles, while the ability to read a person's facial expressions and body language is a powerful bonding tool. Another way to demonstrate that one cares about what other people have to say is to listen attentively and be fully present when they speak [52]. Hence, managing schedules in multiple time zones is a major obstacle to virtual communication. It becomes more challenging to locate a time that suits everyone when there is a chance of misunderstandings and disagreements about schedules.

One way to address these issues is to use smart scheduling tools like Doodle, and this app makes it easy to arrange meetings and appointments [5], [14]. To further reduce the likelihood of miscommunication and scheduling issues, it is important to set definitive standards and communicate clearly with others. Moreover, successful communication requires a high degree of adaptability, including the ability to deal with diverse time zones. Improved communication and teamwork may be worth the extra effort, even if it means working outside of normal business hours. Finally, there are a lot of obstacles to good communication that happen in virtual communication. An individual's virtual communication abilities and interpersonal connections can be enhanced, nevertheless, by being cognisant of these obstacles and taking steps to circumvent them [54].

METHODOLOGY

The methods and aims of this study indicate that it is qualitative research. Maher and Dertadian [35] state that qualitative research delves more into practical issues and offers more in-depth understandings of them. According to Hennink *et al.* [24], qualitative research can help researchers appreciate quantitative data better, rather than gathering statistics or intervening or introducing procedures [6]. For that reason, rather than asking “how many” or “how much,” the current qualitative study aims to collect participants’ stories, views, and actions to answer the “how” and “why” questions. This study was conducted on young adults from Texas Tech University, Lubbock, United States, who engage in online activities.

This approach is thought to be a good fit for this study due to its adaptability and unpredictability [4]. It can be used to change interview questions as the research goes along, and more is needed. It also doesn't require an enormous sample, lets researchers meet the participants, promotes discussions, collects and interprets non-verbal cues (laughs, frowns, weeping), and gives researchers the chance to ask questions and get a better grasp of the phenomena they're studying

[37]. Researchers are able to get more meaningful and insightful answers from participants when they are actively involved in the process [24].

On the other hand, observation, focus groups, and interviews are only a few of the methods used in qualitative research. Interviews with semi-structured questions served as the research tool for this investigation. This works because research shows that semi-structured interviews are more effective than one-on-one interviews in covering a wide range of subjects and ensuring that no key points are overlooked [2]. Even when using different interviewers, they consistently produce equivalent, accurate qualitative data from various participants [50]. Compared to other types of measurement, interview data are more objective and bias-free, which is a major benefit. As it pertains to qualitative research, systematic sampling refers to the process of selecting small groups or individuals who are likely to possess expertise and knowledge regarding the issue under study.

Participants in the study area (Texas Tech University: Lubbock, United States) are young adults from the US who engage in online activities that have a positive impact on their mood, such as using social media sites like YouTube, Facebook, Instagram, WhatsApp, TikTok, Snapchat, Twitter, Pinterest, Reddit, LinkedIn, etc. To be eligible to participate in the study, individuals had to meet certain requirements. They needed to be active users of social media, between the ages of 18 and 29, have experienced mood issues while interacting with media, live in Texas or Lubbock, and be willing to take part in the research. At the same time, the study did not include some people who would have been interested in taking part but did not meet the criteria for being a participant; one such criterion was age. The data was analyzed using themes and content analysis simultaneously.

Research shows that content analysis offers an organized, concentrated look at the material and its meanings, whereas theme analysis gives a thorough, detailed knowledge of people's experiences and realities [15]. Conversely, content analysis is a method for discovering which qualitative data sets include specific terms, ideas, or themes [29]. It is claimed that employing content analysis, researchers may measure and assess the existence, significance, and connections of such specified words, themes, or concepts [17]. One big drawback of this method is that qualitative research may produce a mountain of data. The researcher took precautions by transcribing the data and then manually coding it to avoid this. The findings were provided in the form of themes and theory or paradigm construction after the encoding procedure, following descriptive investigation, synthesis, and interpretations with data extracts. See Table 1

Table 1: Data Analysis Matrix by Variables and Instruments

S/N	Objectives	Indicators	Research Instrument	Study Participant	Analysis Plan	Measurement
1	To find out how communication on online platforms exposes college students to circumstances that could negatively influence their affective responses and moods;	Frequency of Online Communication: Types of Online Platforms Used Content of Online Communication Impact on Mood and Affective Responses Expression of Negative Emotions	IDI	Young adult communicators and consumers of online content	Content analysis and thematic analysis	Semi-structured questions
2	To discover the extent to which online platforms provide a way for young adults to combat affective responses and mood challenges.	Engagement in Positive Activities Perceived Benefits of Online Engagement Seeking Social Support Peer Interaction and Feedback Utilization of Coping Strategies	IDI	Young adult communicators and consumers of online content	Content analysis and thematic analysis	Semi-structured questions

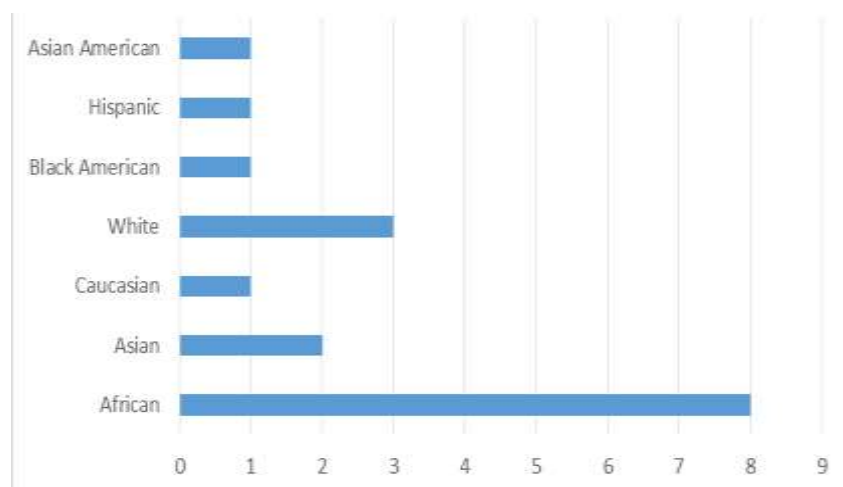
DATA PRESENTATION AND DISCUSSION OF FINDINGS

Racial Identity

African-Americans, Asians, Caucasians, Whites, Black Americans, Hispanics, and Asian Americans make up the interviewees. Eight Africans, two Asians, one Caucasian, three Whites, one Black, one Hispanic, and one Asian make up the interviewees. The data is shown in the table and graph that follows:

Race of interviewees

Race	Count
African	8
Asian	2
Caucasian	1
White	3
Black American	1
Hispanic	1
Asian American	1



As a methodological approach, the researcher used thematic analysis to categorise the interviews and examine the responses. To do this, we reviewed the study's goals and then analysed the suggestions made by the seventeen (17) interviewees on how to achieve them. Consequently, the comments made by the seventeen (17) interviewees will be summarised in the part that follows. The ten overarching themes that surfaced during the conversation served as a framework for organising these ideas. Personal experiences on mood changes, Contributory Factors to mental health disorders, and online communication experience, perception, utility, positive, negative, mood shift, and offline interaction influence are all included themes in this study. All persons who consented to participate in the interviews have been given pseudonyms using a coding scheme.

Discussion of Findings

Social media communication is often less in-depth than other platforms, according to the statistics. People tend to be more hostile, and “the lack of personal contact makes individuals less authentic” when communicating with strangers, according to the explanation. It was also found that talking online allows people to express themselves freely and build relationships without limits. Even if they seldom engage in conversation with total strangers on social media, the vast majority of participants regard internet communication as generally convenient. It came to light that the participants truly interact with the individuals they know on a personal level through online conversation. This could lead one to believe that online communication is highly beneficial since it facilitates the accessibility of many individuals.

One criticism levelled against online communication was that it lacks the human touch of face-to-face interaction. This is since physical contact allows for more interactions due to the accelerated reaction and understanding it provides. This stems from the widespread belief that chatting online facilitates better control over message delivery and feedback while simultaneously removing geographical and temporal barriers. The results showed that online communication, when combined with other apps, can help overcome communication hurdles. For example, using a translator can overcome a language barrier. This agrees with the opinion of Güney [22] that social media has become commonplace due to the combination of the internet's broad adoption and improvements in mobile technology. Modern society relies on social media for a myriad of reasons, such as keeping in touch with loved ones, disseminating information (videos, articles, etc.), advertising goods and services, and bringing people together in passion projects.

Based on these numbers, it's clear that people really value social networks. This is because users are able to connect with others who share their interests and can also find inspiration for recipes and clothing on various social media sites. You can also view other people's lifestyles and offer your own opinions on these platforms. It was thought that the fact that Instagram had so many applications made it the most practical. Moreover, direct texting is an additional feature that users can take advantage of. Some people think the best tools are social media and instant messaging apps. This is due to the fact that instant messaging apps facilitate

immediate communication between users, regardless of time or location. While all of the platforms have their uses among the participants, both professionally and personally, Zoom stands out as particularly helpful for its features, such as the ability to hold virtual interviews with participants even though they are not physically present. For that reason, it is highly practical, and it served its purpose admirably during the COVID pandemic, when quarantines prevented people from congregating in one area. In this part, we confirm Dixon's [16] findings that Facebook, Instagram, WhatsApp, Reddit, Discord, and Snapchat are among the most widely used social media sites.

When asked about the benefits of internet communication, most respondents cited the ability to keep up with friends' activities through social media and have instantaneous conversations as a major perk. People who get to connect with people they don't see every day are regarded as having the most favorable impact on the respondents. The audience loves it when celebrities try out challenges and skits. Some social media platform use is correlated with academic pursuits, as has been noted. A lot of sound academic assistance is also provided to the attendees. One reason people enjoy using the site is that it's a great place to meet other sports fans who share their interest in university athletics.

According to the participants, when communications are focused on users, they tend to have a favorable impact and contribute to a positive online experience. It was noted that memes are associated with a positive internet experience. People are more likely to express themselves positively when they can see how others are doing. Results showed that the vast majority of people's interactions with internet platforms were positive. But the most striking was when people were using Zoom for an online meeting to get ready. The aspect that has had the most favorable impact on participants, according to the explanation, is the entertainment value. This section provides more evidence in support of Akram's [7] analysis that social media is an innovative idea with a lot of room to grow and improve. Social media has made it easier than ever for people to connect with others who share their interests, which in turn has increased their opportunities for entertainment, communication, and building communities.

A user's emotional state might be influenced by the amount of likes and reactions on a communication platform, according to the study. It was thought that social media may have a significant impact on people's emotions. Some of the participants elaborated on how every facet of online communication has the potential to influence a person's emotional state. This is because many types of online communication, whether positive or bad, have the potential to influence people's moods, as online communication is increasingly replacing face-to-face interaction. According to their list, some of the most influential types of communication that can alter people's emotional states are trolling, bullying, and spreading misinformation. The explanation given was that input on both sides is insufficient due to the impersonal character of internet communication. This further complicates the already challenging task of determining which messages affect the users' emotional state. This part agrees with the claim made by Bottaro & Faraci [10] that using social media can have negative effects even in the absence of psychosis. Users' self-esteem may be impacted as well.

The participants believed that the likes system assigns a numerical value to self-worth when asked about the effect of online communication on offline emotions. A post's level of approval by the public is supposedly indicated by the amount of likes and comments it receives. He does not care about what other people think, she said. These results are in accordance with those of Kalogiannidis *et al.* [26], who found that users' emotional health and relationship quality were both negatively impacted by excessive social media use. A user's emotional health is an antecedent to the correlation between social media usage and relationship quality. This suggests that people's emotional health tends to decline as they spend more time on social media, which has negative consequences for their relationships. He went on to say that annoyance, depression, and social comparison were the three main negative effects of social media on people's emotions.

The individual mentioned that variables that contribute to mental health concerns include being misled, receiving insults, seeing offensive memes, and being the target of trolling. Mood disorders can be brought on by exposure to certain types of content, such as cyberbullying, stereotyping, and degrading remarks in general. The sources of content that do not fit with some users' ideas, particularly in a political context, are the most common causes of cyberbullying and trolling, which are forms of online communication that can cause mood shifts. False information, stereotyping, purposefully aggravating people, and needless debates are enough to influence people's moods badly, whereas trolling is enough. All of these forms of online discourse have the potential to influence one's disposition. In their explanation, Leong *et al.* [30] included other elements such as the desire for online validation, FOMO, addiction, and the expectation of future beneficial consequences. These lists are related to their work.

Summary of Discussions

This study explores young people's communication styles correlated with their emotional responses and general disposition. The study's primary objectives were to identify ways in which college students' emotional responses and moods can be problematic in online communication; and to identify strategies for coping with these challenges. The researcher presented data from a survey of seventeen (17) US-based respondents, whose ages ranged from eighteen to thirty, and whose racial and ethnic origins were diverse. The researcher conducted these interviews to gain a better understanding of the effects of online communication and interaction on the interviewees' mental health and mood. Semi-structured interviews were used to gather data from people from all walks of life regarding their online communication habits, viewpoints, and the effects of these interactions on their mental health, offline social relationships, and emotional well-being.

To structure and analyze the interview responses, the researcher employed thematic analysis. Topics discussed included how people perceive and utilize the internet, the benefits and drawbacks of using the internet, the effects of offline interactions on mood, first-hand accounts of dealing with mood swings, and the causes of mental health problems.

Participants' beliefs that online communication is a numbers game, leading to mood swings and depression, in their responses to the elements contributing to mental health concerns in online communication were consistent with this view. Plus, there is the issue of doom-scrolling, which involves constantly seeing other people's material. Trolling, general stereotyping, and body shaming were also identified as significant contributors. Many feel strongly about the potential divisive impact on mental health. What this means is that the user has the option to agree or disagree with the content's effect on their mood.

Nevertheless, the source of this can be traced back to post-comparison. Some have theorised that Reddit and similar sites rank and filter user comments based on their likes and dislikes, as well as the inputs of the users themselves, who express their opinions by upvoting and downvoting. That being said, it is not hard to turn social media into an echo chamber where confirmation biases and egocentric types flourish. Instagram, Facebook, and the other platforms are incredibly helpful to the participants. Rather than focussing on people, the focus on these platforms is squarely on the material. People used to think that platforms for gaming, social networks, and instant messaging were more practical. Having said that, it did highlight the fact that gaming platforms are more practical, as all users share a common interest in enjoying games.

Respondents listed a wide variety of happy experiences when asked about their most memorable ones, including but not limited to: sharing memes, congratulatory notes, challenges, skits, humorous videos, and good news from loved ones. When asked about their worst experiences, interviewees brought up feelings of sadness caused by comparing themselves to others and their seemingly ideal lives, as well as feelings of isolation caused by political disagreements, poisonous comments, trolling, false information, etc. The findings of Liao *et al.* [31] are relevant here as well; they show that people who are prone to social comparisons may suffer from the common practice of social media users to Photoshop their appearance and way of life. When it comes to social and physical traits like intelligence and personality, studies reveal that both sexes, from teenagers to adults, prefer to compare themselves to their friends rather than to models or famous people.

According to research in the field of social assessment, this finding lends credence to the idea that people are more likely to form opinions about others based on how similar they are to themselves [40]. In addition, several of the people surveyed in this study mentioned how the number of likes and comments on their postings makes them feel, like a game where greater scores mean more good vibes. But technological advancements have led to the widespread acceptance and use of online communication across cultures. Geographical, chronological, and language barriers are thus moot. So, it's clear that today's youth have never before seen levels of media access and sharing capabilities, made possible by the explosion of social media and other mobile devices. The expansion of media production and consumption is inversely proportionate to the societal opportunities and risks. All things considered; social networking is probably a novel concept with a ton of untapped potential.

Thanks to social media, it's easier than ever to find like-minded individuals to engage with, which opens up more possibilities for entertainment, communication, and community development. Still, most participants who took the survey felt their self-esteem took a hit since they saw other people's perfect lives reflected on social media and thought they were “not good enough” in comparison. When asked to recall their happiest memories, participants reported a broad range of things, such as receiving and sharing congratulations, memes, challenges, skits, comedic videos, and good news from loved ones. Partisan polarization, toxic comments, trolling, misleading information, etc.; individuals lamenting their own misery while seeing the perfect lives of others; and so on. The negative impacts of disinformation, depression, and social isolation are especially strong among younger generations. Another downside of utilizing the internet is spending too much time speaking online. People can misunderstand one other's thoughts due to the impersonal quality of the medium.

Conclusion

This study proved that internet communication is important and that it has numerous pros and cons that people should be aware of. According to studies, the proliferation of new forms of online communication has a significant effect on the moral, social, and emotional development of the younger generation. Also, the drive for domination and the need for quick answers to complicated problems have affected internet users' patience levels. These factors have been brought about by the extensive use of virtual communication platforms. It follows that the Internet, particularly among today's youth, has become an essential means of communication. This is due to the fact that this platform serves as the primary means by which they communicate with their peers, allowing them to exchange ideas and establish authentic connections.

It has been discovered that those who are easily influenced by social comparisons may be negatively affected by the prevalent tendency of social media users to exaggerate their looks and lifestyle in images. This finding is connected to that research. All the way from adolescence to adults, this study discovered that when it comes to social and physical attributes like charisma and intelligence, people prefer to compare themselves to their friends rather than to models or celebrities. Social evaluation studies have shown that this finding supports the hypothesis that individuals are more inclined to generate opinions about persons who are similar to themselves. Many of the people who took part in this survey also noted that their emotional state is impacted by the amount of attention their posts receive. They likened it to a numerical game in which higher scores produce more positive feelings. Through shaping people's interactions and communication, digital and social media platforms are altering people's thoughts, feelings, and behaviors. Thus, it is arguable that the widespread usage of the internet, particularly among today's youth, has profoundly altered the perspectives and responses of individuals across all age groups to numerous facets of existence.

Theoretical and Practical Implications

People are more likely to post positive comments and photos, according to this study, therefore they are more likely to be perceived as goals for improvement. The fact that more people agreed with these claims lends credence to this theory [18]. The results also show that making positive social comparisons on social media can have both positive and negative implications. Still, with more physical complaints reported, these results certainly make one wonder about the possible downsides of partaking in healthy competition on social media. People in bad health may be learning and growing as a consequence of positive upward comparisons, according to certain social scientists who research comparisons.

Due to the fact that the positive interpretation is happening in conjunction with more serious medical symptoms, additional comparison dimensions may be at play here. There are many facets of social life that can be compared, including coping strategies, levels of material success, etc. Instead of asking participants to rank their performance in relation to others, the social comparison scale utilised in this study was nebulous regarding the precise aspects to which participants' "difficulties" related. Since participants might have compared on other dimensions, it is possible that they did not do so on a physical health component. They may have been comparing unrelated things, but it did not change the positive conclusion that came from this study's results. Consequently, there was a robust association between signs and symptoms that may suggest diminished physical wellbeing and improvements that were helpful. People who reported more physical complaints may have engaged in a more positive upward comparison in an effort to achieve a level of prosperity similar to the target.

Suggestions for future research

Researchers in the field of social media would do well to shift their attention to the effects that social media have on users themselves. Only then would they be able to explain the unique ways in which affordances and specific concentration influence intra-individual operations between senders and receivers, as well as the unique ways in which these two types of interactions impact one another. The impact of social media on consumers and their interactions with purchases should be the subject of future research. The results of social media use, the contexts in which it occurs, and the number of media consumed by adolescents may differ substantially, as suggested by qualitative studies. However, a group-differential approach is still used by most studies that examine the social and psychological effects of social media. This approach considers differences in vulnerability according to demographic factors such as gender or age.

Acknowledgement: The authors appreciate the editor and reviewers for adding valuable input to the manuscript.

Author contributions: DNA: Conceptualization, Writing - original draft, Introduction, Discussions. The author read and approved the final manuscript.

Funding: Not applicable

Data availability: The datasets generated and/or analyzed during the current study are available from the corresponding author on reasonable request, but cannot be made publicly available in order not to go against the declaration of confidentiality made to the participants.

Declarations

Ethics approval and consent to participate: The protocol was approved by the Department of Communication IRB in accordance with the research guidelines and regulations of the Texas Tech University under the following numbers: DC/D/2024/001. Prior to data collection, participants were asked for their full willingness to participate in the study, and informed consent written by the Texas Tech University, Department of Communication was provided by the researchers. To ensure data credibility and reliability, the researchers explained the study's purpose and relevance to the participants.

Consent for publication: Not applicable.

Competing interests: The authors have no competing interests to declare.

References

- [1]. Acquisti, A., Brandimarte, L., & Loewenstein, G. (2015). Privacy and Human Behavior in the Age of Information. *Science*, 347(6221), 509-514.
- [2]. Adams, W. C. (2015). Conducting Semi-Structured Interviews. Handbook. <https://doi.org/10.1002/9781119171386.ch19>
- [3]. Adeniran, A. O. (2015). Analytical Study of the Causal Factors of Divorce in African Homes. *Journal of Humanities and Social Sciences*, 5(14), 18-29.
- [4]. Adeniran, A. O., Asifat, J. T., Familusi, O. B., & Folorunso, S. S. (2024). Critical Analysis of Research Methods and Misperceptions of Statistical Analysis. *International Journal of Innovation in Management Economics and Social Sciences*, 4(3), 29-50. <https://doi.org/10.59615/ijimes.4.3.29>
- [5]. Adeniran, A. O., Ilugbami, O. J., Ilugbami, M. F., & Tayo-Ladega, O. (2023). Sexual Harassment in Public Transport among Female Students at the Federal University of Technology, Akure, Nigeria. *Yenogoa Medical Journal*, 5(2), 43-50.
- [6]. Adeniran, A. O., & Tayo-Ladega, O. (2024). Critical Analysis of Phenomenological Research Design in a Qualitative Research Method. *Management Analytics and Social Insights*, 1(2), 186-196. <https://doi.org/10.22105/ad338t15>
- [7]. Akram, W. (2018). A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*, 6(4), 13-54 <https://doi.org/10.26438/ijcse/v5i10.351354>
- [8]. Amelia, L. & Balqis, N. R (2023). Changes in Communication Patterns in the Digital Age. *ARRUS Journal of Social Sciences and Humanities*, 3(4), 544-556. <https://doi.org/10.35877/soshum1992>
- [9]. Bar-Ilan, J., Keizer, J., & Peritz, B. C. (2018). Information Overload in the Age of Information and Social Media: A Case Study. *Journal of Documentation*, 74(5), 1052-1072. <https://doi.org/10.54254/2753-7064/7/20230892>
- [10]. Bottaro, R., & Faraci, P. (2022). The Use of Social Networking Sites and Its Impact on Adolescents' Emotional Well-Being: A Scoping Review. *Current Addiction Reports*, 9(4), 518-539. <https://doi.org/10.1007/s40429-022-00445-4>

- [11]. Carr, C. Y. & Hayes, R. A. (2015). Social Media: Defining, developing, and divining. *Atlantic Journal of Communication*, 23 (1), 46-65. <https://doi.org/10.1080/15456870.2015.972282>
- [12]. Carter, S. M., Shih, P., Williams, J., Degeling, C., & Mooney-Somers, J. (2021). Conducting Qualitative Research Online: Challenges and Solutions. *The Patient-Patient-Centered Outcomes Research*, 14(6), 711-718. <https://doi.org/10.1007/s40271-021-00528-w>.
- [13]. Cartwright, A., & Shaw, C. (2020). Evidence-Based Social Media Use: An Exploratory UK Investigation into Residents' Perceptions of Police Facebook Use. *Safer Communities*, 19(2), 61-71. <https://doi.org/10.1108/SC-09-2019-0033>
- [14]. Chowdhary, A. (2020). Email-based Intelligent Virtual Assistant for Scheduling (EIVA) (Bachelor's Thesis, University of Twente). Available at: <https://purl.utwente.nl/essays/81424>
- [15]. Clarke, V., & Braun, V. (2017). Thematic Analysis. *The Journal of Positive Psychology*, 12(3), 297-298. <https://doi.org/10.1080/17439760.2016.1262613>
- [16]. Dixon (2024). Global Social Networks Ranked by Number of Users 2024. Available at: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- [17]. Drisko, J. W., & Maschi, T. (2016). *Content Analysis*. Oxford University Press, USA. <https://doi.org/10.1093/acprof:oso/9780190215491.001.0001>
- [18]. Fardouly, J., Pinkus, R. T., & Vartanian, L. R. (2017). The Impact of Appearance Comparisons Made through Social Media, Traditional Media, and in Person in Women's Everyday Lives. *Body Image*, 20, 31-39. <https://doi.org/10.1016/j.bodyim.2016.11.002>
- [19]. Festinger, L. (1957). Social comparison theory. *Selective Exposure Theory*, 16(401), 3.
- [20]. Forest, A. L., & Wood, J. V. (2012). When Social Networking is not Working: Individuals with Low Self-Esteem Recognize but do not Reap the Benefits of Self-Disclosure on Facebook. *Psychological Science*, 23(3), 295-302. <https://doi.org/10.1177/0956797611429709>
- [21]. Greenwood, S. (2018). Public Space or Public Sphere? An Examination of Facebook as a New Space for Political Talk through Online Ethnographic Study of Citizen Engagement during a UK General Election (Doctoral dissertation, Staffordshire University). Available at: <https://ray.yorks.ac.uk/id/eprint/4580>
- [22]. Güney, K. (2023). Considering the Advantages and Disadvantages of Utilizing Social Media to Enhance Learning and Engagement in K-12 Education. *Research in Social Sciences and Technology*, 8(2), 83-100. <https://doi.org/10.46303/ressat.2023.13>
- [23]. Hampton, E., Richardson, J. E., Bostwick, S., Ward, M. J., & Green, C. (2015). The Current and Ideal State of Mental Health Training: Pediatric Resident Perspectives. *Teaching and Learning in Medicine*, 27(2), 147-154. <https://doi.org/10.1080/10401334.2015.1011653>.
- [24]. Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative Research Methods*. Sage. <https://doi.org/10.1007/s11135-023-01660-5>
- [25]. Howe, W. T., & Shpeer, M. (2022). Communicating inclusively and reliably about Climatological and Meteorological Events; Social Network Analysis. Message Framing and Communication Competence. Communication and Catastrophic Events. *Strategic Risk and Crisis Management*, 219-238. <https://doi.org/10.1002/9781119751847.ch14>

- [26]. Kalogiannidis, S., Chatzitheodoridis, F., Savvidou, S., Kagioglou, F., & Macedonia, W. (2022). The Impact of Online Communications on Different Users' Social, Emotional, and Moral Competence as a Potential Business Communication Tool. *Journal of System and Management Sciences*, 12(5), 359-373. <https://doi.org/10.33168/JSMS.2022.0521>
- [27]. Khadka, K., & Maharjan, S. (2017). Customer Satisfaction and Customer Loyalty. *Centria University of Applied Sciences Pietarsaari*, 1(10), 58-64.
- [28]. Khmel, I. (2021). Humanization of Virtual Communication: from Digit to Image. *Philosophy and Cosmology*, 27(27), 126-134. <https://doi.org/10.29202/phil-cosm/27/9>
- [29]. Kleinheksel, A. J., Rockich-Winston, N., Tawfik, H., & Wyatt, T. R. (2020). Demystifying Content Analysis. *American Journal of Pharmaceutical Education*, 84(1), 7113. <https://doi.org/10.5688/ajpe7113>.
- [30]. Leong, C., Pan, S. L., Bahri, S., & Fauzi, A. (2019). Social Media Empowerment in Social Movements: Power Activation and Power Accrual in Digital Activism. *European Journal of Information Systems*, 28(2), 173-204. <https://doi.org/10.1080/0960085X.2018.1512944>
- [31]. Liao, G. Y., Huang, T. L., Dennis, A. R., & Teng, C. I. (2024). The Influence of Media Capabilities on Knowledge Contribution in Online Communities. *Information Systems Research*, 35(1), 165-183. <https://doi.org/10.1287/isre.2023.1225>
- [32]. Liew, J., & Spinrad, T. L. (2022). *Emotional Self-Regulation Processes as Foundation for Social-Emotional Competencies and Whole-Child School Success*. <https://doi.org/10.4324/9781138609877-REE108-1>.
- [33]. Lin, C. Y., Namdar, P., Griffiths, M. D., & Pakpour, A. H. (2021). Mediated Roles of Generalized Trust and Perceived Social Support in the Effects of Problematic Social Media Use on Mental Health: A Cross-Sectional Study. *Health Expectations*, 24(1), 165-173. <https://doi.org/10.1111/hex.13169>
- [34]. Lin, H. C., & Chang, C. M. (2018). *What Motivates the Exchange of Health Information Exchange in Social Media? The Roles of the Social Cognitive Theory and Perceived Interactivity*. <https://doi.org/10.1016/j.im.2018.03.006>
- [35]. Maher, L., & Dertadian, G. (2018). Qualitative Research. *Addiction*, 113(1), 167-172. <https://doi.org/10.1111/add.13931>
- [36]. Mansour, A., Najim, Z., & Naif, S. (2023). Prevalence and Determinants of Social Media Addiction among Medical Students in a Selected University in Saudi Arabia: A Cross-Sectional Study. *National Library for Medicine, National Centre for Biotechnology Information*. <https://doi.org/10.3390/healthcare11101370>
- [37]. Mohajan, H. K. (2018). Qualitative Research Methodology in Social Sciences and Related Subjects. *Journal of Economic Development, Environment and People*, 7(1), 23-48. <https://doi.org/10.26458/jedep.v7i1.571>
- [38]. Morrison-Smith, S., & Ruiz, J. (2020). Challenges and Barriers in Virtual Teams: a Literature Review. *SN Applied Sciences*, 2(6), 1-33. <https://doi.org/10.1007/s42452-020-2801-5>
- [39]. Murthy, D. (2018). Introduction to Social Media, Activism, and Organizations. *Social Media Society*, 4(1), 07-16. <https://doi.org/10.1177/2056305117750716>
- [40]. Oberiri, A., & Greg E. (2020). Social Media Addiction among Nigerian Students Abroad Evidence from a Focus Group Discussion. Social Media Addiction among Nigerian Students Abroad. University of Nigeria *Interdisciplinary Journal of Communication Studies*. <https://journal.ijcunn.com/index.php/IJC/article/view/12>

- [41]. Oksanen, A., Celuch, M., Oksa, R., & Savolainen, I. (2024). Online Communities come with Real-World Consequences for Individuals and Societies. *Communications Psychology*, 2(1), 71.
- [42]. Orben, A. (2020). Teenagers, Screens and Social Media: a Narrative Review of Reviews and Key Studies. *Social Psychiatry and Psychiatric Epidemiology*, 55(4), 407–414. <https://pubmed.ncbi.nlm.nih.gov/31925481/>
- [43]. Poell, T., & José van D. (2018). *Social Media and New Protest Movements*. In The SAGE Handbook of Social Media, 546-561, Edited by Jean Burgess, Alice Marwick & Thomas Poell. London: Sage. Available at SSRN: <https://ssrn.com/abstract=3091639>
- [44]. Primack, B. A., Shensa, A., Sidani, J. E., Whaithe, E. O., Lin, L., Rosen, D., Colditz, J. B., Radovic, A., & Miller, E. (2017). Social Media Use and Perceived Social Isolation among Young Adults in the U.S. *American Journal of Preventive Medicine*, 53(1), 1-8. <https://doi.org/10.1016/j.amepre.2017.01.010>
- [45]. Quintero-Johnson, J. M., Yilmaz, G., & Najarian, K. (2017). Optimizing the Presentation of Mental Health Information in Social Media: the Effects of Health Testimonials and Platform on Source Perceptions, Message Processing, and Health Outcomes. *Health Communication*, 32(9), 1121-1132. <https://doi.org/10.1080/10410236.2016.1214218>
- [46]. Rao, B. N., & Kalyani, V. (2022). A Study on Positive and Negative Effects of Social Media on Society. *Journal of Science & Technology (JST)*, 7(10), 46-54. <https://doi.org/10.46243/jst.2022.v7.i10.pp46-54>
- [47]. Renaud, K., Ramsay, J., & Hair, N. (2018). The Role of LinkedIn in Individual and Organizational Learning. *Computers in Human Behavior*, 89, 320-328.
- [48]. Rocha, Y. M., de Moura, G. A., Desidério, G. A., de Oliveira, C. H., Lourenço, F. D., & de Figueiredo Nicolete, L. D. (2021). The Impact of Fake News on Social Media and its Influence on Health during the COVID-19 Pandemic: A Systematic Review. *Journal of Public Health*, 1-10. doi: 10.1007/s10389-021-01658-z.
- [49]. Roth-Cohen, O., & Rashi, T. (2024). Shaming Behavior in Online Communities: Exploring a New Configuration of Digital Conversations. *Online Information Review*, 48(4), 746-763. <https://doi.org/10.1108/OIR-04-2023-0160>
- [50]. Ruslin, R., Mashuri, S., Rasak, M. S. A., Alhabsyi, F., & Syam, H. (2022). Semi-Structured Interview: A Methodological Reflection on the Development of a Qualitative Research Instrument in Educational Studies. *IOSR Journal of Research & Method in Education (IOSR-JRME)*, 12(1), 22-29. <https://doi.org/10.9790/7388-1201052229>
- [51]. Seabrook, E. M., Kern, M. L., & Rickard, N. S. (2016). Social Networking Sites, Depression, and Anxiety: a Systematic Review. *JMIR Mental Health*, 3(4), e5842. <https://pubmed.ncbi.nlm.nih.gov/27881357/>
- [52]. Shameem, M., Kumar, C., & Chandra, B. (2017). Challenges of Management in the Operation of Virtual Software Development Teams: A systematic literature review. In 2017 4th International Conference on Advanced Computing and Communication Systems (ICACCS) (pp. 1-8). IEEE. <https://doi.org/10.1109/ICACCS.2017.8014695>
- [53]. Sharma, P., & Sheth, J. (2020). Social Media Marketing: An Overview of Research Methodologies and Future Research Directions. *International Journal of Technology Marketing*, 15(1), 3-22.
- [54]. Susilo, A., Samosir, H., & Ridaryanthi, M. (2023). Challenges in Virtual Communication: An Intercultural Communication Perspective. *International Journal of*

- Multicultural and Multireligious Understanding*, 10(1), 179-192.
<http://dx.doi.org/10.18415/ijmmu.v10i1.4265>
- [55]. Swart, K., Bond-Barnard, T., & Chugh, R. (2022). Challenges and Critical Success Factors of Digital Communication, Collaboration and Knowledge Sharing in Project Management Virtual Teams: A Review. *International Journal of Information Systems and Project Management*, 10(4), 84-103. <https://doi.org/10.12821/ijispm100404>
- [56]. Tufekci, Z. (2018). *Twitter and Tear Gas: The Power and Fragility of Networked Protest*. Yale University Press. <https://doi.org/10.25969/mediarep/14848>.
- [57]. Twenge, J. M., Spitzberg, B H., & Campbell, W K. (2019). Less in Person Social Interaction with Peers among US Adolescents in the 21st Century and Links to Loneliness. *Journal of Social and Personal Relationships*, 36(6), 1892-1913. <https://doi.org/10.1177/0265407519836170>
- [58]. Tyagi, S., Verma, N., Singh, K., & Singh, S. (2021). Virtual Communication. *International Research Journal of Modernization in Engineering Technology and Science*, 03 (07), 35-45.
- [59]. Wiese, M., & Akareem, H. S. (2020). Determining Perceptions, Attitudes and Behaviour towards Social Network Site Advertising in a Three-Country Context. *Journal of Marketing Management*, 36(5-6), 420-455. <https://doi.org/10.1080/0267257X.2020.1751242>
- [60]. Zillmann, D. (2022). Coition as Emotion. *In Alternative Approaches to the Study of Sexual Behavior* (Pp. 173-199). Psychology Press.



©2025 by the Authors. This Article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>)