

The Effect of Technology Face-To-Face Communication

Avula Amulya¹, K. V. N. R. Pratap², T. Madhavi Padma³, V. Shiva Kalyan⁴, P. Srikanth⁵

¹Student (BDS), Department of Public Health Dentistry, Mamata Dental College, Khammam, India

²Professor & HoD, Department of Public Health Dentistry, Mamata Dental College, Khammam, India

³Professor, Department of Public Health Dentistry, Mamata Dental College, Khammam, India

⁴Reader, Department of Public Health Dentistry, Mamata Dental College, Khammam, India

⁵Lecturer, Department of Public Health Dentistry, Mamata Dental College, Khammam, India

Abstract: This paper presents an overview on the effect of technology face-to-face communication.

Keywords: Technology, Face-To-Face Communication

1. Introduction

Technology is going through revolution while humans are evolving. There is a revolutionary development of technology in recent years. With a smart phone a person can make calls, send emails, mess and photos ages, watch and share photos, videos, play games online, listen to music, browse the internet, check weather report and can use many social media networks. Communication is crucial part of people's well-being. "To communicate is to be human" is a cliché very well known. Society is a sum of relationships which are formed with the aid of communication. Our relationships at home and work affect our state of wellness. Contacts with neighbors, friends, family, and participation in social groups have been found to improve people's level of self-esteem, commitment to communities and also psychological and physical well-being. As internet allows people to communicate with family, friends and co-workers and also strangers from distant places without any time constraint, it helps to strengthen relationships and even form new ones.

Mobile devices are everywhere we turn. They have become essential part of our life. One only needs to look around to know the impact of technology on society. The availability of instant communication seems to distract us from communication opportunities in front of us. It not only seems to reduce inter personal communication but can also cause feelings of busyness and loneliness according to some studies.

The review of previous studies on mobile technology and its effects on human relationships and face-to-face communication has identified that use of mobile technology in conversation is less significant when compared to those in presence of mobile devices. Quality of conversation is degraded in case of using mobiles.

The purpose of this study is to access the effects of technology on face-to-face communication among dental students. The objective of this research is to know the

technology and its effects on face-to-face communication among students of different age groups and based on gender.

With the rapid increase in technology there is marked decrease in face-to-face communication. Though technology has made communication a bit easier and faster but there is degradation in the quality of conversation. This may affect the young generation in many ways as they are the ones who use mobiles the most. Till now research was conducted among general population on this topic but not particularly among dental students. So, need for this study is to know the effect of technology on face-to-face communication among students of different age groups.

2. Methodology

- *Permission:* permission was taken from the head of department, department of public health dentistry. Questionnaire is explained and informed consent was taken prior to study from study subjects.
- *Study design:* A cross-sectional questionnaire based study was conducted among students of Mamata Dental College.
- *Pilot study:* Questionnaires framed based on related articles and distributed among 15 students to know the reliability of questionnaires.
- *Inclusion criteria:* All the 2nd, 3rd, 4th year students and interns who were present during the day of survey were in the study. The duration of study was from 28-5-2019 to 27-5-2019.
- *Exclusion criteria:* students who were absent during the day of survey and not willing to participate were excluded.
- *Study procedure:* the study was conducted among 200 students. Questionnaire was distributed to 2nd, 3rd, 4th year students and interns during their working hours 9:00 A.M to 4:00 P.M. A questionnaire consists of personal data and 15 questions based on "the effect of technology on face-to-y
- *Statistical analysis:* after the data is collected through

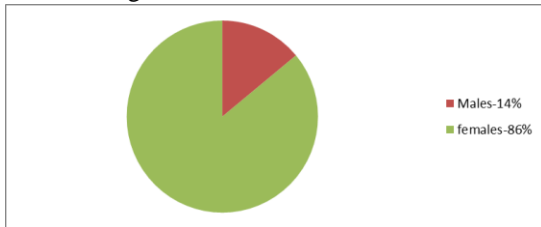
questionnaires, they are entered in excel sheet and sent for analysis.

3. Results

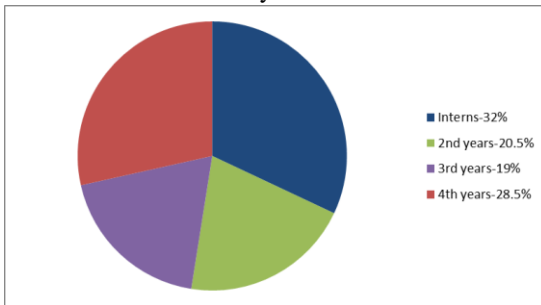
This study was conducted among 200 students in which females were majority accounting for 86%. The interns who participated in the study were 64 were the highest followed by 4th bds, 2nd BDS then 3rd BDS respectively.

The following pie diagrams depicts the demographic data of study participants:

- Based on gender:



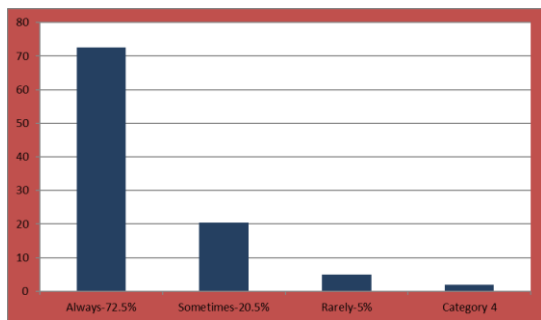
- Based on Year of study:



In the given table 1, 96% students own a smart phone/tablet. Only 4% students do not use any smart phone or tablet.

Table 1
Number of people who own smart phone or tablet

	Frequency	Percentage
Yes	192	96
No	8	4
Total	200	100



Bar diagram 1: Percentage of people who bring phone or tablet while leaving their house

The given bar diagram depicts, 72.5% of students always bring their phone or tablet while leaving their house. while, only

2% of students never carry them out.

According to table 2, 73.5 % students agree that technology enhances what we share online and degrades what we share face-to-face. While, only 3% strongly disagree to the given statement.

Table 2
Technology enhances what we share online and degrades what we share face-to-face

	Frequency	Percentage
Agree	147	73.5
Strongly Agree	34	17
Disagree	13	6.5
Strongly Disagree	6	3
Total	200	100

Table 3
Face-to-face communication has decreased in quality and quantity due to technology

	Frequency	Percentage
Yes	173	86.5
No	27	13.5
Total	200	100

According to table 3, 86.5% of students agree that interpersonal communication has decreased in quality and quantity due to technology and 13.5% of students denied to the given statement.

4. Discussion

According to the results, almost 96% of the students own a smart phone and 72.5% of them carry phones while leaving their houses. This shows how significantly mobile technology is being used for communication by students.

Online communication is different from interpersonal communication. About 86.5% believe that face-to-face communication has decreased in quality and quantity due to technology. In online communication as the discussions done are not that deep. So, relationships formed or maintained on internet will not be as strong as the real ones. Hence, internet communication cannot play a positive role in improving quality of life among people.

It is possible that use of internet for interpersonal communication is the result of certain characteristics of internet users. For example, those who always use the internet for interpersonal communication may be a group of socially isolated people who have experienced isolation in group conversations in everyday life. If this is really the case, we should expect a negative co-relation between the use of internet and interpersonal communication.

In face-to-face communication, the exchange of emotions occurs without one's awareness of it. Those emotions be it love, hatred, anger elicit a sense of warmth and human-ness which are conducive to deeper understanding and development of relationships among communicating partners. Internet cannot provide that warmth of face-to-face communication.

5. Conclusion

In conclusion, this study shows how technology use like mobiles or smart phones is effecting face-to-face communication and eventually human relationships. People are becoming more reliant on communicating with friends and family through technology and are neglecting to engage personally. Most of the students felt the quality of conversations being degraded in presence of technology and were bothered when friends or family use phones while spending time each other. Only time will tell what the long term impacts of radical shift in communication methods will yield. With technology advancing with speed of light and human interaction changing just as quickly, it may be impossible to predict the results. However, everyone should be aware that as was once known may have already changed forever.

References

- [1] Adler, I. (2013 January 17). How our digital devices are affecting our personal relationships. WBUR.
<http://www.wbur.org/2013/01/17/digital-lives-i>
- [2] Brignall, T.W., & van Valey, T. (2005). The impact of Internet communications on social interaction. *Sociological Spectrum*, 335-348.
- [3] Campbell, S.W., & Kwak, N. (2011). Mobile communication and civil society: Linking patterns and places of use to engagement with others in public. *Human Communication Research*, 37, 207-222.
- [4] File, T. (2012). Computer and Internet use in the United States. <http://www.census.gov/prod/2013pubs/p20-569.pdf>
- [5] Forbes, P. (2013 August 1). LA restaurant bans cell phones to prevent 'gastro ADD'. *Eater*.
<http://www.eater.com/2013/8/1/6392735/la-restaurant-bans-cell-phones-to-prevent-gastro-add>
- [6] Madrigal, A.C. (2013 June 6). More than 90% of adult Americans have cell phones. *The Atlantic*.
<http://www.theatlantic.com/technology/archive/2013/06/more-than-90-of-adult-americans-have-cell-phones/276615/>
- [7] Misra, S., Cheng, L., Genevie, J., & Yuan, M. (2014). The iphone effect: The quality of in-person social interactions in the presence of mobile device. *Environment & Behavior*, 1-24.
- [8] Przybylski, A.K., & Weinstein, N. (2012). Can you connect with me now? How the presence of mobile communication technology influences face-to-face conversation quality. *Journal of Social and Personal Relationships*, 1-10.
- [9] Rideout, V.J., Foehner, U.G., & Roberts, D.F. (2010). *Generation M2: Media in the lives of 8- to- 18 year olds*. Kaiser Family Foundation, 1-85.
- [10] Turkle, S. (2012). *Alone together: Why we expect more from technology and less from each other*. New York, NY: Basic Books.