

Virtual Communication: An Overview

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Abstract

Social media has taken the entire world into its grip in a way that the individual is on the way to forget himself and his realities, and to associate himself to the things served through the social media that encompasses several social sites. The modern Indian youth is shackled by the modernity, modern technology and internet to such an extent that he has grown rebellious to the society at large for the sake of fulfilling his own dreams and aspirations.

Virtual communication is an invention of the modern age. Through its several facilitating ways of communication it is growing more and more popular among the youth. The youth prefers the virtual communication to the conventional modes of communication believing that the virtual communication is the only satisfactory mode of communication.

Virtual communication has put the physical and mental health of the youngsters at risk. Positively speaking, it saves time and energy of the people associated with it, while negatively speaking, it has evil effects on the body and mind of the individuals.

Virtual communication can be effective and fruitful only if the individual going for it is health conscious and adopts it only for limited purposes giving just the required time for it. On the contrary, as the modern trends reveal, it will be harmful to those who give much of their time to it wasting their energy on the useless issues.

The research paper is an important document that produces an overview of the virtual communication in the context of the Indian youth that is in the web of websites, social network, social sites, modern technology and virtual communication. The findings reveal that though virtual communication is the demand of the modern times, it should be used for limited purposes and for limited time.

Keywords: Adverse, Effects, Virtual Communication, Internet, Face Book, WhatsApp, Search Engines, Google.

Introduction

Dr. Linda is of the opinion that it is the moral duty of the parents to help encourage children to understand and deal with the risks that come across their practical life. She favours social sites and social network enumerating that social media can be a positive tool to help children grow and develop but its negative impact on the emotional and mental health of young people cannot be denied and set aside.

Social media has become an integral and inseparable part of our life, and it has dramatically changed the way we communicate and behave. It enables us to access to unlimited information of the world; it enables us to connect with people around the world just within no time, and enables us to exchange opinions with the people who live in the various parts of the globe. The amazing thing is that the people whom the social media brings closer are generally are strangers to us.

In terms of motivating people to take action and make social changes, social media is a wonderful tool. It is a platform for the voices of the millions of people to be heard allowing them to say one thing on issues that matter to them. The virtual world helps the young explore new concepts, new theories on several remarkable issues, manage practical risks that come across and build resilience.

It is amazing to note that social media has developed so rapidly taking billions of people that fall in the different age groups, and particularly the youth in its grip. It has a deep impact on social fibers and interpersonal relationships of the individuals that belong to the various world-communities. This trend has invited several psychologists and sociologists to study and find out the potential effects on emotional and mental health of young people.

Psychologists reveal that there are both the positive and the negative effects of social media on mental well-being, and that the excessive use of social media makes the mental health of the individual weak and poor. Of the several modern technologies that are attracting, drawing and capturing the Indian youth, there is the virtual communication which is being preferred and promoted by the youth these days.

Theoretically, virtual communication is the demand of time, as it facilitates the online classes, conduction of exams and tests, meetings, trainings. It is said to be in the interest of the youth because it saves time and energy of the youth. However, its harming impact on the physical and mental growth and health cannot be overlooked and ignored.

At the time when the individual is expected to be physically and mentally fit, it forces him to spend before the computer, android or laptop with the same formal posture. It results into isolation-loving tendency and physical deformities. It is suggested that it should be adopted only when it is compulsory, otherwise, in the interest of public health it should not be adopted. It has also taken the children into its effect. Obviously, it is not good for the children.

Hence, the Government of India needs to make such provisions and ruling about the use of virtual communication technique as can ensure the physical and mental health and fitness of the individuals. Today's children are the future-leaders. If the children are spoiled by the overuse of the virtual communication technique, it will be impossible to create the good leaders in future because a sound mind lives in a sound body. If body is not fit to work and think, it cannot have a sound mind which is capable to take right decision in accordance with the situation.

The Government of India needs to find some middle path that can ensure, on the one hand, the linkage of its citizens with the modern world through the joining of the process of modernization, and on the other hand, the physical and mental health and fitness of the citizens. It can be possible only in that case when the social media which includes virtual communication as well, is allowed to be used and adopted only for the useful purposes, and when its use is discouraged in case the purpose of the individual is not goal-oriented.

Review of Literature

Anne Powell, Edwardsville Gabriele Piccoli, Blake Ives (2004), in the research on Virtual Teams: A Review of Current Literature and Directions for Future Research, examine that the increasing popularity of virtual teams has spurred a parallel growth in research examining various aspects of virtual team adoption and use. To identify relevant work, a computer search using ABI/INFORM was conducted searching on the terms "virtual team", "computer supported collaborative work", and "computer mediated communication" between 1991 and February 2002. In addition, resources on virtual teams located on the ISWORLD web site were utilized.

E. Erasmus; J. H. C. Pretorius; L. Pretorius (2010), in the research study entitled Using Virtual

Team project communication as a means of predicting Virtual Team effectiveness, make discussion of Virtual Teams and possible ways of predicting their effectiveness. The motivation for carrying out this research was to determine if there was a way of quantifying why Virtual Teams used in a particular company was proving to be very effective. A brief literature review of the topic of Virtual Teams and Virtual Team communication, as well as an overview of different Communication Models is provided. A case study is presented of a particular company (called DevCo Software Development as a pseudonym for the sake of confidentiality). In the case study the results of two online surveys are presented and discussed. One survey was sent to all the employees within the Labs Department and another sent to only the Virtual Team members of a specific Virtual Team within the Labs Department. The case study concludes with an analysis of relevant aspects of the company culture and the effect it appears to have on the way the employees use technology and the effect of this on Virtual Team success.

Rebecca Heller (2010), in A Cost-Benefit Analysis of Face-to-Face and Virtual Communication: Overcoming the Challenges, writes that virtual communication has become the norm for many organizations. As technology has evolved, time and distance barriers have dissolved, allowing for access to experts worldwide. The reality of business today demands the use of virtual communication for at least some work, and many professionals will sit on a virtual team at some point. Although virtual communication offers many advantages, it is not without challenges.

Marley Belair (2012), in the study on An Investigation of Communication in Virtual High Schools, writes that teacher communications may be vital factors for virtual school success. The history of virtual schooling and virtual school studies are important facets for understanding virtual school communications. In order to understand the best practices for communication, qualitative analysis must be used to evaluate the nature of a variety of communication practices. The establishment of best practices for virtual communications is essential due to the rapid growth of virtual programs. Without uniform standards for communications and other aspects of educational effectiveness, virtual schools will not be able to conform to the expectations that parents and school administrators have established. The dearth of reliable qualitative data for assessing the effectiveness of virtual school communications could become a threat to the significance of the virtual school movement as a whole. There is limited research investigating online virtual K-12 school practices.

Patrícia Gonçalves, Luis Ferreira, Joaquim Gonçalves & Goran Putnik (2014), in Direct Communication versus Virtual Communication in Virtual Teams, suggest that that computer-mediated communication can lead to decreases in group effectiveness and reduce satisfaction levels in terms of trust and comfort of its users. Supported by an experiment, where the emotional or affective aspects

of communication were tested with the experimentation of two architectures, Direct Communication Architecture (DCA) and the Virtual Communication Architecture (VCA) this paper validates the thesis that, from the users' perspective, there is no opposition to the acceptance of virtual environments and interfaces for communication, and that these environments are able to cope with the reconfiguration dynamics requirements of virtual teams or client-server relations in a virtual enterprise operation.

Objectives of the Study

1. To develop an understanding of the ongoing living and behavioral trends of the youth in the twenty-first century
2. To highlight the interests of the youth
3. To emphasize the capturing impact of the modern technology on the minds of the youth
4. To focus the contribution of internet in changing the youth psychology
5. To find the meaning and significance of virtual communication
6. To explore the growing interest of youth in the virtual communication
7. To point out the need and importance of virtual communication in the modern age
8. To throw light the positive impact of the virtual communication on the youth
9. To concentrate the negative impact of the virtual communication on the youth
10. To produce an overview of the virtual communication in the contemporary Indian society

Hypothesis

1. The youth of the twenty-first century reflects a tremendous behavioral pattern and change
2. The modern youth is deviating from the conventional modes of living and developing interests other than the ones associated with the youth of the previous centuries
3. The modern technology is magnetically attracting the Indian youth towards it
4. Internet has changed the world of the youth and is affecting them both positively and negatively
5. The psychological traits of the modern young men and women are against the established norms
6. Virtual communication is being liked by the youth more and more]
7. Virtual communication is the demand of time, as it saves time, energy and money
8. Virtual communication is more effective than the other modes of communication
9. Virtual communication is adopted for the purpose of important meetings, interviews, training, and personal issues
10. Virtual communication links the youth with modernity and globalization
11. The modern youth is succumbed to the virtual communication
12. The impact of virtual communication is both positive and negative
13. The modern youth is growing addicted to virtual communication

14. Virtual communication needs to be promoted in the interest of the youth keeping in view the safety, security and privacy of the youth

Research Methodology

Being qualitative in nature, the research paper is an attempt to explore the emerging changes in the psychology of the modern youth as a result of which he loves isolation, reticence, introversion and limited social interaction. The study is comprehensive enough to reflect the ongoing behavioural patterns of the modern Indian youth.

In order to ensure objectivity and scientific elements in the study, scientific method which prescribes and lays certain specific steps for the study, was adopted. As per the demands of the scientific method and the process of social research, all the essential steps, such as, collection of data, classification of data, description and interpretation of data were undertaken.

The feedback about the subject was taken through the thorough study of the relevant related literature that was explored through the contents of the research papers published in the national and international reputed research journals. The content analysis enabled the author to arrive at conclusion reflected through the findings.

Findings

1. The twenty-first century Indian youth is globalization and modernization oriented, and behaves accordingly in order to join the main stream of modernization and globalization
2. The behavioural patterns of the modern Indian youth are much different from the youth of the previous centuries
3. The modern Indian youth lacks love for the Indian culture and long established social values
4. The modern youth is deviant in several ways and lives more for himself than for others as it was the case of the youth of the earlier centuries
5. The modern Indian youth is ready to welcome and adopt all the modern technologies in his own interests
6. The modern technology has both the positive and the negative impact on the modern Indian youth
7. Internet and social network has brought about revolutionary changes in the life of the modern youth limiting his world to the people who are strangers and unknown to him, and making his own kinsmen strangers to him
8. The modern youth is ready to go against the established social norms and culture
9. Virtual communication has added a new chapter in the direction of communication and modernity by enabling the people to join the world through the virtual modes of communication
10. As approved by most of the modern thinkers, virtual communication is the demand of time, and as in other countries of the world, in India too, it is being accepted
11. Virtual communication saves time, energy and money, and that is why, it is being promoted in the interest of the youth

12. Through a prompt linkage to the world at large, virtual communication proves to be more effective than the other modes of communication
13. Virtual communication is used and adopted for several purposes, such as, online classes, holding business and other types of meetings, imparting training programmes, interviews etc.
14. Adoption of virtual communication is a sign of the Indian youth's inclination to modernity, modernization, individualism and globalization
11. Over-succumbedness of the youth to virtual communication makes him dependent on the technology and keeps him away from physical exercise, body movement and manual work which are necessary for keeping the people physically and mentally fit
12. Virtual communication causes several health issues and diseases, as throughout it, the individual has to be at the same physical posture for hours

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