



Transformation of Student Everyday Communication under New Media Influence

Bika B. Dzhamalova^{1*}, Irina V. Leusenko², Rim F. Shaekhov³, Boris V. Ilkevich⁴, Vladislav F. Antonov⁵, Natalia V. Kovaleva⁶, Guzel B. Sayfutdinova⁷

¹North-Caucasian Institute (Branch), All-Russian State University of Justice (RPA of the Ministry of Justice of Russia), Makhachkala, Russia. E-mail: bika.dzhamalova.85@mail.ru

²Rostov Institute (Branch), All-Russian State University of Justice (RPA of the Ministry of Justice of Russia), Rostov on Don, Russia. E-mail: fpkruy@mail.ru

³Head of Training and Combat Units Course, Perm Institute of the Federal Penitentiary Service of Russia, Perm, Russia. E-mail: rimshaehov@yandex.ru

⁴Rector, Gzhel State University, Elektroizolyator, Russia. E-mail: ilk_bv@mail.ru

⁵Department of State Legal and Criminal Law Disciplines, Plekhanov Russian University of Economics, Moscow, Russia. E-mail: 5592606@bk.ru

⁶Department of Legal Regulation of Economic Activity, Financial University under the Government of the Russian Federation, Moscow, Russia. E-mail: doctor.kovaleva.nv@yandex.ru

⁷Department of History and Pedagogy, Kazan State Power Engineering University, Kazan, Russia. E-mail: guzelsai@mail.ru

*Corresponding author email: bika.dzhamalova.85@mail.ru

Received: 01/07/2019

Accepted: 10/08/2019

Published: 20/08/2019

Abstract

Relevance of the research: the Relevance of this article is to understand the revolutionary changes taking place in everyday communication in the era of Informatization, both at the level of global trends and at the level of everyday practices and meanings, as the information society is characterized by the lack of authority, stability, clear rules, social patterns that can be followed. It is thoroughly imbued with the idea of multi-variance and extreme individualization. The aim of the study is to analyze the process of transformation of everyday communication under the influence of the Internet among students. Research methods: the Leading method for the study of this problem is the interview method, which allows analyzing the process of transformation of daily communications of young people under the influence of new media, to establish the impact of Internet technologies on communication and connection with the close environment. Results: The article describes the main theoretical approaches to the definition and problems of new media. The role of new media and the Internet in the context of the information society is analyzed. The influence of new media on everyday communication practices of students-Internet users is defined. The daily practice of communication of young people is described. The novelty and originality of the study is that it is shown that among young people there is an active desire for personal communication and contrary to all expectations, the use of social networks for professional purposes (dialogue with colleagues) and entertainment (watching videos, listening to audio). Users of this age group actively use the opportunity to produce their lives on a personal page in various social networks, posting photos of significant pleasant events, themselves in a decent appearance and surrounded by acceptable-looking people. It is found that social networks are actively used by informants to track the events of the personal life of other users familiar to them in the real space. Users see great advantages in the presence of remote technologies that allow them to communicate with their relatives and friends, with whom frequent personal meetings are impossible, but here they assume the opposite - the substitution of personal meetings with video communication, which is undoubtedly, from their point of view - a minus. The advantages include the possibility of a more careful choice of the interlocutor and voicing the original purpose of communication in the network space, the disadvantages - the probability of behavioral adjustment of both interlocutors, as well as the lack of an opportunity to understand and see the emotions of a person. Practical significance: the data obtained in the work can be used in age psychology, ethno-psychology, social psychology, pedagogy, sociology, as well as for further theoretical development of this issue.

Keywords: Internet users, communication practices, social networks, new media.

1 Introduction

Researchers of different approaches to the study of mass communications differ in the question of whether the transformation of the means of communication occurs because of the emergence of new technologies or is a consequence of more global historical changes. It is important to note that the history of the Russian Internet, as well as in the United States originates in the development of scientists of the military-industrial complex. The first attempts to create a network in the Soviet Union, according to B.N. Malinovsky (1995) date back to 1952. "The system was developed in the event of war to transmit information, as telephone lines are often out of order" (24). It should be noted that the technological capabilities of the first networks provided for high qualification of their users. Creating sites was really a time-consuming process, which also meant adapting to different user software.

In the 1990s, the Internet combined most of the networks that existed at that time. The Association looked attractive due to the lack of a single management, as well as due to the openness of technical standards of the Internet, which made the network independent from business and specific companies (3, 5, 12, 21, 25, 27, 30, 33).

The Internet plays a key role in the information society. The Internet technologies are used in the economy, politics, art, and everyday interactions etc (1, 2, 7, 10, 11, 13, 22, 28).

Computer networks are a source of values and interests of users. A huge number of virtual communities, completely unrelated to each other, evidences this, which do not represent any integral system of social rules. Due to the duality of the Internet as a phenomenon of technological progress, let us define our neutral position from the point of view of morality or other emotional components in relation to the effect or influence produced by new media on the real life of users, as our task is to describe and explain the facts, cause-and-effect relationships that are important (4, 9, 16, 17, 18, 23, 26).

Since the Internet is becoming the primary means of communication and organization in all spheres of activity, it seems only natural that social movements and the political process have used and will continue to use the Network to an increasing extent, as a source that is becoming the main instrument of activity, information, recruitment, organization, domination and counter-domination.

Today, every civilized country has an e-government, in every region there is an Internet resource for the provision of services to the population, in the state Duma of the Russian Federation in 2013, a Subcommittee on the Internet and the development of electronic democracy has been created. The development of Internet technologies in the modern world coincides with the spread of other forms of network organization of human life. Such *creeping growth* of network forms, according to D.N. Peskov (2004) is an absolute threat to the traditional understanding of politics as a set of relations about power. Such an interpretation sounds like a warning about the danger lurking in the transformation of the basic concepts of any civilized society.

Summarizing our appeal to the sphere of politics, which is undergoing changes under the influence of the Internet, it is worth noting that technologically the Internet is possible as an ideal tool for democracy. First, it opens up entirely new

possibilities of access to political information for the citizens themselves, which is a priori true in an elected democracy. Secondly, the interactivity of technologies allows you to request the necessary information, Express your point of view and require personal answers from their representatives, regardless of their status and geographical location, both through official sites and through social networks.

In accordance with the focus of our research, directly in the study of communications, we are interested in two approaches: sociological and psychological. The first allows us to describe the trends of communication processes in society as a whole, and the second - to analyze individual practices. Modern analysis of communication is carried out at the intersection of psychology and sociology, which have opened many models of communication, which today set the paradigm in the study of communicative processes (6, 10, 11, 19, 29).

The term *communication* appears in the scientific literature at the beginning of the XX century. Currently, it has at least three interpretations - understood as a means of communication of any objects of the material and spiritual world; communication - transfer) of information from person to person; transfer and exchange of information in society in order to influence it (14).

Communication is a prerequisite for the functioning and development of all social systems, as it provides a link between people, allows you to accumulate and transfer social experience, ensures the division of labor and the organization of joint activities, management, broadcasting of culture. In the process of direct communication between people communication, inextricably linked with their psychological interaction, only in abstraction can be considered as an independent information form of interpersonal communication (8, 14).

One of the most important components of everyday life, in our opinion, are the communicative practices, through which the constructs of the first order are formed.

Let us turn to the term of *practice* and its meaning in our work. In his book, V.V. Volkov and O.V. Kharkhordin (2008) designate it as "the usual way to think or act a certain way" (34).

Practices, in their opinion, are divided into two types: background and revealing. The former serve as a *background* to ordinary actions, are routine and little understood, in the simplest form it is the activity-based context in which communication or behavior is interpreted. The second, means the disclosure of a particular identity on the *background* - a reference to the public array of knowledge about how the nature of things is built and how *works* this culture. By the revealing nature of practices, researchers understand "various ordered sets of skills of appropriate activities, which at the same time reveal the possibility of a person to take place in a particular social quality (*doctor, politician, father, carpenter, woman*, etc.) (34).

V.P. Goncharov (2011) hypothesizes that thanks to the Internet, a new type of personality is being formed, focused on being constantly in communication with others, needing to constantly notify others of its existence. Such a person should always be in touch (15).

The man of the Internet era wants to be in the focus of attention, in the center of his/her own communication web. This does not replace traditional friendship and traditional

social ties - they are still lacking modern man. This is a fundamentally new kind of relationship, which is not expected to be a substitute for real interaction. They are self-valuable in the quality that is peculiar to them.

2 Materials and Methods

The aim of our study is to describe the transformation of everyday communication practices of users under the influence of the Internet. The objectives of the study are:

1. To describe everyday processes of user communication:

- To determine the dominant type of communication: direct (face to face) or mediated by technical means;

- To identify the most popular groups of communication agents (family, colleagues, friends, etc.).

2. To analyze the social circle of users and socio-demographic characteristics, interests, professional affiliation.

3. To assess the degree of the Internet influence on the nature of communications, according to users.

4. To carry out a comparative analysis of communicative practices of informants before/after the integration of new media in everyday life.

5. Identify current trends in building interpersonal relations of gender, professional and other nature in the real and virtual space.

6. To describe predictive representations of informants concerning the direction of development of everyday communicative practices.

In accordance with the objectives of the study, we interviewed twelve people - Internet users, male and female, different sex, social status, professional affiliation, randomly selected. According to the age criterion, the informants were defined in the age group: eighteen - thirty, defined as *youth* (35).

3 Results

Because of designated desire for personal communications, the communication circle responds to a few General parameters:

- Geographical location in the city (place of birth or frequent stay).

- At least one face-to-face meeting.

- Primary coincidence of the circle of Internet communication with the real one.

In General, the geography of communication of the surveyed users is very extensive, from quite close cities of Russia: Togliatti, Kazan, and Moscow to Irkutsk, Vladivostok, as well as cities in other countries. Accordingly, the interviewees use a variety of different programs and web resources to maintain relationships with friends, family and colleagues living in these communities. Let us denote the tendency of the informants' perception of this technology as an external expansion of a person, an opportunity to maintain relations at a distance with their loved ones. It is interesting that in this way 21% of informants try to keep the same circle of communication from school or student times, for example, consciously rejecting the chances to meet new people in another host city, explaining this approach by the desire to maintain long-term and stable friendships or kinship. While

answering additional questions, the interviewees thought that technology might also reduce the likelihood of meeting with these people in real space (17%), because the information component suits the interlocutors and makes a priori unnecessary trip to another city and, especially, the country.

Therefore, talking about remote contacts, students came to two possible scenarios. The first is that the Internet allows you to maintain relationships, which without it, most likely, over time, have lost their strength, the second - in reducing the chances of face-to-face communication, emotional distance. For example, there were the following answers: "...if there was no Internet at all, I think I would have lost contact with many people, because I still write letters, at least now I cannot imagine that I, for example, write a letter to Germany, it comes there in a month, then a month later back. No matter how long it takes, it is very difficult and no matter what the relationship between people is, eventually... Yes, of course, it can be supported so already somehow more formally, but to communicate closely, to discuss some events together, it will already be impossible, because while you send this news, it will already be irrelevant and not new" (young man, 20 years).

The most popular in Russia, according to students (98%), is the network *Vkontakte*. All students without exception are registered in this social network. It should be noted that not only communication with relatives attracts users to visit this social network. For 89% the interesting and useful is the content of the resource. The representation of your personality with the help of a personal page *Vkontakte* is estimated by users as a really successful tool for constructing your image (98%), by broadcasting your mood in music, status, reflection of life events in albums, more often it is a trip or event, the fact of participation in which you want to share with friends and get your share of recognition, evaluation of your activity, etc. These actions and meanings are clearly formed in the trend of modern men to report themselves in a virtual environment, and even in a somewhat new, up to this point is not known the need for self-realization in the virtual space.

It seems logical to refer to the social network for observation, tracking the life events of interesting participants (79%). Because of the above-mentioned, the informants tried to answer one of the main questions of our research: what is the impact of the Internet on our daily communication and relationships between people? To understand the impact of the Internet on interpersonal interactions, users compared mediated technology and personal communication with people. The main advantages of the latter, according to the informants, are reduced to the exchange of emotions and tactile sensations (67%), there were assumptions about the increase in the level of communication among students-users (38%), for whom in real life communication is associated with some stress. We see here a direct indication of the psychological function of Internet technologies, the presence of which in the lives of people with disabilities, for example, contributes to their integration into society at a higher level than traditional media or personal communications. Reflecting on the influence of the Internet, in General, users distinguish both minuses and pluses, clearly indicating their position in the pursuit of personal communication. However, the high level of concern among female informants in this category is related to Internet technologies and gadgets in

General in the younger generation (73%). In the widespread use of technical innovations, early introduction into virtual communication of children and adolescents, older users see a threat to youth's social development, expressed in the processes of de-integration and dis-adaptation in real time and space (31, 32).

Due to the above-mentioned direction of development, users compared the processes of emergence and development of communications in their daily lives before the Internet, with the present moment.

It should be noted that Internet users do not consider online Dating a negative phenomenon (81%); on the contrary, in the modern high-speed rhythm of life, the presence of the Internet seems to them a reasonable solution to save energy, time and human emotions that are spent in personal communication. In addition, informants pay attention to the convenience of finding a companion, a partner through the Internet due to the factor of anonymity and the ability to initially both voice your goal and be acquainted with the goals of other users to choose to communicate a person with whom your intentions coincide on this resource (98%). The main claims on the part of respondents to this type of contact are the danger of substitution of behavior patterns on the part of the interlocutor, as well as the lack of emotional component in the correspondence, which automatically often leads to misunderstanding, unlike communication in real space.

Completing our study of communicative practices of young people, we have set an additional task with a predictive meaning. We were interested to hear users' assumptions about the future of our everyday communication. The opinions of the respondents generally reflect their current value orientations, so that most of them believe that live communication will be in demand, however, as a likely scenario informants accept the victory of machines, in which face-to-face communication can cease to exist, and traditional institutions such as childhood, family - collapse and lose meaning. Here is an example of one of the answers: "in General, it is very scary, for some reason it seems to me that they are more and more will be removed from their relatives, from parents, and in principle from everything that concerns relatives. I think there will be a tendency to decrease contacts and in real life, respectively, with relatives and with the family. "Probably, because relatives and family know what you are, and on the Internet you will seem some other, brutal or cool. Of course, it is easy bait of all social networks that you could meet anyone, absolutely anyone, absolutely on zero grounds. Well, it is dangerous...social networks" (student, 19 years). Informants expressed the opinion that in the case of an individual, communicative orientation largely depends on education, the position of the family, which teaches or does not teach to communicate in one way or another.

4 Discussions

Social networks are actively used by informants to track the events of the personal life of other users familiar to them in the real space. The impact of Internet technologies on communication and connection with their loved ones, informants evaluate both positively and negatively. Users see great advantages in the presence of remote technologies that

allow them to communicate with their relatives and friends, with whom frequent personal meetings are impossible, but here they assume the opposite - the substitution of personal meetings with video communication, which is undoubtedly, from their point of view - a minus.

The advantages, in their opinion, also include the possibility of more careful choice of the interlocutor and voicing the original purpose of communication in the network space, the disadvantages - the probability of behavioral adjustment of both interlocutors, as well as the inability to understand and see the emotions of a person, which often leads to incorrect interpretation of speech and misunderstanding. During the survey of students, we also identified a rather dangerous trend for traditional stable relations to a completely different construction of the attitude *we are a group or they are a group* in modern families, when two generations do not choose each other in a close circle of communication, and build relationships with interlocutors, based on the coincidence of interests, regardless of localization.

Users' predictions about the future of our everyday communication sound twofold. On the one hand, as a hope for interest in live communication, on the other - as a fear of destruction of traditional relations, the termination of personal contacts. The main danger users observe in relation to the traditional institutions of childhood, family, gender relations, etc. To the main advantages of the Internet respondents, include a wide audience coverage and the speed of information transfer. By cons, some informants have identified a lack of emotional component, as well as a sense of responsibility for the actions taken in the network.

One of the most important differences of modern interpersonal interactions was the activity of communication agents in relation to each other, as well as the lack of association with their personal technical means of communication.

5 Conclusions

Researchers of different approaches to the study of mass communications differ in the question of whether the transformation of the means of communication occurs because of the emergence of new technologies or it is a consequence of more global historical changes. "Everyday practices", - according to N.N. Kozlova (1992) - "are not embodied in any official institution, they form a kind of *free zones*, protected or protecting from institutional pressures. By paying attention to these areas, one can understand and feel what type of social change will prevail at least in the very near future." We can say that, exploring everyday practices, the researcher seems to *keep abreast* in an effort to catch the slightest signs of transformation of ordinary knowledge (20). The processes of transformation of everyday communicative practices, in our opinion, are one of the most interesting and relevant topics for research. New media are relatively recently tightly integrated into the life of modern man, so we are at the stage of transformation, the feeling of those changes in the construction of the world of everyday life, when it is possible to compare with how interpersonal interactions developed ten years ago and catch the fundamental difference.

According to the results of empirical research among students, we have made the following conclusions: there is an active desire for personal communication and contrary to all expectations, the use of social networks for professional purposes (dialogue with colleagues) and entertainment (watching videos, listening to audio). Users-students actively use the opportunity to *produce their lives* on a personal page in various social networks, posting photos of significant pleasant events, themselves in a *decent* appearance and surrounded by acceptable-looking people.

Users' predictions about the future of our everyday communication sound twofold. On the one hand, as a hope for interest in *live* communication, on the other - as a fear of destruction of traditional relations, the termination of personal contacts.

References

1. Alisov EA, Cherdymova EI, Trubina GF, Yakushev AN, Zhdanov SP, Popova OV, Kobzar-Frolova MN. Study of Dominant Type of Student Ecological Focus. *Ekoloji*. 2018 Jan 1;27(106):357-62.
2. Arestova ON, Babanin LN, Voyskunskiy AE. Communication in computer networks: psychological determinants and consequences. *MSU Bulletin, series XIV, Psychology*. 1996; 4: 14-20.
3. Babaeva YD, Voyskunsky AE. Psychological consequences of Informatization. *PSIKHOLOGICHESKII ZHURNAL*. 1998 Jan 1;19(1):89-100.
4. Babaeva YD, Voyskunsky AE, and Smyslova OV. Internet: the impact on individuals. The faculty of psychology of Moscow state University named after M.V. Lomonosov. 2000; 20-46.
5. Bal M. Use of Digital Games in Writing Education: An Action Research on Gamification. *Contemporary Educational Technology*;10(3):246-71.
6. Barelli E, Branchetti L, Tasquier G, Albertazzi L, Levri O. Science of complex systems and citizenship skills: A pilot study with adult citizens. *Eurasia Journal of Mathematics, Science & Technology Education*. 2018 Jan 1;14(4):1533-45.
7. Baudrillard J. Requiem for mass media. St.Petersburg: Almanac, 1999.
8. Berger P, and Luckman T. The Social construction of reality. Moscow: Medium, 1995.
9. Borisnev SV. Sociology of communication. Moscow: UNITY-DANA publishing house, 2003.
10. Cherdymova EI, Faleeva LV, Ilkevich TG, Sharonov IA, Sayfutdinova GB, Leusenkov IV, Popova OV. Socio-Psychological Factors that Contribute to and Impede the Process of Student Eco-Vocational Consciousness Formation. *Ekoloji Dergisi*. 2019 Jan 1(107).
11. Cherdymova EI, Prokopyev AI, Karpenkova TV, Pravkin SA, Ponomareva NS, Kanyaeva OM, Ryazapova LZ, Anufriev AF. EcoArt Therapy as a Factor of Students' Environmental Consciousness Development. *Ekoloji Dergisi*. 2019 Jan 1(107).
12. Fomicheva YV, Shmelev AG, Burmistrov IV. Psychological correlates of passion for computer games. *MSU Bulletin. Psychology*, 1991; 3: 41-65.
13. Foreman N, Wilson P. Is it Possible to simulate reality? Use in psychology of 3-dimensional environment generated by a computer. Mental representation: dynamics and structure. Moscow: Institute of psychology RAS, 1998.
14. Garfinkel G, Sachs H. On formal structures of practical actions. Social Sciences and Humanities. Sociology. Moscow: Medium, 2003.
15. Goncharov VP. Internet as a new information and communication space. Rostov-on-don: Publishing house of Humanities and socio - economic Sciences, 2011.
16. Gonulal T. The use of Instagram as a mobile-assisted language learning tool. *Contemporary Educational Technology*;10(3):309-23.
17. Hoffman I. Presentation of ourselves to others in daily life. Moscow. Canon-Press-C Publishing house, 2000.
18. Kanişlı H, Özönur M. The Effects of Training-Based on Knowles' Adult Education Principles-On Participants. *Eurasia Journal of Mathematics, Science and Technology Education*. 2017 Nov 25;13(12):8405-14.
19. Konetskaya VP. Sociology of communications. Moscow: International University of business and management publishing house, 1997.
20. Kozlova NN. Sociology of everyday life: a revaluation of values. *Social Sciences and modernity*. 1992; 3: 48 - 57.
21. Kvon GM, Vaks VB, Kalimullin AM, Bayanova AR, Shaidullina AR, Dolzhikova AV, Lapidus NI. Developing the Informational and Digital Environment of a University: Problem Analysis and Assessment. *EURASIA Journal of Mathematics, Science and Technology Education*. 2019 May 20;15:10.
22. Lopes IM, Oliveira P. Adoption of an information systems security policy in small and medium sized enterprises. *Journal of Information Systems Engineering & Management*. 2016 Feb 15;1(1):3-13.
23. Lotman YM. Autocommunication: I and the other as addressees (About two models of communication in the system of culture. St. Petersburg: Art, 2000.
24. Malinovsky BN. History of computers in persons. Kazan: A.S.K. publishing house, 1995.
25. Peskov DN. Internet in world politics. Modern international relations and world politics. Moscow: Rech publishing house, 2004.
26. Pocheptsov GG. Theory of communication. Moscow: "Wackler" publishing house, 2001.
27. Saa P, Cueva Costales A, Moscoso-Zea O, Luján-Mora S. Moving ERP Systems to the Cloud-Data Security Issues. *Journal of Information Systems Engineering & Management*. 2017; 2(4): 21. <https://doi.org/10.20897/jisem.201721>
28. Solmaz O. A Critical Review of Research on Social Networking Sites in Language Teaching and Learning. *Contemporary Educational Technology*. 2018 Jul 1;9(3):315-30.
29. Sorokoumova EA, Cherdymova EI, Rezvantsseva MO, Kochneva L., Latysheva VV, Perkova EP. Environmental and Social Practices of Old Stuff Use and Disposal by Students. *Ekoloji*. 2019; 28(107): 5065-5069.
30. Tatli Z. Traditional and Digital Game Preferences of Children: A CHAID Analysis on Middle School Students. *Contemporary Educational Technology*. 2018; 9(1): 90-110.
31. Taştan SB, Davoudi SM. An examination of the relationship between leader-member exchange and innovative work behavior with the moderating role of trust in leader: A study in the Turkish context. *Procedia-Social and Behavioral Sciences*. 2015 May 11;181:23-32.
32. Taştan SB, Davoudi SM, Masalimova AR, Bersanov AS, Kurbanov RA, Boiarchuk AV, Pavlushin AA. The impacts of teacher's efficacy and motivation on student's academic achievement in science education among secondary and high school students. *EURASIA Journal of Mathematics Science and Technology Education*. 2018;14(6):2353-66.
33. Vivakaran MV, Maraimalai N. The Feasibility and Acceptance of Social Media Interventions in Higher Education Classrooms of Developing Nations with Special Reference to India. *Contemporary Educational Technology*. 2018; 9(3): 284-296.
34. Volkov VV, Kharkhordin OV. Theory of practices. St. Petersburg: Publishing house of the European University in St. Petersburg, 2008.
35. Volkov YG, Dobrenkov VI, Nechipurenko VN, Popov AV. Sociology. Moscow: Gardariki, 2003.