

## Electronic Communication Methods and False Feelings in Social Relations

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### Abstract

*The various electronic means of communication continue to evolve and diversify in our world day after day. They serve as a platform for exchanging feelings of both joy and sorrow, as well as love and hatred towards people, places, foods, products, and many services provided. It is also a bold way for some to allow them to freely express sincere or false feelings involving much hypocrisy and hatred, despite showing the opposite to the person or people who communicate with them through different sites and applications, through exchange of messages, comments or even emoticons. The individual, despite being aware that the real feelings of the person he is communicating with are different from what is being portrayed through electronic communication, accepts the symbols of smiley faces and words of praise. Will this lead us to a double-mindedness as well as a double emotion between reality and the virtual world? When an individual expresses his feelings through social media, which serves as a haven for him to reveal what is on his mind, rather than simply expressing feelings face to face, he may have certain feelings yet portray the opposite such as portraying happiness to a person but feel sad. This paper will come to show how false feelings spread through social networking pages and through their applications and justifications.*

**Keywords:** Electronic communication, social relationships, feelings, individuals

### 1. Introduction

Web communication plays a pivotal role in the lives of people of all ages, races, and lives by providing unlimited space to provide new opportunities and possibilities for communication between individuals in different locations. Because of the developments in the world, it is natural for the social fabric to be affected by these developments and thus the relations between individuals and the way they communicate change. There are transient and permanent relations as well as short and long term, and electronic hypocrisy has contributed to changing these relations and how they originate or end between family members, co-workers, neighbors, relatives, and others.

E-communication sites are an effective means of communicating with people about their different works, nationalities, religions, and beliefs. In this regard, electronic networks have sought to provide the necessary services to support these sites, providing the needs of their users, especially considering the development of human relations in different societies. Communication has become a pivotal role in the field of communication technology, which has changed many roles, relationships, and concepts. It has spread throughout the world, linking countries, people, and individuals to one another and paving the way for diverse social relations using diverse media where people can exchange ideas, sciences, opinions and feelings. The specialized sites have created a diverse and varied content for people to talk about, as people have feelings about people and issues.

There are many reasons behind the use of social media and many situations are related to the purposes of expressing the individual's feelings towards something. We see that sites are full of humiliation or blame and symbols of criticism or love such as scattered roses everywhere to express admiration or love or satisfaction of a person or service. As Dulaimi (2013) points out in his study, individuals rely on the means of social communication through which they express their feelings of love and hatred.

The emotional effects are the feelings and emotions of a person towards his or her surroundings and these effects are manifested when providing certain information through these means. Often, individuals use terms, phrases, images, or symbols that are electronically transmitted to convey something, especially when it comes to expressing and talking about something that requires them to express their feelings. Sometimes these days electronic courtesies are essential, otherwise there will be misunderstandings or disagreements between individuals because they are not interested in electronic communication sites by relatives, friends, colleagues and even those who have a superficial knowledge of them. So, the strength of the relationship is measured by invites and false wishes on a screen rather than what the individual truly feels towards that person.

Web sites and applications have become a haven for many people, because they eliminate the need to talk directly to the person or cut off a relationship with someone. There are those who find it convenient not to visit someone else, for example, and are content with electronic courtesy. On the other hand, in the reality we live in, many of the relationships that have been established through electronic communication sites are people who do not actually know each other but only in cyberspace. Many of the expressions and posts that express love, brotherhood, and longing are a means of continuing the relationship with the other party, and at the same time, may be for the return of a beautiful response of admiration and comments. In other cases, an individual may admire publications, writings, and praise or comment on images just as an obligation. It is interesting to note that regarding electronic feelings, many of the relationships that have been adopted with exaggerated praise or love may quickly turn into hatred and insults. Sometimes we wonder whether true feelings really turn into hate by pressing a button or writing phrases when the individual resorts to falsifying his feelings and forcing himself to show fake feelings to the public rather than what he feels inside.

## ***2. Theoretical background and related studies***

The phenomenon of e-communication sites, whose focus was on meeting people through interaction in chat rooms began in 1994 with the emergence of the first social networking sites such as TheGlobe.com and Geo Cities in the United States and Tripod in 1995. In addition, the “Classmates” site was designed to help individuals who were brought together by different levels of study. In 1977, sixdegrees.com, which focused on indirect links between individuals, was founded and then myspace.com emerged. The sites then surfaced and achieved success by connecting individuals to communities and enabling them to share messages, news, photos, etc. Most notably, Facebook was founded in 2003 and the number of users has increased to increase. For example. In 2015, the percentage of Facebook users in the Arab world reached 15 million (Awad, 2013).

Perhaps this remarkable progress contributed to the reflection of freedom of expression of all kinds in various websites and the diversity of the way of expression. Social networking sites have made a quantum leap in interpersonal relationships and how people communicate with each other. In recent years, these sites tried their best to diversify and expand the services provided to individuals in different communities. They developed social networking sites in a way that contributed to the development of the type of relations between individuals in the communities by allowing them to participate and express their views and feelings and share their hobbies and experiences. Social networking sites allow for faster communication and provide various sources of information, including the ability to learn different languages. These sites are also considered as a place for the exchange of news and various declarations, and changed people’s lifestyles. According to the Mechel study (2010), which aimed to identify the impact of the use of social networking sites on social relationships, more than half of adults who use social networking sites, including Facebook and YouTube, reported that they spent a lot of time using these sites rather than spending time with others and changing their lifestyle to accommodate to what is known as the “new social media.” Materials which were written turned into materials that affect the responses of others audibly, visually, and sensibly.

As for the concept of social networking sites, there were many definitions about the concept of social networking sites, including the following definition: (Nomar, 2012) defined social networks as “a collection of websites that enables people (individuals) to communicate in a virtual community that lets them present themselves and exchange interests, and to publish many topics and images, videos, and other activities that allow them to receive comments from other users of these sites that offers a lot of services like: personal files or web pages, friends and relations, sending messages, photo albums, groups and pages.”

(Zaher, 2003) defined social networking sites as "a network of electronic networks over the Internet that allows the subscriber to create a special site in it and then connect it through an electronic social system with other members who have the same interests and hobbies." (Pilot, 2014) defines it as a system of electronic networks that allows a subscriber to create a site of his own, and then connect it through an electronic social system with other members of the same interests and tendencies." Castells defines them as communication channels that create an open, interactive, and creative structure without compromising this evidence, with the difficulty of defining the goal of these innovative social cells through technical development and information (Abu Yaqoub, 2015).

In the virtual world, individuals are turning to electronic emotions instead of verbal ones. We see sons or daughter sending their parents symbols and pictures rather than express their feelings verbally, as do relatives, friends, colleagues, neighbors, and other social relationships that we find in any society in a social interaction between members. In advertisements on social networking pages, we may find that many of the respondents have shown their admiration for a product by using a thumb emoticon to express their satisfaction or admiration and may praise the product despite not using it or not knowing the disadvantages or benefits of this product. The expression of human sentiments has become of electronic value that is sometimes dishonest even when it is required of individuals to be honest in expressing their feelings. However, these pages have become fertile environments for the exchange of ideas and feelings in an easy and fast way and without restrictions or control, even if it is subjective, there is no mistaking the falsity in the expressions across these pages and sites.

For example, the theory of uses and radiations conducted by leading scientists shows us that individuals use information materials to satisfy their latent desires and needs. The theory shows us that those who use false feelings to express their feelings towards others do so for certain needs or desires. Potentially, it may be for the continuation of an undesirable relationship with people such as relatives, for example, or to maintain a certain space in someone's life without the need to communicate with them directly. The theory describes individuals as active agents and participants in the mass communication process; they use the means of communication to achieve the intended goals that other individuals recognize by choosing the content that satisfies their needs. The expression of false and real feelings is intended by the individual towards others, and this is the benefit for individuals who feel the need to satisfy others by using imaginary feelings despite the falsehood.

The symbolic interaction theory that adopts two basic concepts is the symbols and meanings used by the members of the society to express ideas using symbols in their interactions. We find that individuals use symbols to express feelings which may not reflect how they truly feel when interacting with one another. They do so to bring satisfaction to one another or continue the relationship in the future. And although the recipient may know that the feelings are false, he still accepts the sender's false feelings and expresses gratitude.

### **3. Expressing feelings in social sites and their reflection on social relations**

To identify the patterns, motivations, and effects of the use of chat rooms, a study was conducted by Al-Ghamdi and Al-Azab (2011). The study results showed that most users have intermediate relationships and most of them do not tell the truth in chat rooms (Shahri, 2013). These superficial feelings in these chat rooms have undergone long-term transformations in building the social relationship between individuals, which also reflected the way of communication, thinking, and behavior towards others. Individuals no longer need to tell the truth and lying has become a natural societal value acceptable to some, even though it is contrary to what they feel.

Here the individuals are in the sea of pretense and the social relationship acquires a double reality between the real world and the virtual world. The individual who needs the emotional support sometimes resorts to the praise of some, even if he is not convinced, he is still waiting to be praised on the content he shares to prove his existence or importance in one way or another. Here are interest groups that praise most of the posts and news of others by writing compliments or using positive symbols which carry meanings of love and respect in exchange for the same service and if the individual does not get what he expected, it is because he did not give what was expected of him. Here, the relationship between individuals becomes mostly about the praise they get from friends, followers, or relatives who express their positive feelings towards them. The individual begins to determine the relationship with friends, followers, or relatives according to the praise they get from those who express positive feelings towards the individual on social media. The individual begins to wonder, "will I keep them in my list of friends?" If so, will the individual develop a relationship with them and maybe invite them to events or activities?

On the other hand, the fabric of social relations known by Ghaith (2002) as a model of mutual interaction that lasts for a certain period that leads to the emergence of a set of stable social expectations which have been affected by the falsity of feelings. so that the individual builds his ideas and views based on the expressions, admirations, symbols bearing positive meanings and happiness. Here, the individual will think based on the nature of the electronic relationship between him and others. A network of relationships arises, some of which are based on the illusion of the relationship between individuals, which may cause trauma later in the event of any misunderstandings or problems. Here, the network is fraught with weak foundations, a button on the keyboard and another button on the same panel. When this falsity passes from one generation to another, it establishes negative values in society, which works to destroy and dismantle human relations.

**4. Study methodology**

A qualitative approach was employed to achieve its goals. Six interviews were conducted with youth (3 males & 3 females) aged from (15 to 40) and living in Madaba in Jordan. The following questions were asked:

1. What is the motivation to use social networking sites to express different feelings?
2. Do you feel sincere feelings towards others on social networking sites or across different applications?
3. How do you think that false feelings in social networking sites are reflected in social relationships?

**Table 1. Distribution of Respondents According to their Gender and age**

Number	First name	Gender	Age
1	Anas	Male	26
2	Fahed	Male	38
3	Amer	Male	16
4	Shadia	Female	40
5	Iman	Female	25
6	Hanaa	Female	15

Through interviews, we conclude that there are multiple motivations by individuals to use social networking sites and different applications to express their feelings whether positive or negative. "The use of social sites enables me to say what I want, to express what I want, especially to those I do not like." Here, freedom of expression has become doubling for individuals, especially those who use false names. "The use of sites is the easiest thing to convey my feelings to others, although sometimes it is not true," Amer said. "We, as friends, are forced to complement each other, otherwise one of us will get angry if I do not admire or praise them." Fahd believes that the ease of access and ease of use of sites and applications and the follow-up of others is the motive behind this falsity. "We have already explained that the services provided by social networking sites and applications made people seek to use them regardless of contentment, but they use it as no more than a purchased commodity." Shadia says, "I'm not interested in other people's feelings at all, but its void that drives me to do so. I often pretend that I love my husband, write love words to him, and leave him loving symbols just for the public image. I use these pages only to keep my marriage and to show others I am in harmony with my husband."

On the other hand, Anas explains that some of his male friends and female friends know that they have feelings of hatred towards each other, but on social sites, they show the opposite," he said. "Here is the top of hypocrisy in the relationship between friends. We do not like each other and we know it very well. Our relationship is like a big lie we all know but we do not want to believe." Hana says, "When I get a picture of a girlfriend in the middle of the night, for example, I send her an impressed emoticon because it's easier than writing. In fact, I feel the opposite at the time the message was sent. And then I'm not interested in her activities and I did not ask her to send me any of her pictures but if I did not compliment her, she would not compliment any of my photos or publications later." We find here that the relationship of individuals with each other took a single direction. Relationships have become as a service for one another, which led to the construction of a network of fake relations filled with social spending that is reflected on the family and colleagues, friends, and generations successive. Fahd answers the reflection of false feelings on society by saying, "I think I do not believe many of the people I know, and often I doubt the truth of their feelings. Even my fiancée, I doubt her feelings, is it true or not? I think this is reflected in my relationship with many people, so I prefer not to believe their electronic feelings towards me."

He also believes that social networking sites meet the needs of individuals who feel void or have psychological problems, so they show the opposite of what they feel, especially when people come together to fight someone and use false feelings towards each other just to tell the other that he is not in the group." As for Hanan, "Relations are complex and incomprehensible, I hate a certain person, but I praise him and express my admiration for him and many services or products, although I do not believe in them, but this is how relations in society have become." We find here that despite the difference of gender, both genders agree that there is a decline in social relations in society, which reflects on confidence and safety values. Amir says, "The reflection of this falsehood on the community led to inherited hatred. For example, a mother or father expresses feelings of love, respect, and appreciation electronically, but utters words towards the same person, and says exactly the opposite of what was published on his page or through applications. The son or daughter who attests to this will think that it is normal and will do the same to their family, friends, or community." From the above, we find that void, falsity, and courtesy values have overshadowed the virtual society, and even led to the formation of secondary groups deliberately to fight others electronically and praise each other through exaggerated courtesies just to fight other people or make others feel that they are outside of a group. This is all causing complexity and deterioration of social relations, especially when societies begin to lead to false social relations that have no basis but are based on the goals and satisfaction of certain needs of individuals.

### **5. Conclusion**

In the context of technological development and successive transformations, new values and concepts have emerged in relation to social relations, which require research in this transformation by researchers and scientists because it has a negative impact on the future of relations in all societies. The challenges that social relations are facing due to the impact of social networking sites are increasing and complex, and they must be confronted and resolved. Otherwise, the social fabric will be filled with false relations that may bring different problems for society, especially regarding social problems.

These websites and the various applications have become one of the most important institutions of socialization in the community, have become responsible for the development of personality and values, behavior and meanings, and have become a tool of development in society. Therefore, we must instill positive values and rebuild social relations considering the technological development that we are witnessing by instilling positive standards and values when using websites and avoiding falsehood when using them. By doing so, this will create a positive effect on society, especially regarding social relations. The human relations have taken a new turn in the light of globalization, so the individual analyzes and interprets the mood of others or their feelings towards him by the comments, number of page visits, or follows and shares they contribute to him. Even if it is not people's true feelings, people are interpreting feelings through what is being traded on websites.

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