COMPUTER MEDIATED COMMUNICATION: A PATHWAY TO ANALYZE SOCIAL MEDIA COMMUNICATION TRAJECTORIES

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Abstract: Computer Mediated Communication (CMC) is not a sheer transfer of digital text or visually detailed images; it stretches beyond the machine screen to transform the social and cultural interactions by continuously defining and redefining digital communities' *identities, relationships and their commonalities.* It leads to many alterations in the method in which people communicate with each other, and it also persuades communication model and social networks. The study strives to understand and consolidate the research contribution, theories and models to benefit further research in implementing CMC for corporate marketing. It also defines some of the concerns elevated by electronic communication and provides a deeper understanding of computer mediated communication and insights on how technological alteration in society is more general. Also highlights advantages and disadvantages of CMC and the effect it has had on roles with social media.

Keywords: Computer mediated communication, social media, digital communities, knowledge, motivation.

INTRODUCTION

Various sensory information is produced by different media which exhibits the distinct effects. Actually, in communication technology, each major innovation has explained a complicated interplay along social forces, where transformational impacts on human relationship are generated (Chesebro, 2000). Based on such technological communications, there is a lengthy discussion on both the dark (dystopian) and promising bright side (utopian) (Bargh 2002) and a lengthy study in which objective trends discussed in social diffusion (Rideout et. al., 2005). If recent technologies interpret into fresh effects on human relationship and society, the ability to follow it with which the new technologies are used by any given person is fairly to disturb either this person individual prospects the technology as dystopian or utopian. This article focuses on specifying systematically theory of computer mediated communication (CMC) ability over an effort to exemplary skill regard to computer-based interpersonal communication.

For communication technologies, the transformative belongings have at least two caveats which are in bear concern. Initially, there was noticeability where the strong affects outlook towards communication technology from the

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theoretical aspect. In early stages of theorizing, there was a propensity, were new technologies diffusion is followed in which, individuals are under-attribute effects and technologies are over-attribute effects in the form of influence. For instance, "magic bullets" which refers to mass communication messages in before time researches, tends in generating strong effects in the structure of persuasion. The additional moderated or interactionist model gave an approach, where crash of mass communication's significance is identified over the social and contextual forces diminishing and fast-tracking. In recent researches of CMC, this interactionist pattern is seen repeatedly (Hardy and Scheufele., 2005), even though some of the predictions are derived by using robust effects approaches (Herring, 2004).

The complication of technology and human relationship over the strong effect model of communication technology which is the second caveat, be apt to need some degree of retrospection previous to even the correct query can be thrown, very little exact tolerant is generated (Herring, 2004). Over human relations, there are a transformative effect which is seen through CMC's various uses, but entire admiration of the complication of these effects are indefinable.

COMPUTER MEDIATED COMMUNICATION

Computer Mediated Communication (CMC) is defined as "the method of creating, exchanging and perceiving the information, which aids encode, decode and transmit the messages by means of telecommunication network" (December, 1996) and also includes "any human interaction, which are symbolic text-based, directed or facilitated over digitally-based technologies". It involves, Internet; email, instant messaging, cellular phone text, multiuser interaction etc. In this definition, certain message interchange is computerized at certain point in the medium of exchange when people are involved in the process. Some communications are not considered as CMC, like hearing ads, megaphones or dedicated analog teletype systems and also electronically enhanced or enabled systems. In addition, computers are not usually included by various media's, since digital technologies are involved by lots of media's

There are several different styles of social media. Social media can be classified into six different types. It includes blogs and micro-blogs (e.g., Tumblr, Friendfeed), collaborative projects (e.g., Wiki), virtual game worlds (e.g., Second life), social networking sites (e.g., Orkut), virtual social worlds (e.g., fairy of second life) and content communities (e.g., Reddit) (Duggan et. al., 2014). As every media exhibits distinctive capabilities and restrictions, each media will be contributing in a different way to any attempt at raising the benefit to users. For example, Wikipedia which is an collaborative online encyclopedia, is basically intended for single way communication and henceforth it is not as of use as Facebook which is a social networking site that grants multiway communication, on undertaking to

share information between members of organizational group. For instance, each individual might be sharing the general difficulty and solution to assist others ardently undertakes related issues (Liu et. al., 2011).

APPROPRIATE USES

An influential early model projected by Daft and Lengel (1986) for the understanding of CMC is the theory with information richness. Based on this, the "lean" media like text-based CMC, that uses the single channel for communication, are most appropriate for candid, actual function like scheduling, whereas rich, multiple channels like face to face (F2F) speech are favored for ambiguous and complicated tasks like negotiation. The CMC nature of text-only makes it use in lesser "social presence" (Spears and Lea, 1992), utilizing for transmission of impersonal information, factual rather than relational communication. Rice and Love (1987) initially noted that the general communication content through internet comprises relational communication in a higher frequency. CMC is widely spread and popular for the recreational chats, perceived usefulness for developing and maintaining their contact with family and friends (Hampton and Wellman, 1999) and for marriages and friendships (Parks and Floyd, 1996). The internet has exposed that CMC is not only used for task oriented but also for factual exchanges.

Sometimes, the relational communication through CMC causes certain difficulties. It is possible that miscommunication is claimed through CMC, specifically when the expression of "affect" that is when one supposed to used the emoticons for projecting what they "really mean" for (Rivera et. al., 1996). On the other hand, some users are much more flexible in using CMC for communication purpose, and even then they opt for face to face interaction as they do not prefer a conversion through CMC like an interaction with the family members. Henceforth the possibility of misinterpretation created by reduced social cues in computer mediated communication is compensated, for certain other users, it allows a greater reflection, control and distance over impression management through the advantage of editable text-only medium (Walther, 2013).

Exchange of information is not only the primary purpose of internet, but also it promotes the interpersonal communication. There are two temporal constraints in CMC for the message production, which includes synchronous and asynchronous CMC. When the message is well suited for the purpose of social interaction, then it is a synchronous CMC and when the messages are much more for problem solving and complex discussion, then it is an asynchronous CMC. Over internet, the respective strengths of asynchronous and synchronous CMC are reflected in the usage of messages. From the effect of observation, it is projected that the synchronous CMC are "richer" when compared with the asynchronous CMC, it has the larger social presence since it is much applicable over relational communications, and this is less complex in nature for the interaction purpose.

CMC AS SOCIAL PRESENCE

The study conducted by Short et. al., (1976) in the mid of 1970's for finding the various methods to cut-down the cost of communication led a pathway for emergence of social presence concept and recognition of CMC's presence over social presence is relatively low since its absence in non-verbal characteristic of face to face communication. On the later stage, Sproull and Kiesler (1986) further carried the idea of Short and Colleagues and stated that specifically CMC is lacking the relational features that are social cues, which allows interactors to recognize the interpersonal positions that they believe themselves in and conclude that CMC takes place in a social vacuum where the private identity is subjected to disappear. Through CMC, individuals are able to communicate themselves more candidly and generously. The one who communicate through internet are free from the social rules and make themselves less focus to criticism and control and provides a feel of privacy that provides a lesser feel of inhibited with others (Sproull and Kiesler, 1991). Meanwhile, it results in breaking the social rules that lead to 'flaming', sometime usage of abusive verbal style (Siegel et. al., 1986). The effect of CMC is not only over the individuals, but also it has its impact on the organizations, that leads to even more representative because the effect of 'equalization' provides the information rapidly accessible.

CMC AS A ROLE OF SOCIAL MEDIA

Researchers are focusing on effect of computer mediated communication (CMC) media, prominent to relative negligence over social users through media. Social media which is a web-based facilities that lets the users to create a semi-public or public profile over a constrained system; persuasive a list of various other individuals with whom they segment the connection; and understanding and navigating the list of acquaintances and those developed by others inside the system (Boyd, 2007). The specific feature that is unique in the social media is the users meet strangers, make a communication and develops a contacts. Generally the descriptions of media effects are concentrated on the abridged capability of CMC to deliver social information about communication partners associated to F2F communication. The advantage of virtual communication is potentially consider to be disadvantageous. For instance, the awareness of the people whom a user is communicating is lacking and disclose of the personal identity centrals to mammoth difficulty (Matheson and Zanna, 1988). It also principals to lack of control and escalates the liberty of the users connected with CMC may upsurge antisocial behavior or drop the controlling function of social norms (Lea et. al., 1992). The work of Amichai-Hamburger et. al., (2002)., states that specific personality physiognomies performance a role in encouraging certain individuals to opt for CMC than F2F and traditional interactions. The study of Gonzales and Hancock (2011), reveals that individuals use social

media to enhance their self-esteem that was modeled from CMC also they develop the intensified relationship.

Some of the theories are defined (Walther and Parks, 2002) to scrutinize how CMC moderates certain effects as effectiveness (Liu et. al., 2011), achievement or task-productivity (Burgoon et. al., 2002), impression formation (Tanis and Postmes, 2003), relationship intimacy (Parks and Roberts, 1998), learning outcomes (Brandon and Hollingshead, 1999), co-orientation or accuracy (O'Sullivan, 2000), impression of appropriateness (Harper, 2002). There are some theories that have its focus on social actor's benefit over CMC (Perse and Ferguson, 2000). Even more, some other researchers have evaluated the CMC uses and outcomes that moderate the several individual differences (Kraut et. al., 2002). Farina and Colleagues (Farina et. al., 1967) have borrowed the idea of Goffman's dramaturgical perspective for deliberating the performance quality with an actor. For the outcome of a good performance, the actor must be motivated. Merely motivation is not only the source needed, but also an actor must encompass the acting skills. Being motivated, it is necessary for an actor to know about the script or context to perform a good acting requisite to translate the knowledge and motivation into a competent action. Havighurst (1957), developed this metaphor into action consisting the factors of cognitive, affective and behavioral. On later stage, this metaphor was developed into a communication competence research (eg., Spitzberg 1983). Spitzberg (2006), proposes a model to the CMC with the constructs of knowledge, motivation, context, skills and certain consequences as a metaphorical typology in order to consolidate the earlier researches on CMC. This model is presented to be the primary approach to examine the individual variances in the area of media choice and CMC relationships and later this theory is severing as base for analyzing the adoption of media.

Competent performance energizing element is represented as motivation. Motivation is investigated in several resemblances onrelative to CMC, even though this is seen as approach function motives like Internet affinity (Bubas et. al., 2003) if not avoidance motives like information anxiety or computer (Wheeless et. al., 2005). By range of constructs like satisfaction, willingness for adopting new communication technology, positive attitude and gratification toward such technology, motivation can be indexed positively. Communication hesitation was encouraged associated to relational interdependence through CMC (Tong et. al., 2015). A positive relationship is been found over the publications and CMC frequency of use of other research and also over thee factor prestige factor, there is an higher incidence (Cohen., 1996). The CMC increased use to maintain the relationships tracks the potential raise of unethical behavior (Hales, 2009). Gratifications, or advantages, required through web usage (example, entertainment, pastime, escape, relaxation, companionship, excitement) indicates the actual use of web (Perse and Ferguson, 2000), even though they also indicates the rationalized cause for internet addiction or pathological use (Martin et. al., 2000). Related to web use, computer access

is downbeat recommending motivation is required to encourage concrete CMC utilization (Perse and Ferguson, 2000).

Knowledge is characterized mostly by cognitive characteristics designating such paradigms as familiarity, planning, expertise, uncertainty reduction and other comprehension pointers. Knowledge can be extremely compartmentalized (Herring et. al., 2013). There is a greater level of degree over the knowledge forum, email and instant messenger on assisting the social network and communication at work, and their consequent influences over individuals' performance on work (Xiaojuan and Ling, 2013). Research evidences that internet self efficacy. Skills are the target concerned with behavioral tactics, repeatable and routines which individuals occupy in service of their knowledge and motivation. Form the literature of communication competence, Spitzberg and Hoobler (2002) have recognized around 100 specific skills and contented that the skills identified are having a closer reflection on skill sets of dimensions.

Spitzberg (2000), has defined that communication competence is understood as contextual. Similarly, some other theories also made an effort relating communication competence and theory of context (Argyle et. al., 1981). Since context is much complex in nature, it is dodged from the theoretical specification. Context differs by chronological, cultural, relational, functional and environment characteristics (Spitzberg 2000). Facets in each of these, affects the communication competence by multifaceted ways, any of the effort to devise a theory of competence which disregard these facets is obligatorily fragmentary. The factors like media interactivity, media adaptability and media efficiency are significantly related with CMC competence based on various functions like media interactivity for relationally and socio-emotionally functions and media efficiency for informational focused functions. CMC is sometimes foreshown to influence the social boundaries break-down and to unfetter the individuals from status, group pressure, and social influence and power discrepancies towards the characteristic of F2F interaction. As the technology is in the fast pace of innovation and has become global, CMC gained the potential to breach out the boundaries of ideology, language and nationality (Hiltz and Turoff, 1978). On the other side, latest communication technologies is making a pathway for emerging of 'virtual' communities and social identities that has led to informal and easy way of connecting people.

COMPUTER MEDIATED SOCIAL NETWORKS

CMC also plays a major role in organizations. In organization, communication plays a critical role. For organization, in order to survive, the people in it need to interact, the healthier the communication among the fellows of an organization, the healthier the organization (Ogunseye and Adetiloye, 2011). Social network states the precise kind of relation connecting a distinct set of persons. It is a networks through modes of organizations, groups, individuals and allied systems that links

in one or added interdependencies. It comprises ideas and vision, shared values, group participation in events, and membership in organization between various features of human relationships (Fuchs and Snyder, 2013). If used properly, social network will develop a pathway for enhancing an originations business process, since its capability to access financial capital, physical, natural and social and also their information (Zhang and Leung, 2014). Henceforth social network inspires the sharing and creation of information. Online social network or computer mediated social network (CMSN) entirely intensifies the benefits of social network.

CMSN comprises, but not limited to practice of e-mails, blogs, news, forums, chat etc to communicate. This sort of communication is highly been success. For instance, Bebo, Myspace, Facebook, YouTube etc., has a millions of users. The ability of virtual communication among users who comprises a unique character like school, religion, work etc and who diverges like location etc make the CMSN a success one (Ogunseye and Adetiloye, 2011). It is also applicable to the organizations, where workers are widely distributes based on time and space. Thus the online social networks changed into a tool to bridge the communication gaps. They even have the capability to stand-in collaboration in organizations. Kimball and Rheingold (2003), describes some of the values of CMSN, which includes: CMSN allows group of people to rely on social network and helps to think in a new ways that results in enabling the precise people together to resolve a problem and amplifies the innovation; when a diverse issue over an organization is made through CMSN, it develops a pathway for everybody to contribute and learn from others where the organization grows rightly success and sync is made imminent, as a result, CMSN multiplies the intellectual capital by power of social capital; knowledge sharing via CMSN is easy. As the consistent communication among the employees of the organization enables them to understand the colleagues needs and wants, that attunes everybody to others needs; It builds a connection globally, where the employees are able to discuss or contribute a F2F interview and provide opinions and suggestions, that results in connecting the people across boundaries; the information dissemination made to reach widespread and faster than the traditional means as the major intention of CMSN is to communicate, that outcome the quick action (Kimball and Rheingold, 2003). Even more characteristics and properties of online social network that are beneficiary for an organizations, in which all together to a fact that CMSN delivers a exclusive benefit through its capability to fold people together which is important to organizations as this results in quicker decision making and easy problem solving.

CONCLUSION

The research on internet is still in its infancy. Amply of the questions are arising than yet been ultimately countered, and latest technologies are evolving faster than the researchers could designate them. Collaboration through internet has become a

trend and it has a boundless potential to expand the effectiveness in communication. Enormous research in the interdisciplinary of CMC not only upshots the interaction performance but also enlightens how CMC can be efficiently improved. CMC are rationally used in order to overwhelm the depression and loneliness and also decreases the hassles (Spitzberg and Hoobler, 2002). Overall, Spitzberg (2006) states that CMC theory is onto logically reliable together with teleological systems perspectives and traditional causal. Burgoon et. al., (2000), suggests that new arenas for communication are unlocked through new communication technologies, together with which it carries potential menaces of poor decision making, distrust and misunderstanding if used in regard to diverse tasks, numerous goals and advantageous stages of interpersonal relationships. Conversely, it leads to unexpected benefits if the users uses CMC in a creative manner to meet their organizational and personal objectives. In certain cases of professional tasks, CMC resulted as a superior than face to face communication, also it consequence to further operative when pooled with face to face communication (Olaniran, 1994).There arises a question that whether new technologies lead to overwhelm the existing older theories that were developed in regard to older technologies. Walther (2011), states that the scope and boundary condition of the theories must be examined and should constantly evaluate the topography of latest technologies features to examine the assumption of theory suits or violate those features. New theoretical concepts are ought to be developed that defines the functional attributes of group of technologies.

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