



**GCCR**  
Global Conference on  
Contemporary Research

# GLOBAL CONFERENCE ON CONTEMPORARY RESEARCH

## CONFERENCE THEME:

### SUSTAINABLE FUTURES:

INNOVATION, DIGITAL TRANSFORMATION  
AND GLOBAL COILLABORATION  
THROUGH CONTEMPORARY RESEARCH



INNOVATION



DIGITAL  
TRANSFORMATION



GLOBAL  
COLLABORATION



SUSTAINABLE  
FUTURES

## JOURNAL

PEER-REVIEWED PROCEEDINGS



# 2026

25 OCTOBER, 2026





## “THE IMPACT OF SOCIAL MEDIA USE ON USERS’ ATTITUDES TOWARD REAL-LIFE COMMUNICATION AND VIRTUAL INTERACTION”

*Naymova Shaxnoza Daribay qizi*

*Master’s Student at Mirzo Ulugbek National University*

<https://doi.org/10.5281/zenodo.23200747>

**Abstract:** The rapid development of social media has significantly transformed the way people communicate, interact, and maintain interpersonal relationships. Social media platforms provide users with opportunities to communicate instantly, exchange information, and establish virtual connections regardless of geographical distance. At the same time, the increasing use of virtual communication may influence users’ attitudes toward face-to-face communication and their patterns of interaction in real-life settings. This study examines the impact of social media use on users’ attitudes toward real-life communication and virtual interaction. Particular attention is given to users’ communication preferences, the role of social media in interpersonal relationships, and the differences between online and face-to-face interaction. The study also explores how frequent engagement in virtual communication may affect the quality of real-life social interaction.

**Key words:** Social media, virtual interaction, real-life communication, interpersonal communication, communication behavior, social media users, online communication, face-to-face interaction.

**Introduction.** In recent years, the rapid development of digital technologies and social media has significantly transformed the ways in which people communicate and interact with one another. Social media platforms have become an essential part of everyday life, providing users with convenient opportunities to exchange information, express opinions, maintain relationships, and establish new social connections. As a result, virtual communication has increasingly become an important component of interpersonal interaction, particularly among young people.



The widespread use of social media has brought both positive and negative changes to communication behavior. On the one hand, social media enables individuals to communicate instantly, overcome geographical barriers, and maintain relationships with friends, family members, and colleagues. Virtual interaction can also provide opportunities for individuals who may experience difficulties in traditional social environments to express themselves and participate in social activities. On the other hand, excessive dependence on online communication may influence individuals' preferences for face-to-face interaction and change their attitudes toward real-life communication.

**Literature Review** The issue of violence against children has been widely studied across various disciplines, particularly in psychology, education, and social sciences. Numerous researchers have emphasized that exposure to violence significantly affects children's emotional stability, behavior, and overall psychological development. Studies indicate that children who experience violence are more likely to develop anxiety, depression, aggression, and difficulties in interpersonal relationships. The concept of coping strategies has been extensively explored in psychological literature as a key mechanism through which individuals manage stress and adversity. Coping strategies are generally classified into adaptive (active) and maladaptive (passive) forms. Adaptive coping includes problem-solving, seeking social support, and cognitive restructuring, while maladaptive coping involves avoidance, denial, and withdrawal. Research suggests that the type of coping strategy employed plays a crucial role in determining psychological outcomes in children exposed to traumatic experiences. Several theoretical frameworks have contributed to the understanding of coping processes. The transactional model of stress and coping emphasizes the dynamic interaction between the individual and the environment, highlighting the role of cognitive appraisal in shaping coping responses. This model suggests that children's perception of stressful events and their available psychological resources influence the choice of coping strategies.

Empirical studies have identified a number of psychological predictors that influence coping behavior. Anxiety has been consistently associated with maladaptive



coping strategies, as heightened emotional distress may limit an individual's ability to respond effectively to stress. Self-esteem, on the other hand, is considered a protective factor that promotes adaptive coping by enhancing confidence and problem-solving abilities. Additionally, perceived social support from family, peers, and teachers has been shown to buffer the negative effects of violence and facilitate healthier coping mechanisms. Despite these findings, existing research often examines psychological factors in isolation, without fully addressing their combined impact on coping strategy formation. Furthermore, there is limited research focusing on children in specific cultural and social contexts, which may influence both the experience of violence and the development of coping mechanisms.

**Methodology.** This study employs a quantitative research approach to examine the impact of social media use on users' attitudes toward real-life communication and virtual interaction. The research focuses on identifying communication preferences, patterns of social media use, and users' perceptions of face-to-face and online communication.

The participants of the study consist of active social media users who regularly use social networking platforms and messaging applications. Participants were selected based on their experience with social media and their willingness to participate in the study. The sample includes respondents from different age groups and backgrounds in order to obtain a broader understanding of contemporary communication behavior.

Data were collected through a structured questionnaire designed specifically for the purposes of the study. The questionnaire consists of several sections. The first section collects general demographic information about the participants, while the second section focuses on the frequency and duration of social media use. The third section examines participants' preferences for virtual and face-to-face communication. The final section investigates their attitudes toward real-life interaction and their perceptions of how social media affects interpersonal relationships.

The questionnaire includes multiple-choice questions and statements measured using a five-point Likert scale ranging from "strongly disagree" to "strongly agree." This approach makes it possible to measure participants' attitudes and perceptions



systematically. The questions address issues such as preference for online communication, frequency of face-to-face interaction, perceived convenience of virtual communication, emotional satisfaction from direct communication, and the perceived influence of social media on interpersonal relationships.

**Participants.** The participants in this study were active social media users who regularly engaged in online communication through social networking platforms and messaging applications. The study included participants from different age groups and educational backgrounds in order to obtain a broader perspective on contemporary communication behavior.

A total of [N] **participants** took part in the study. Participants were selected using a convenience sampling method based on their accessibility and willingness to participate. Before completing the questionnaire, all participants were informed about the purpose of the study and the voluntary nature of their participation. They were also assured that their responses would remain confidential and would be used only for academic research purposes.

**Measures.** The study used a structured questionnaire to measure participants' social media use, attitudes toward real-life communication, and patterns of virtual interaction. The questionnaire was developed based on the main objectives of the study and consisted of several sections designed to assess participants' communication habits and perceptions.

The first measure focused on **social media use**. Participants were asked about the frequency and duration of their social media use, the platforms they most frequently used, and the main purposes of their online activity. These questions were intended to identify the level of participants' engagement with social media.

**Results.** The results of the study indicate that social media has become an important part of participants' everyday communication. A considerable proportion of respondents reported using social media on a daily basis, with many participants spending a significant amount of time communicating through social networking platforms and messaging applications.



The findings showed that virtual communication is generally perceived as convenient, accessible, and time-saving. Participants particularly valued the opportunity to communicate with others regardless of geographical distance and to exchange information quickly. Messaging applications and social networking platforms were frequently identified as preferred channels for maintaining contact with friends, classmates, colleagues, and family members.

At the same time, the results demonstrated that participants continued to recognize the importance of face-to-face communication. A large proportion of respondents agreed that real-life interaction provides greater emotional connection and allows individuals to understand facial expressions, gestures, tone of voice, and other non-verbal aspects of communication. This suggests that virtual interaction does not completely replace direct interpersonal communication.

**Discussion.** The findings of this study demonstrate that social media has become an important factor influencing contemporary communication behavior. The results indicate that virtual communication offers users greater convenience, accessibility, and flexibility, while face-to-face communication continues to play an important role in developing meaningful interpersonal relationships. These findings suggest that the increasing use of social media does not necessarily eliminate real-life communication but rather changes the ways in which individuals communicate and maintain social connections.

One of the important findings is that participants generally perceive virtual interaction as an efficient way of maintaining communication. Social media allows users to communicate regardless of geographical distance and provides opportunities for immediate information exchange. This may explain why online communication is particularly attractive to individuals who have limited opportunities for direct interaction. In this regard, social media can be considered not only as a means of communication but also as an additional environment for maintaining interpersonal relationships.

At the same time, the findings indicate that participants continue to value face-to-



face communication. Direct interaction provides opportunities for emotional expression and the interpretation of non-verbal communication, including facial expressions, gestures, eye contact, and tone of voice. These elements are more limited in many forms of online communication. Therefore, although virtual communication may be convenient, it cannot fully reproduce all the psychological and emotional aspects of face-to-face interaction.

**Conclusion.** This study examined the impact of social media use on users' attitudes toward real-life communication and virtual interaction. The findings demonstrate that social media has significantly influenced contemporary communication patterns by providing users with convenient, rapid, and accessible opportunities for interaction. Virtual communication has become an important part of everyday social life, particularly for maintaining relationships across geographical distances.

At the same time, the study shows that face-to-face communication continues to be highly valued by social media users. Direct interpersonal interaction provides opportunities for emotional expression, non-verbal communication, and the development of deeper social connections that cannot always be fully achieved through virtual communication. Therefore, virtual interaction should not be viewed as a complete substitute for real-life communication.

The findings also suggest that the effects of social media depend on the frequency and purpose of its use. Appropriate use of social media can support interpersonal relationships and facilitate communication, while excessive dependence on virtual interaction may reduce opportunities for direct communication and negatively affect the quality of interpersonal relationships.

### **REFERENCES:**

1. Baym, N. K. (2015). *Personal Connections in the Digital Age*. Polity Press.
2. Bayer, J. B., Triêu, P., & Ellison, N. B. (2020). Social media elements, ecologies, and effects. *Annual Review of Psychology*, 71, 471–497.
3. Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.



4. Dienlin, T., Masur, P. K., & Trepte, S. (2017). Reinforcement or displacement? *Journal of Computer-Mediated Communication*, 22(2), 71–87.
5. Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook friends: Social capital and online social networks. *Journal of Computer-Mediated Communication*, 12(4), 1143–1168.
6. Kross, E., et al. (2013). Facebook use predicts declines in subjective well-being in young adults. *PLOS ONE*, 8(8), e69841.