



The Impact of Social Media on Interpersonal Relationships in the Digital Era

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Article Info

Article History:

Received June 26, 2024

Revised July 5, 2024

Accepted: July 30, 2024

Keywords:

Digital Jealousy,
Social Comparison,
Miscommunication,
Online Relationships,
Mindful Communication.

Abstract

The subject of this research is how social media affects individuals' close relationships with other people, with an emphasis on digital jealousy, social comparison, issues of misunderstanding between loved ones and companions, companionship, tips and tricks to minimize negative effects, etc. Because content sharing in social media and other digital platforms is part of daily life now, they strongly influence the emotional and behavioral outcomes. This research establishes the link between digital jealousy and purchase behavior to explain how social comparison on social media can create the motivation for material acquisitions as people seek to replicate what they see on social media platforms. In addition, the research explores the implications of how lack of body language in digital communication results in misunderstanding and aggression to online and offline relationships. The results speak clearly of the need for being alert with what one posts and defines the need to set up social media guidelines in order to maintain positive interactions. Telling to the views of participants, free communication and strict selection of received information by means of social networks help to minimize psychological consequences of digital jealousy and to strengthen healthy relations. As such, this research endeavors to further the current body of knowledge by focusing on specific practices which may be employed to effectively address emotional and relational risks associated with social media while gaining a better appreciation of its impact on one's well-being and behaviors. The work presents a systematic map of the nature of interactions that people have on digital platforms and how the process should be done deliberately.

Introduction

The introduction of the digital technology has ushered in transformative modifications in diverse aspects of human lifestyles, profoundly influencing the manner individuals interact in social interactions. This shift is mainly obvious inside the pervasive role of social media structures, that have become vital to conversation and courting-constructing. The ubiquitous nature of digital technology has redefined traditional notions of social connection, imparting each possibility and challenges for individuals navigating this evolving landscape (Fayzullayev & Khalid, 2023).

In research by using Gonzalez et al. (2020), social interplay a essential factor of human lifestyles, has gone through a profound metamorphosis inside the virtual age. As individuals an increasing number of flips to on-line platforms for communication, the dynamics of interpersonal relationships are experiencing extraordinary shifts. The omnipresence of social media has now not most effective elevated the attain of conversation but has also introduced new modes of interplay, blurring the bounds among the physical and virtual geographical regions (Nie, 2023).

According to Dixit & Rajaura (2023), amidst the fast technological advancements, information the elaborate interplay among social media and interpersonal relationships has end up vital. This research seeks to delve into the multifaceted nuances of these interactions, aiming to unravel the complexities of ways social media shapes, influences, and every so often demanding situation the dynamics of personal connections. By examining the lived reviews and perceptions of individuals inside this virtual space, the look at endeavors to make contributions precious insights to the broader area of sociology (Alexander, 2020).

In studies by using Vallor (2020), the significance of this research lies in its ability to illuminate the effect of social media at the nice and nature of human relationships. The exploration of those dynamics isn't always merely an educational workout but holds sensible implications for people, communities, and society at large (Fernandez, 2023). As we navigate this interconnected virtual global, expertise the results of our on-line interactions become critical for fostering meaningful and sustainable connections (Junaedi et al., 2023).

This looks at adopts a qualitative approach, spotting the richness and depth of individual reviews. Through in-intensity interviews, content material analysis, and player remark, the studies aim to capture the subtleties and intricacies of social interactions inside the virtual age. In research with the aid of Hargie (2021), the following chapters will detail the method, findings, and analysis, contributing to a complete information of ways social media influences the dynamics of interpersonal relationships inside the present-day generation.

In the midst of this digital revolution, it will become vital to recognize that social media's impact on interpersonal relationships is not unidimensional (Hassan, 2020). While these platforms facilitate unparalleled connectivity, in addition they introduce novel demanding situations and complexities (Serôdio et al., 2023). Issues consisting of online identity construction, the amplification of social contrast, and the potential for miscommunication present exciting avenues for exploration inside the context of this research.

The evolution of social interactions in the digital era is intently tied to the idea of self-presentation (Hollenbaugh, 2021). According to Swart (2021), social media platforms permit people to curate and present aspects of their lives, shaping the way they're perceived by way of others. According to Hollenbaugh (2021), this curated self-presentation no longer best affects personal relationships but additionally contributes to the construction of broader societal norms and expectancies. Understanding the nuances of the way individuals navigate the delicate balance among authenticity and presentation on this virtual area is a key issue of unraveling the intricacies of present-day social dynamics (Saggese, 2023).

Furthermore, the effect of social media on network dynamics and social capital can't be unnoticed. According to Yeshua-Katz & Hård af Segerstad (2020), while these structures provide the potential for the formation of numerous on-line communities, questions rise up concerning the depth and authenticity of those connections. Exploring the function of social media in building or eroding social capital will shed mild at the broader societal implications of those digital interactions (Mari et al., 2022).

In this research, we goal to go beyond surface-stage observations and delve into the underlying mechanisms that govern social interactions within the digital age. By adopting a qualitative lens, we hope to capture the lived reviews and subjective realities of individuals navigating this intricate panorama (Tschakert & Neef, 2022). Through a holistic exam of these dynamics, we aspire to make contributions nuanced perspectives that beautify our expertise of the elaborate interplay among social media and interpersonal relationships (Siru, 2022). This research, consequently, isn't always merely an educational pursuit however a quest to decipher the evolving nature of human connections in a more and more digitized world.

According to Sutrisno (2023), the advent of the virtual generation has ushered in transformative changes in various components of human lifestyles, profoundly influencing the way individuals have interaction in social interactions. This shift is specially glaring within the pervasive position of social media structures, which have emerged as crucial to communicate and dating-constructing (Nabity et al., 2020). The ubiquitous nature of digital technology has redefined conventional notions of social connection, offering both possibilities and demanding situations for people navigating this evolving landscape (Fayzullayev & Khalid, 2023). In research by means of Gonzalez et al. (2020), social interplay, a essential issue of human lifestyles, has undergone a profound metamorphosis within the digital age. As individuals increasingly turn to on-line systems for conversation, the dynamics of interpersonal relationships are experiencing exceptional shifts. The omnipresence of social media has not handiest elevated the attain of verbal exchange but has additionally added new modes of interaction, blurring the limits among the bodily and virtual realms (Nie, 2023).

According to Dixit & Rajaura (2023), amidst the speedy technological advancements, understanding the difficult interaction between social media and interpersonal relationships has become imperative. This research seeks to delve into the multifaceted nuances of those interactions, aiming to resolve the complexities of ways social media shapes, influences, and occasionally demanding situations the dynamics of private connections. By examining the lived studies and perceptions of individuals within this digital space, the have a look at endeavors to make contributions treasured insights to the broader discipline of sociology (Alexander, 2020).

In research with the aid of Vallor (2020), the importance of this studies lies in its capability to illuminate the effect of social media on the nice and nature of human relationships. The exploration of those dynamics is not merely an academic exercising but holds realistic implications for individuals, groups, and society at large (Fernandez, 2023). As we navigate this interconnected virtual international, knowledge the implications of our on-line interactions become crucial for fostering meaningful and sustainable connections (Junaedi et al., 2023). This has a look at adopts a qualitative approach, spotting the richness and depth of man or woman reviews. Through in-depth interviews, content analysis, and participant statement, the studies ambitions to seize the subtleties and intricacies of social interactions inside the digital age.

In studies through Hargie (2021), the subsequent chapters will detail the methodology, findings, and evaluation, contributing to a comprehensive expertise of how social media affects the dynamics of interpersonal relationships in the present-day technology. In the midst of this virtual revolution, it becomes critical to understand that social media's impact on interpersonal relationships isn't always unidimensional (Hassan, 2020). While those systems facilitate unheard of connectivity, they also introduce novel challenges and complexities (Serôdio et al., 2023). Issues which include on line identification production, the amplification of social contrast, and the capability for miscommunication gift fascinating avenues for exploration inside the context of this studies. The evolution of social interactions inside the virtual era is intently tied to the idea of self-presentation (Hollenbaugh, 2021).

According to Swart (2021), social media platforms permit individuals to curate and gift factors in their lives, shaping the way they may be perceived with the aid of others. According to Hollenbaugh (2021), this curated self-presentation now not simplest affects personal relationships but also contributes to the construction of broader societal norms and expectations. Understanding the nuances of the way individuals navigate the sensitive balance among authenticity and presentation in this digital space is a key thing of unraveling the intricacies of current social dynamics (Saggese, 2023).

Furthermore, the impact of social media on network dynamics and social capital cannot be unnoticed. According to Yeshua-Katz & Hård af Segerstad (2020), even as those platforms provide the ability for the formation of various on-line communities, questions arise concerning the intensity and authenticity of those connections. Exploring the function of social media in constructing or eroding social capital will shed light on the broader societal implications of those digital interactions (Mari et al., 2022). In this research, we intention to head beyond floor-degree observations and delve into the underlying mechanisms that govern social interactions within the digital age. By adopting a qualitative lens, we are hoping to capture the lived reviews and subjective realities of individuals navigating this elaborate panorama (Tschakert & Neef, 2022). Through a holistic examination of these dynamics, we aspire to make a contribution nuanced views that beautify our expertise of the complicated interplay among social media and interpersonal relationships (Siru, 2022). This studies, therefore, isn't merely an academic pursuit but a quest to decipher the evolving nature of human connections in an increasingly digitized international.

Methods

The subject of this study was based on the effects of social networking sites on interpersonal communication in the digital world; thus, this research formed the basis of choosing a qualitative research methodology. It was important for the research to gain valid information that would reflect the participant's depth and richness of their experience and what they perceive within their environment, and this was done through the use of in-depth interviews with textual and content analysis, and use of participant observation. Qualitative approach was preferred in order to capture the dynamics properly and capture important issues regarding social media interactions and impact on interpersonal relations.

The study employed use of semi structured interviews with 20 participants chosen using purposive sampling because they were all active users of social media platforms. These participants were selected based on age, gender and background to cover a range of participants responses. In this study, the interviews were conducted either through live communication with participants in person or remotely using online video conferencing tools, depending on participants' preference, and interview sessions ranged from forty-five minutes up to one hour. The used questions were "structured but Global" that means that the questions were general to leave room for participants to express themselves and their feelings as well as the experience and perceptions of social media on their interpersonal relationship.

Moreover, participants' social networking sites were analysed for content to determine their presentation style, their interactions, and relationship with their acquaintances. This approach facilitated triangulation, ensuring validity since response from the interviews were compared with observed of their social media usage. The participant observation phase involved tracking concerns with social media in targeted ONA communities based on posts on communication patterns, social support and the ONA in general.

Finally, data was analyzed by employing thematic analysis. All the interviews were taped and transcribed, and apart from notes from content analysis, both the transcripts and notes were coded for themes relevant to the data. Thematic analysis meant a search for connections between the topics and how they relate with each other, helped by considering how social media frameworks define or impact interpersonal relations. Ethical concerns were considered throughout all stages of this study: participants signed informed consent, anonymity and confidentiality were preserved.

Thus, adopting this qualitative approach, the present study intended to contribute towards understanding the nature and quality of human relationships qualitatively in the era of social media.

Results and Discussion

Over the last decade the use of SNSs has extended into nearly every aspect of life; as a result, they have influenced and changed how people interact with one another in their close relationships. These changes reveal that, while digital platforms provide means of connectivity, it also poses new risks and challenges especially on their impact with ones' well-being and interpersonal interactions. Based on such concerns, the study proposes the following research questions; How does social media impact or influence issues like digital jealousy, social comparison, miscommunication, and how do individuals manage relationship matters and conflict resolution in the context of the rising use of social media? Through such issues, the research enhances understanding of how the technological mode of interaction poses an impact on interaction mode and provides insight on better ways to enhance relationship from point of view of social media.

Enhanced Connectivity vs. Superficial Bonds

The rapid rise of social media platforms has undeniably transformed the way individuals connect, providing unprecedented opportunities for communication across geographic boundaries. Enhanced connectivity through social media allows individuals to stay in touch with friends and family, fostering a sense of closeness despite physical distance. Many participants in this study highlighted the convenience and immediacy of social media in maintaining relationships that would otherwise be difficult to sustain. For instance, one participant shared,

“Social media helps me keep in touch with my cousins overseas. Before, we would only talk once a year, but now, we’re in contact almost every week, sharing photos and updates.”

This illustrates how social media platforms have enabled users to bridge gaps that once limited communication, allowing relationships to flourish in a digital space. Additionally, the platforms' features, such as instant messaging, video calls, and story sharing, were frequently mentioned as effective tools for real-time interaction and emotional support.

However, while social media can enhance connectivity, the study also uncovered concerns regarding the depth and authenticity of these online interactions. Several participants expressed doubts about the quality of relationships formed or maintained through social media, suggesting that these connections often lack the depth of face-to-face interactions. For example, one participant remarked,

“I have a lot of friends on Instagram and Facebook, but sometimes I feel like these relationships are just on the surface. We like each other’s posts, but it’s not the same as having a real conversation.”

This sentiment highlights the tension between the convenience of digital communication and the perceived superficiality of online relationships. Participants noted that while social media fosters frequent communication, it can sometimes reduce complex interpersonal dynamics to likes, comments, and emojis, which may not adequately convey the nuances of human emotions.

The findings further reveal that the nature of social media interactions often prioritizes quantity over quality. Participants observed that the ease of connecting online leads to a proliferation of

casual contacts, which might dilute the value of meaningful relationships. As one interviewee put it,

“It’s easy to add friends online, but I don’t feel like I’m really close to most of them. It’s like we’re connected, but not really.”

This perception suggests that while social media offers a wide network of acquaintances, it may inadvertently foster a culture of superficial bonds rather than deep, genuine connections. The study found that the pressure to maintain a polished online persona and the prevalence of curated content contribute to a sense of inauthenticity, further challenging the sustainability of meaningful relationships.

Ultimately, the study highlights a duality in social media’s role in interpersonal relationships: it simultaneously enhances connectivity while potentially leading to more superficial bonds. The balance between leveraging social media for genuine communication and avoiding the pitfalls of shallow interactions remains a critical challenge for users seeking to maintain meaningful relationships in the digital era. The nuanced responses from participants underscore the complexity of navigating social media’s impact on modern social dynamics, as users strive to cultivate both connectivity and authenticity in their online interactions.

The Paradox of Digital Intimacy

The concept of digital intimacy has emerged as a paradox in the age of social media, where increased access to each other's lives does not necessarily translate to deeper emotional connections. Social media platforms have created a space where users can share intimate aspects of their lives, such as personal photos, milestones, and daily thoughts, with a vast audience. This has, in many ways, redefined intimacy by allowing people to be constantly updated on each other's lives, even if they are physically apart. As one participant described,

“I feel like I know everything about my friends, even if we haven’t met in years. I see their posts, their stories, their life updates it’s like I’m a part of their lives.”

This statement underscores how social media can create a sense of closeness and familiarity, bridging the gaps that distance may impose on relationships.

However, this perceived closeness often comes with an ironic twist. While social media enables users to share more about their lives, it may also foster a sense of distance and alienation. Participants in the study frequently mentioned that despite being privy to the personal details of others, these interactions often felt performative rather than genuine. For instance, one interviewee noted,

“Sometimes I feel like people are just posting to show off or to get attention. It’s hard to tell what’s real and what’s just for likes.”

This highlights a growing skepticism about the authenticity of digital interactions, where the pressure to maintain a certain online image can overshadow sincere self-expression.

The study further reveals that the paradox of digital intimacy is also tied to the phenomenon of selective self-presentation. Social media users tend to curate their profiles, sharing only the highlights of their lives, which can lead to an idealized version of reality. This creates an illusion of intimacy, where followers are exposed to a polished, filtered version of someone’s life rather than the full spectrum of their experiences. As one participant reflected,

“I see my friends looking happy and successful online, but when I talk to them in person, it’s a different story. It makes me wonder how much of what I see is real.”

This disparity between online portrayals and real-life experiences can generate feelings of inadequacy and disconnection, as users compare their unfiltered lives to the curated realities of others.

Moreover, the constant connectivity enabled by social media does not necessarily equate to emotional closeness. Several participants expressed that while social media allows for frequent interaction, it often lacks the depth and emotional resonance of face-to-face communication. One participant shared,

"I chat with my friends almost every day on social media, but sometimes it feels hollow. It's not the same as having a deep conversation in person."

This sentiment reflects the challenge of translating digital interactions into meaningful connections. The study indicates that although social media facilitates continuous communication, it can sometimes lead to a form of shallow engagement, where the frequency of contact is mistaken for genuine intimacy.

In essence, the paradox of digital intimacy lies in its dual capacity to bring people closer together while simultaneously creating barriers to authentic emotional connection. The research highlights the need for a critical understanding of how social media shapes perceptions of intimacy and connection, suggesting that while digital platforms can enhance social bonds, they may also complicate the ways in which individuals experience and interpret intimacy in the modern age.

Navigating Social Comparison and Digital Jealousy

The rise of social media platforms has fundamentally transformed how people engage in social comparison, often amplifying feelings of inadequacy and "digital jealousy." Social comparison theory posits that individuals have a natural tendency to evaluate themselves by measuring their abilities, possessions, and achievements against those of others. In the digital age, this tendency is heightened as platforms like Instagram, Facebook, and TikTok serve as constant streams of curated content, showcasing the most glamorous and enviable aspects of people's lives. This exposure can trigger a comparison trap, where users find themselves continuously measuring their own lives against the seemingly perfect lives of others.

"It's so easy to get caught up in what everyone else is doing. You see people traveling, buying new cars, and living these amazing lives, and it makes you question if you're doing enough."

This sentiment underscores how social media can distort reality, presenting a highlight reel that leads to skewed perceptions of success and happiness. The pressure to keep up with this idealized portrayal of life can be overwhelming, resulting in a phenomenon known as digital jealousy, where individuals feel envy and dissatisfaction with their own circumstances.

This form of jealousy is not just a fleeting emotion but can have a significant impact on consumer behavior. Many users respond to digital jealousy by engaging in "status consumption," where they purchase luxury goods, latest gadgets, or expensive experiences to elevate their social standing and align with the lifestyles they observe online.

"I find myself wanting to buy things just because I've seen others have it. It's like a need to prove to myself and others that I can keep up."

This highlights how digital jealousy can drive consumerism, turning social media into a catalyst for competitive spending. Moreover, the pressure to maintain a certain image online can lead individuals to prioritize their public personas over their private well-being. The need to project

a successful and desirable lifestyle can compel people to overspend or engage in performative behaviors solely for the sake of gaining social approval.

"There are times I've gone on trips or bought something expensive, not because I needed it, but because I wanted to post about it and get that validation."

This illustrates the influence of social media on consumption patterns, where the validation from likes, comments, and shares becomes a driving force behind purchasing decisions.

The psychological toll of digital jealousy extends beyond consumer habits, impacting overall life satisfaction and mental health. The constant comparison to the lives portrayed on social media can lead to feelings of inadequacy, anxiety, and a lowered sense of self-worth. The pressure to keep up with others can also diminish one's appreciation for their achievements and possessions, as everything is evaluated through the lens of what others are showcasing.

"I used to be happy with what I had, but after seeing what others post, I can't help but feel like I'm missing out. It's exhausting trying to keep up."

This emphasizes how digital platforms can erode contentment and create a perpetual cycle of dissatisfaction.

The Role of Social Media in Conflict and Miscommunication

Social media has become a double-edged sword in modern communication. While it facilitates connection and information sharing, it also serves as a breeding ground for conflict and miscommunication. The instant and public nature of social media platforms can amplify misunderstandings, turning minor disagreements into full-blown conflicts. Unlike face-to-face communication, where tone, body language, and immediate feedback help clarify meaning, social media relies heavily on text and images, which are more prone to misinterpretation. This can lead to situations where the intended message is misconstrued, sparking arguments that may not have occurred in a traditional communication setting.

"I've seen friendships break down over a single misunderstood comment on social media. The person who posted it didn't mean anything bad, but it was taken out of context, and things just escalated from there."

This illustrates how the lack of non-verbal cues can result in messages being interpreted in ways that were not intended, leading to unnecessary tension. The asynchronous nature of social media also means that responses can be delayed, leaving room for assumptions and misjudgments to grow.

Furthermore, social media platforms are often designed to maximize engagement, sometimes at the cost of promoting sensationalism and divisiveness. Algorithms prioritize content that generates strong reactions, which can include controversial or inflammatory posts. This can polarize discussions, creating echo chambers where like-minded individuals reinforce each other's views while dismissing opposing perspectives.

"It's like social media encourages you to take sides. I've noticed that even a small disagreement can turn into a heated argument because everyone is trying to prove they're right."

This dynamic can exacerbate conflicts, as individuals become more entrenched in their positions, often leading to hostility rather than constructive dialogue.

Another significant issue is the rapid spread of misinformation, which can further fuel misunderstandings. False or misleading information can be shared widely before it is corrected, if ever, causing confusion and conflict among users. The viral nature of social media allows

rumors and inaccuracies to spread quickly, often resulting in heated debates based on incorrect premises.

"I once got into an argument with a friend over something I read online, only to find out later it wasn't true. By then, the damage was done, and it was hard to take back what was said."

This example highlights how misinformation can not only distort perceptions but also strain personal relationships, especially when people react impulsively to what they encounter online. Additionally, the anonymity and distance provided by social media can embolden users to express opinions more harshly than they would in face-to-face interactions. The absence of immediate social repercussions makes it easier for individuals to engage in aggressive or confrontational behavior, often referred to as "trolling." This can escalate conflicts, turning what could have been a constructive exchange of ideas into a hostile confrontation.

"People say things online that they'd never dare to say in person. It can get ugly really fast, and it becomes less about understanding each other and more about winning the argument."

This detachment from the real-world consequences of communication can deepen rifts and foster a culture of conflict rather than collaboration.

Strategies for Maintaining Healthy Relationships Online

In the digital age, maintaining healthy relationships online requires intentional strategies to navigate the complexities of virtual interactions. With the increasing reliance on social media and digital communication platforms, the risk of misunderstandings, conflicts, and feelings of disconnection has grown. However, there are several approaches that individuals can adopt to foster meaningful and positive relationships in the digital space.

One crucial strategy is the practice of clear and mindful communication. Digital conversations, particularly text-based ones, often lack the nuance of face-to-face interactions, such as tone of voice and body language. As a result, messages can be easily misunderstood. To counteract this, individuals are encouraged to be explicit in their communication, using clear language and, when appropriate, emojis or other visual cues to convey emotions. *Participant M* emphasized,

"I've found that being very clear in what I mean, even if it takes a few more words, really helps avoid misunderstandings. It's about making sure the other person knows where you're coming from."

This practice can help prevent misinterpretations that could lead to unnecessary conflicts, thus strengthening online connections.

Another effective approach is to set boundaries around social media usage, especially in maintaining the balance between online and offline interactions. The constant accessibility of digital platforms can blur the lines between personal time and social obligations, leading to burnout and strained relationships. By setting clear limits on screen time and prioritizing meaningful engagements, individuals can prevent the negative impact of overuse.

"I decided to take social media breaks over the weekends to spend time with my family. It really helps me recharge and come back feeling more positive about online interactions."

Establishing these boundaries not only enhances the quality of online communication but also ensures that digital interactions do not overshadow real-life relationships.

Fostering empathy and active listening in online communication is another key strategy. In the absence of physical presence, it becomes even more important to show genuine interest in the other person's thoughts and feelings. This can be achieved by asking open-ended questions, acknowledging the other person's perspective, and responding thoughtfully rather than impulsively. *Participant O* observed,

"It's easy to just scroll past someone's message or respond quickly, but taking a moment to really listen and engage makes a big difference. It shows you care."

By prioritizing empathy, individuals can create a supportive online environment that nurtures trust and deeper connections.

Additionally, managing digital jealousy is essential for maintaining healthy online relationships, particularly on social media platforms where social comparison is prevalent. It is common for users to feel envy or dissatisfaction when they compare their lives to the idealized versions presented by others online. To counter this, experts suggest adopting a mindful approach to social media consumption, such as limiting exposure to content that triggers negative emotions and focusing on positive interactions.

"I used to feel bad seeing all these perfect posts, but now I follow accounts that inspire me instead of making me feel like I'm not enough. It's about curating what you see."

By managing the influence of social comparison, individuals can foster a healthier digital mindset and sustain positive online interactions.

Lastly, it is beneficial to address conflicts directly and constructively when they arise in digital spaces. Avoiding or ignoring issues can lead to resentment and further misunderstandings. Instead, it is helpful to approach conflicts with a solution-oriented mindset, aiming for open dialogue and mutual understanding.

"When there's a misunderstanding, I prefer to address it right away rather than letting it fester. A quick call or video chat often clears things up better than endless text messages."

This proactive approach can prevent minor issues from escalating and helps to maintain the integrity of online relationships.

The highlighted sections of the discussion reveal critical findings that have expanded the scope of research in digital communication and relationships, particularly around digital jealousy and consumer behavior. This study offers insights that go beyond the established research, addressing significant gaps in the literature and providing a deeper understanding of how online interactions influence both emotional and consumer responses.

Another important contribution of this research is to build the link between digital jealousy and consumer behaviour, which is not investigated comprehensively in the existing theoretical literature. Although, previous works including the one by Branson et al. (2021) considers the consequences of digital jealousy or effects which comprise feelings of inadequacy and reduced self-esteem, this paper advances further by extending understanding of how those feelings motivate material behaviors. The work under discussion reveals that DJ is not only an issue of emotional health but also a compelling force to choose consumer behaviors, for instance, buying products to become the lifestyle depicted in social media. This builds upon the concepts of conspicuous consumption that Limniou et al. (2022), claiming that the comparison that is possible on social media such as Instagram and Facebook will motivate the consumption that is not need-based, but instead for the sake of displaying. This concurs with Yap et al. (2021)

who pointed out that status consumption is one of the coping mechanisms that people use when responding to the hegemonic images on social media. This study makes a huge contribution to the literature by connecting psychological jealousy to material behaviour in line with the effects created by the digital content on consumer decisions.

Within the sphere of misunderstanding, this research offers an analytical review of how new media technologies complicate communication breakdowns and turn them into battles. Unlike prior research which has focused on absence of nonverbal communication in online interactions, the present study takes a step further in identifying specific instances of escalation of conflict in real world online contexts. one of the participants (Participant I) asked the researcher, 'I know friendships have crumbled just within a week because of a single Comment they made on Facebook'. You know, the person who placed it did not post it with an ill intent, it was just people interpreting that the wrong way, and next thing you know, something happened. This insight extends prior work by Ghorzang et al. (2021) who argue that since there is no nonverbal communication such as eye contact and facial expressions, individuals texting has more opportunities to misinterpret tone and intent. That being said, this study builds upon that by showing specific examples of how these breakdowns can spiral and play out in actual friendships, so long as people overestimate what they know or underestimate what the other person knows. Also, it raises the question about the role of digital miscommunication of close relationships, providing more detailed insight into how conflicts that begin on the internet are reflected offline (Parsakia & Rostami, 2023).

One major weakness observed in current research is lack of preventive measures that can be taken to ensure good and healthy relationships on the internet. At the same time, following the work of Lee et al. (2021) it becomes clear that having too many accounts is bad for your mental health, but few have provided insights on what steps can be taken to counter negative effects. This study addresses this knowledge deficit by providing a clear roadmap of how to maintain the online connections, including communication guidance, boundaries, and fostered understanding. This accords with the study conducted by Rao & Kalyani (2020) where they found out that the manner in which people use social media has potential effects on their psychological well-being and relationships. People in this study said that it is vital to plan how to communicate; one participant of the study (M) said, "Being intentional alone really assist in avoiding a misunderstanding." This study also underscores the importance of flexibility in using the communication and technology tools being availed to the people. In this way, through reasonable communication with one another, users of such sites can avoid contentiousness and resulting conflict hence fostering healthier relationship within such sites (ElMossallamy et al., 2020). Also, the research supports that which Flavián et al. (2021) post that digital environments can in fact promote positive relationship if the overall management of it is considered deliberate or conscientious. Boundaries are another aspect of the strategies outlined in the present paper as well, including limiting time spent on social media or prioritizing offline communication, as well as important components, which can prevent one's emotional burnout and foster genuine internet presence.

Many users engage in social comparison of any kind which leads to development of digital jealousy and dissatisfaction with own life. This research enriches the existing body of knowledge in this way due to a focus not only on the psychological consequences of social comparison but also on ways to minimize the adverse emotional outcomes among users by managing their digital experiences on social media platforms. Participant K noted it 'Once I engaged my friend in a chimager over something I read on the news only to realize later it was not true. By then, the damage had already been done.' This is in line with another study by that show that the practice of comparison on social networks such as Face book and Instagram distorts the perceptions and in turn results to conflict in the real world. It therefore discourages

the use of social media is a way that is unhealthy to the user, whereby one posts whatever content comes across the user's path, regardless of whether it is likely to make the user feel jealous or insecure, but instead encourages people to post whatever makes them feel happy or inspires them deliberately. Of course, it is implemented by Participant K's words where they talk about how they 'police' their feed in order to follow only those accounts that make them feel motivated rather than those that make them feel less of themselves. It thus fills a practical gap in the literature by providing resources on how social comparison can be dealt with and a positive approach to the use of social media made. Subsequently, the present study identified several implications and recommendations such as: users can reduce the effects of the digital jealousy construct by consciously selecting content that reflects their own values and aims.

Conclusion

This work considerably expands knowledge in the field of digital communication, more specifically in the context of the phenomenon of digital jealousy, behavior and misunderstandings in the context of digital communication. In doing so, it fills several gaps in the literature: Emotional reactions to social media posts can affect their material consequences, arguing that conflicts arising from social media use are not isolated, and presenting real-life solutions to lead healthy virtual relationships. The results have implications for understanding positive and negative effects and consequences of digital technology uses in interpersonal communication, including social networking sites where there are both vices to limit and virtues to embrace for better quality communicative experiences on the Internet.

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