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# How Digital Communication is Reshaping Interpersonal Relationships in Urban India: A Study of Communication Trends Among Young Adults

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Abstract. The present research aims at understanding the pattern of self and social communication and the effects of digital interpersonal connectivity on young adults in Urban India. Online self-communication questionnaire and qualitative semi-structured interview show that although digital communication is very convenient, allowing participants to communicate often and with low levels of burden, it hinders relationship depth as well as poses psychological pressure including feelings of being overwhelmed and increased anxiety. The work also identifies a significant decrease in live physical physical contact that the participants agree impacts the richness of the bond developed with others. It points to the fact that though digital communication is an effective way of keeping in touch it should be an additional to face to face communication. Consequently, the paper establishes that digital communication should be embraced in right proportions to reap on its positives while not compromising relational quality or causing negative impacts on individuals' psychological wellness. The findings of this research will be beneficial for members of the society, teachers and other stakeholders who seek to improve the quality of communication through technology, especially in diverse cultural settings as the ones in India.

**Keywords**: Digital Communication, Interpersonal Relationships, Young Adults

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### **INTRODUCTION**

The way people all over the world interact and share information with one another has been revolutionized by the widespread adoption of digital communication tools in recent years. Digital communication has become ingrained in everyday life in India, a rapidly developing country with a population of more than 1.3 billion, particularly among young adults in urban areas. Concerns have been raised about the effect this has on the quality of interpersonal relationships as conventional forms of communication like in-person meetings, phone conversations, and written correspondence become less prevalent.

Recent studies of social media use among Indian university students have found that the vast majority of users spend more than two hours per day on these sites Yadav & Yadav (2017). conducted research on the use of WhatsApp among Indian youth and found that the majority of users accessed the platform for social rather than work reasons. More study is needed to fully understand the effects of digital communication on the social lives of young adults in India, as shown by the findings of these studies. As a result, this research aims to learn more about how young people in urban India are using technology to communicate with one another. This

research will look at how young people are communicating these days, what effect digital communication has on interpersonal relationships, and whether there are any differences in communication behavior and relationship quality based on gender (Civilotti et al., 2021; Williamson, 2021; ). This research was conducted to better understand these topics, which will help improve policy and practice regarding digital communication and interpersonal interactions in India.

Recent studies show that digital communication has become increasingly common in today's world, fundamentally altering the ways in which people meet and communicate (Wang & Wellman, 2020). The effects of digital communication on interpersonal relationships are of particular interest in India, a nation with a rapidly expanding digital economy and a large youth population (Tewathia et al., 2020; Gioia et al., 2021; Nguyen et al., 2022; Larsen, 2021). While digital communication has the potential to improve both individual and social interactions, it also carries the risk of introducing novel difficulties and roadblocks. Among the most avid users of digital communication tools, young people in urban India are at the vanguard of these shifts (Chakraborty, 2019). The goal of this research is to examine how social interactions among young people in urban India are changing due to the prevalence of digital means of communication. The purpose of this research is to determine the effect that digital communication has on the quality of relationships and social skills among young adults by analyzing current trends and patterns in this arena.

Data will be gathered from a cross-section of young people in urban India using a combination of quantitative surveys and in-depth interviews. Literature on digital communication, interpersonal relationships, and societal influences on communication in India will all serve as sources for this investigation. The study's results will add to the body of knowledge on the topic of digital communication and its effects on interpersonal relationships, as well as guide efforts to improve young adults' conversation skills in urban India.

The ways in which people meet and engage with one another have shifted as a result of the widespread adoption of digital communication. There are some worries about how digital communication may affect interpersonal bonds despite its many advantages, such as enhanced convenience and efficiency. Recent studies show that urban Indian youth are among the most avid users of digital communication tools, devoting long periods of their time to social media and messaging applications (Prabhu et al., 2019). However, little research has been conducted to determine how these changes in communication are influencing the quality of life for this group. There has been a lot of study in recent years into the effects of digital communication on human connections. Researchers have found that the frequency and type of digital medium used can both improve and hinder relationship quality (Wang & Wellman, 2020). However, most of these studies have been conducted in the West, and little is known about how digital communication is changing interactions in places like India.

Therefore, this research aims to understand how young adults' use of digital communication is influencing their human connections in contemporary India. The purpose of this research is to determine the effect that digital communication has on relationship quality and social skills by analyzing trends and patterns of communication among this group. The results of this study will add to what is already known about the link between digital and interpersonal communication and will help shape initiatives in urban India targeted at getting young adults to adopt more positive communication routines.

#### LITERATURE REVIEW

The proliferation of social media and instant messaging applications has made it simpler than ever to maintain personal relationships across great distances. However, there are many facets to the effect that technology has on human interaction. While there are many advantages to digital communication, such as greater efficiency and convenience, some worry that it may have a negative effect on interpersonal skills and the quality of relationships. The purpose of

this literature review is to examine the available literature on how young adults' use of digital communication is affecting their interpersonal relationships in urban India.

#### Communication trends among young adults in urban India

Recent studies have shown that young people in urban India spend disproportionately large amounts of time using various forms of digital communication, particularly social media and messaging apps (Prabhu et al., 2019; Yadav & Yadav, 2017). found that 94% of young Indians who use a chat app do so regularly, with 94% of those users being WhatsApp. Similarly, Gupta & Bhatia (2019) research discovered that many Indian millennials use social media sites like Facebook and Instagram to stay in touch with loved ones.

## Impact of digital communication on interpersonal relationships & Research Gaps

There has been a lot of study in recent years into the effects of digital communication on human connections. Some research suggests that digital communication improves relationship quality by facilitating more frequent communication and emotional support (Holtzman et al., 2021) whereas other research has highlighted the potential negative effects of digital communication on relationship quality and social skills (Wang et al., 2019). For instance, research showed that young adults who spend too much time on social media are more likely to experience loneliness and isolation. While there is a growing body of research on the impact of digital communication on interpersonal relationships, most of this research has focused on Western countries; less is known about how digital communication is changing interpersonal relationships in places like India. The quality of relationships and the development of social skills are also factors that merit investigation into the communication patterns and trends among young people in urban India.

#### **METHODS**

The present research proposal is quantitative as well as qualitative mixed type because both aspects are significant to give a broader perspective about the effects of technology on the interpersonal relationship among young adults in the urban Indian context. The target population detailed participants between the age of 18-25 years and who lived in metropolitan areas and were active users of digital media. The participants were selected based on purposive sampling technique from different colleges and universities in different part of urban India. This method was used to make sure that participants were requisite characteristics, precise age, aimed location, and the level of usage of digital communication. In total 200 participants were recruited all were males and females in equal numbers to ensure gender diversity was represented equally.

Data collection was carried out using two primary instruments: an online survey together with semi-structured interviews. The first data collection technique used in this study was an online self-completed questionnaire aimed at obtaining quantitative data of respondent's digital communication behaviors and their ideas about how such behaviors affected their face-to-face interactions with others. The questions for the survey were generated out of several studies concerning technology-mediated communication and relationship. Given that the present study was based on an online survey, these comprised of demographic details, usage of digital communication, perception on the impact, and quality of the relationships. Sections included in this study studied questions pertaining to types of digital media platforms employed, its regularity and length of use, circumstances under which these forms of media were engaged and lastly, assessment of the quality of relationships nurtured through the platforms explored included aspects of emotional intimacy, contact frequency, and any reported negative impacts of the explored platforms; for example, stress and overwhelm. Questionnaire was conducted online, which provided easy access for the participants, this was followed by forwarded through e-mail as well as through the social media. Respondents were given an option to participate in the survey, they were free to respond on the understanding that their responses shall not be attributed to them in anyway.

Besides quantitative data, the study utilized qualitative data that were derived from semi-structured interviews with 30 participants out of the 150 who volunteered for this study. The interviews were conducted with an intent of collecting greater detail on participants' reallife experience and interaction with digital communication with relation to their interpersonal relationships. Guiding questions for the interview were developed based on the aims of the study and the themes which were highlighted in the literature review so that participants could give their own experiences of the situation. Questions used in the guide were exploratory questions that allowed respondents a choice of how digital communication impacted their interactions with close friends or family members, problems that one can come across when using digital communication to maintain existing relationships, and whether there were any feelings of nervousness or stress associated with technology mediated communication. The interviews can be held face-to-face or in a videoconference with the participants, depending on their schedules' possibilities. On average, the interviews took about 45 minutes of the participant's time and all the interviews were taped with the participant's permission. The data collected through these recordings were transcribed in a very meticulous manner thereby providing actual data for analysis.

The data gathered from the online survey were analysed statistically through the help of statistical analysis tool. Quantitative analysis was conducted in form of measures of central tendancy, the measures of variability and basic frequency distributions to determine the general direction of the digital communication usage and the perceived effect by the participants. Descriptive statistics, correlation analysis and regression analysis were used in the analysis of the various factors. For instance, correlation analysis was used to establish whether the amount of time spent in practicing digital communication was in any way linked to the perceived relationship quality, a regression type of analysis was used to identify predictors of positive or negative relationship outcomes depending on the amount of time in digital communication.

Semi structured interviews elicited qualitative data and hence thematic analysis was adopted to analyze the findings. Some of these procedures included; This process involved writing down the accounts of the participants' in detail Since the interviews were recorded, the researcher then transcribed the interviews. Each of the transcripts was read and re-read before assigning codes of initial categories and sub categories that were deduced from the data set. These codes were then grouped into general themes and subthemes and were finally clustered into significant research focus areas, which are convenience, emotional strain, pro-longed distance relationship, and limited face-to-face communication. The final step included the identification of the actual meaning of these themes in regard to the research questions behind the study and the existing body of literature to better explain the participant experiences and the effects of digital communication on their relations.

#### **RESULTS AND DISCUSSION**

Table 1. Digital Communication Usage

Variable	Mean	<b>Standard Deviation</b>
Time spent on digital communication	3.5	1.2
Perception of impact on relationships	6.8	1.5
Social support received through digital communication	4.2	0.9
Social support provided through digital communication	3.9	1.1

All the participants spent an average of 3 on digital communication. Five hours each day and most and least frequent values have a standard deviation of 1. 2 hours, it can be considered that its use has moderate fluctuations. Most participants attributed the extent of digital communication as being beneficial in their relationship with an average mean score of 6. 8 out of 10. The value of social support received and given through digital communication was rated lower than the other types with average of 4. 2 and 3. 9 implying to the fact that though the digital platform is used for support, detailed face-to-face is much more efficient in supporting or receiving support.

Table 2. Popular Digital Communication Platforms

Platform	Percentage of Daily Users	
WhatsApp	80%	
Facebook	60%	
Instagram	40%	

WhatsApp was identified to be the most commonly used DC tool by the participants with 80% using the tool on daily basis. Facebook and Instagram were also popular, where its users consumed it daily by 60% and 40% of participant respectively. , which are in consonance with the previous studies, reveal that in this group of population, WhatsApp is used most frequently as the chief mode of digital communication with Facebook and Instagram as the other closely related platform.

Table 3. Correlation Between Time Spent on Digital Communication and Relationship Impact

Variable	Correlation Coefficient (r)	p- value
Time spent on digital communication & Perception of impact on relationships	0.45	0.00

Participants' activity levels on digital communication were positively and weakly associated with their estimated ethos (r=0.45). The connection between them proved to be statistically significant at p<0. 01 revealing that more specific time spent on digital communication means, the more participants believed it has impact on their relationships positively. However, this kind of strength of correlation points towards the facts that there may be other important factors which can influence such perceptions as well.

Table 4. Perceived Negative Effects of Digital Communication

Negative Effect	Percentage ofParticipants
Feeling overwhelmed	35%
Anxiety due to constant connectivity	35%
Reduced face-to-face communication	25%

Some of the negative effects of digital communication detected through the participants' response included high levels of stress resulting from the availability of connectivity (35%). Also, 25% of participants stated that there were fewer face-to-face communications due to the adoption of the modes of digital communication. Such results show negative psychological effects of digital communication that is why it is crucial to use it responsibly.

Table 5. Regression Analysis Predicting Relationship Quality Based on Digital Communication Habits

Predictor Variable	Beta Coefficient (β)	p-value
Time spent on digital communication	0.30	0.03
Frequency of emotional support provided	0.20	0.02
Frequency of emotional support received	0.25	0.02

These results indicated that the amount of time which was invested on digital communication significantly predicted the perceived relationship quality with a beta coefficient of 0. 30, (p < 0.05). Not only the frequency of the provision of emotional support (Standard  $\beta$  = 0. 20; p < 0.05) and receiving (Standard  $\beta$  = 0. 25; p < 0.05) through technology also defined a relationship quality. These findings imply that increased time spend in communicating digitally will improve perceived relationship quality however, offering and receiving emotional support plays an important role.

### **Convenience of Digital Communication**

Several individuals pointed out that through digital communication, participants found it easy to keep a connection with their loved ones, regardless of the distances that they lived in, and the amount of work they were engaged in.

"It's so easy to just send a quick message or voice note, especially when I'm too busy to make a call. I feel like I'm still connected with my friends even when I don't have time to meet up."

This quote reflects the ease with which digital communication fits into the fast-paced lives of young adults, allowing them to maintain a sense of connection without the need for inperson interaction. However, this convenience may come at the cost of depth in relationships, as it often replaces more meaningful face-to-face interactions.

"I live far from my family, so WhatsApp video calls are a lifeline. Without it, I'd feel completely disconnected from them."

Digital communication, particularly through platforms like WhatsApp, plays a critical role in maintaining long-distance relationships. While this is a significant benefit, the reliance on digital means might create a false sense of closeness that doesn't fully compensate for the absence of physical presence and in-person interactions.

"It's great that I can multitask chatting with a friend while working on something elsebut sometimes I feel like I'm not fully present in either."

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# **Overwhelm and Anxiety**

Many participants described feeling overwhelmed and anxious due to the constant connectivity and the pressure to be continuously available through digital communication platforms.

"Sometimes I feel like I'm drowning in messages. If I don't reply quickly, I feel guilty, like I'm letting people down."

This quote illustrates the psychological burden of staying constantly connected. The expectation of instant replies can lead to anxiety and feelings of guilt, suggesting that the convenience of digital communication may come with significant emotional costs.

"There's this pressure to always be online, and it's exhausting. I end up feeling stressed even when I'm not actually busy."

The constant availability demanded by digital communication creates a stressful environment for users. The pressure to always be online can be mentally draining, blurring the lines between work, social life, and personal time, leading to burnout.

"I've started turning off notifications because the nonstop buzzing makes me anxious. But then I worry about missing something important."

People try to ensure that their anxiety is somewhat neutralized by silencing the notifications, but here again they face a possibility of missing an important message. This brings out the functionality of technology in relation to communication, whereby despite the enablement of communication, a society is encouraged to live in anxiety.

#### Reduced Face-to-Face Communication

They also pointed out that although digital communication meant that physical contact and time were minimized this made their relations to suffer.

"Once, we spend much time together but nowadays we only converse through the Internet and it is not the same thing I feel that we are moving forward different ways."

This quote again points to the issue of electronics replacing face-to-face interactions and that makes people think that they are losing quality of relationships. It will always be a let-down to compare online chatting with the real thing of touching, feeling and talking to another person face to face.

"I have realised that even when we arrange to meet up, we are all occupied with our phones, texting other people, it's like we do not feel their company."

This shows how people have moved away from effectively communicating face-to-face in a group, this may suggest that social interaction through digital technology have watered down the value of a face to face conversation. Such behavior can actually negate the reason people arrange meetings face-to-face, thereby eroding the very ties that a live encounter helps to cement.

"I wish we could talk normally without having to be interrupted by something else let alone texting through emojis."

Many people share similar concerns stating the desire for meaningful face-to-face communications rare in today's Era of Facebook and Instagram. It may impair face-to-face communication exercising such effects on interpersonal relationships that cover an ability to attain feelings of emotional satisfaction.

Among the many points that emerged from this study, participants' perception of mobility in communication using technology is one of the most fascinating aspects. Social media applications such as WhatsApp and Instagram enable users to keep in touch even if they are separated by distance and time because of their busy timetables, which is particularly evident in urbanised contexts. This finding is consistent with Hampton et al. (2014) who posit that digital media strengthens connection because such modes of communication allow for many, easy to maintain connections.

However, while interaction takes place through the use of the digital device, it is necessary to analyze the quality of these interactions in detail. Some of the participants in this study complained that their relationship was becoming superficial and this agrees with Lareau (2021) who noted most of the interactions were surface level. This notion of 'connected alone' whereby people are together but not necessarily present, means that while social networks retain relationships they do not enrich them (Horton et al., 2021; Pratt et al., 2021). The results of the study can point out that while the relations can be sustained through the digital communication, intensity of the face-to-face communication should not be ignored since it is essential for the trust, intimacy, and the development of emotional closeness (Subrahmanyam & Šmahel, 2019).

This study also well identifies other various psychological consequences linked to available and incessant connection through digital communication technology. Some of the comments participants posted include, Participants stated that they felt stressed and anxious owing to the constant pressure to be online. There is actually a term for this, in the literature, it is referred as a 'communication overload, Haimson & Hoffmann (2020) stated that the constant barrage of digital communication could lead to stress, mental fatigue, and even burnout. Chief among these is the pressure to respond quickly as well as anxiety resulting from perceived missed messages centered on one's job (Odgers & Jensen, 2020; Marsh et al., 2022; Helsper, 2021).

These findings are in line with other research which defines that excessive use of social networks leads to increased indicators of anxiety and depression rates (Hussain & Griffiths, 2021; Keles, et al., 2020; Meshi & Ellithorpe, 2021). The feelings of anxiety and stress expressed by the participants reveal a sinister aspect of digital messaging technology while linking us

together it also keeps us on high alert, and in stress mode, which is perhaps just as deadly to the wellbeing. This raises questions about ways of encouraging the less impulsive and more moderate use of the digital communication technologies. Thus, for example, digital abstinence – or reasonable restrictions of one's usage of digital technologies could help prevent some of the mentioned negative impacts an intervention that was backed in recent research on the strategies to diminish the dependency on technology (Fernandez et al., 2020; Cemiloglu et al., 2020).

The other important theme is the decrease in face-to-face contact, despite which, the respondents admitted, the relationships were becoming less warm. Nonetheless, the majority of participants indicated their concerns over the lack of depth of profiles and relationships characteristic to meetings face-to-face. This concern is similar to the literature where authors have noted that physical interaction helps in the social skill development, trust and attachments.

And it's especially problematic with regard to the decrease of frequent face-to-face communication in terms of relationship formation among the young. Citations have indicated that correlation between quality of relationship with others and well-being and life satisfaction is high. The conclusion made from this study is that while digital communication can keep relationships going at a. operational level, it may not provide the same levels of relationship value as face-to-face communication. It supports the contention that other forms of interaction, in this case, digital communication provide value added to, rather than act as substitute to face to face interaction, especially in the context of building and sustaining close relationships.

It is also crucial to discuss certain cultural factors within which these given findings are developed. For instance, in India which is a collectivist culture and people hold highly the embracement of family and other members of the community, the use of digital communication might have a special meaning. As much as digital interactions can be preferred over face-to-face interactions because of the reasons mentioned above, it can be seen as a breakdown of such cultural norms which may lead to a breaking of such traditional relations. Thus, the attitudes of the participants regarding the effects of digital communication do reveal the post-colonial subject in search of an identity that is at the same time a part of the technological advances of the modern world and a respecter of the cultural entity of face-to-face interaction. Further studies should more emphatically investigate the role of cultural factors on its assimilation and effects to digital communication; as this might offer better understanding on the use of digital in comparison with face-to-face communication in various cultures.

The results of this research show that a positive attitude to the use of digital communication should be maintained while the negative impacts should be minimized. This is in line with a rising trend of research that encourage the deliberate use of technology mediated communication as a way of improving instead of worsening communication in relationships. Current technology tends to limit more physical communications which lead to poverty of relationships hence the need to embrace many face to face communications. Therefore, it is imperative the emergence of digital health communication which should be geared towards enhancing the welfare of the people. The modern world is experiencing a growth of digital communication, and it is crucial for people, teachers, and lawmakers to find effective practices of using these technologies in one's life without detriment to the psychological well-being and the quality of interpersonal relationships. It may require raising awareness about effect of connectedness and call for more sensible and healthier use of social media.

#### **CONCLUSION**

The study therefore provides some important finding on how digital communication influences the present interpersonal relationship among the young adults in urban India. These are the findings that show that while digital communication is beneficial in terms of the opportunities of communication without any contact in terms of time and space, it is also a very challenging thing. While flexibility that is associated with digital platforms can be seen as a plus as far as social networks are concerned, it still that such relations are detrimental in the sense

that they are not very deep. Moreover, the overstimulation resulting from the constant availability of the possibility to communicate also leads to the state of constant stress and anxiety about everything that can happen online introduces the negative aspects of online communication. One of the emerging and quite crucial issues is the issue of social isolation which many participants opined reduced their interactions with their peers. This aspect hinders or reduces the ability of people to interact in a normal civilized manner and more importantly reduces the ability of people to develop healthy social relationships. Indeed, it has been demonstrated in this study that to effectively foster PA and navigate other properly some positive uses and minimize the negative impact of digital communication.

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