

Internet influence on public discourse: A case study of Adult communication

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ABSTRACT

Internet, as one of the most influential new technologies of communication, affects all aspects of human life. To a certain degree, all aspects of our personal and social life are affected by this communication technology and other technologies. Social media have fundamentally changed the ways people entertain and communicate with one another. This study was aimed at investigating the internet influence on public discourse among adult communication. The researcher-made survey, including two sections of demographic and related fields of research variables, were distributed among the adults. This study concluded that political discourse had been mostly affected by using cyberspace. Following political discourse, the economic discourse has been affected by the cyberspace. The cultural discourse is in the third position, and finally, the social discourse has been affected by the cyberspace. As a consequence, we can conclude that media managers and public authorities should be recommended to pay special attention to the selected titles and news.

Key Words: Cyberspace, Public discourse, Cultural discourse, Political discourse, Economic discourse, Social discourse, Adult.

Introduction

Internet is one of the most influential new technologies of communication that affects all aspects of human life and, to a certain degree, all aspects of our personal and social life is affected by this communication technology and other technologies. Social media have fundamentally changed the ways people entertain and communicate with one another (Libicki, 2016).

For many people, "modern media" means everything related to the internet, multimedia, computer products such as compact discs, computer games, and virtual reality. But, can digital television, 3D movies, digital imaging of new cameras, and so on be ignored and removed from the "new media" area? Manwick believes that everything that is being produced or reproduced using a computer is amid a new medium and they are either as a web site publication form or as a print form. He points out that if we are to understand the importance of the impact of the computerization culture, we should consider all of these computer gains as influential in culture (Manovich, 2001).

Castells, regarding the social effects of modern media, assumes that the impact of communication technologies is a function of the ability to disseminate information across the social structure. Whatever this power is more and faster, it is expected that the intensity and depth of social change will be more significant concerning the various social structures of human societies. He explains: Technology alone does not determine the path of community. The community also does not specify the path to technological change. Since many factors, including individual creativity and entrepreneurship, are involved in the process of scientific discovery and innovation in its technology and its social applications, the result depends on the intricate pattern of interactions. Information technology was used in different countries, cultures, organizations, and for various purposes (Castells, 2009).

The Internet as one of the main manifestations of modern media, with the feature of interactive communication and the ability to share views and networking among users, has created new conditions for influencing new media on a variety of cultural, social, political and economic areas. The growing use of the internet in today's world, which is considered as one of the indicators of progress, is indicative of the whole dimensions and position of this medium.

Now, the Internet has created space along with the natural and real area of life, which has many indications of its role in the minds of users. We know this phenomenon as a "cyberspace". The notion that the cyberspace is abstract and unrelated to the realities of everyday life has lost its credibility. Cyberspace and real life are interacting with each other, and the evidence suggests interaction. Thus, due to the unique features of the Internet, the atmosphere of interaction, and the sharing of ideas and opinions, the formation of discourses is more accessible and less costly. Understanding the cyberspace

discursive features is one of the severe needs of cultural and social managers in countries. Our emphasis is that this necessity should not be purely pathological, to achieve a scientific view of the realities of cyberspace. The cyberspace, as the source of "human interaction with information and communication technologies," has provided new features and patterns for the intellectual interactions and thinking for the contemporary societies (Gripenberg 2005).

Human-computer interaction is rooted in the core areas of engineering, human factors, and cognitive psychology, which focuses on the development of user-friendly information technology (Libicki, 2016).

The trend towards research on human-machine interaction dates back to World War II and attempts to increase the efficiency of weapons. In 1949, the ergonomic research community was founded to study the physical properties of the machine and systems, and its impact on user performance (Namni, 2004).

The goal of ergonomics or engineering of human factors is to create the link between work and human. Ergonomics improves the efficiency of humans and systems by optimizing the fit between social and other components of work systems. The subject of human-computer interaction is interdisciplinary, and the two-way human-computer relationship requires knowledge and study, two sides of the physical dimension and the behavior dimension.

The fields that deal with human-computer interaction include (Dix et al., 2004):

- *Psychology and cognitive science, in the field of user perception, cognition, and problem solving skills;*
- *Ergonomics in the field of physical capabilities of users;*
- *Sociology and anthropology, in the fields of expanding interaction;*
- *computer science and engineering, in order to build and create the required technology;*
- *graphic design, in the field of producing an appropriate visual interface for human-computer interaction.*

The attitude of communication studies to the human-computer interaction focuses on the processes, tools and outcomes of it. This attitude can be considered in two directions: first, human-computer interaction in the sense of studying the role of computer and its related technologies in the communication process; secondly, the role and influence of computers and computer communication networks on providing the basis for Human -Human interaction. The concept of cyberspace, as an area of human-computer interaction and human interaction on the Internet, can be studied with different approaches. The

technological approach to cyberspace focuses on components such as hardware, software, quality and quantity of data transfer and interaction in the network.

Considering the presented history and theories, this study is essential and necessary for the following reasons: 1. Scientific research on modern media, such as the Internet, cyberspace, social networking sites, online discourse is too poor a lesser extent in terms of the overall dimensions and impact of the new Internet media. Experts such as Castells have always emphasized this insufficiency. In particular, in the area of cyberspace in Iran, not any scientific study other than the survey conducted by Kelly and Bruce on the Persian on the political issue.

Research Null Hypothesis

The main objective of this study is to effect of using cyberspace on the discourse of Iranian adults. This study seeks to examine the following hypotheses:

- *The use of cyberspace has an impact on the social discourse of Iranian adults.*
- *The use of cyberspace affects the political discourse of Iranian adults.*
- *The use of cyberspace has an impact on the economic discourse of Iranian adults.*
- *The use of cyberspace affects the cultural discourse of Iranian adults.*

Methodology

The philosophy of the present study is realistic and its approach is inductive. The present study was conducted at a specific time point. The purpose of the present study was to conduct a quantitative analysis. The independent variables also included the types of dominant discourses (social, political, economic, and cultural). Also, the dependent variable in this study was the use of cyberspace. The method of data collection was library-field. The researcher used a variety of tools to gather information, including interviews, surveys, and a researcher-made questionnaire. The present researcher-made survey consists of two sections of demographic and related fields of research variables. The process of doing this research is as follows: first, we conducted library studies. Important and relevant indicators were extracted from the research topic. The questionnaires were designed based on the variables. The questionnaires were examined for reliability and validity. After verifying the validity and reliability of the questionnaire, it was distributed among samples. Then, the data from the surveys were entered into the smart PLS software and analyzed. The tests were conducted in descriptive and inferential methods. In the graphic section, we refer to the mean, frequency, and percentage, which is the demographic questionnaire survey. In the inferential part, using the correlation tests between variables and the structural equation model test, the relationship between the variables as well as the effectiveness of each one were examined. Finally, we conclude from work and compare it with previous studies.

Research findings

1. Descriptive statistics: As the information in Table (1) shows, the level covered by the statistics is higher than the standardized beta value, which means that the data collected on the variables represent a suitable fit of the dimensions of the types of inclination Gives. Also, according to table (2), the root mean square error estimate is another criterion that, if more than 10 percent, the inappropriate model is detected. Given that the error value is obtained in the 3% model, fitting the model is appropriate. Other fitting indicators of the model also show a good status.

Most of the respondents are 79% male and 20% are female. Most of the respondents reported 53% of their education and the lowest percentage of 9% reported their education as an undergraduate. Most of the respondents reported 75% of their records in the age range of 11-20 years, and the lowest percentage of 10% reported their age of 30-30 years.

2. Inferential statistics: In order to verify the normal distribution of data related to the variables of this research it should be acknowledged that one of the limitations of the Kolmogorov-Smirnov test is its high sensitivity to critical values and range of values. The results of the examination of Kalmogorov-Smirnov tests showed that the distribution of research variables was normal. Based on this, parametric tests were used as appropriate tests to examine the hypotheses of this research. In order to test the validity of the theoretical model and to calculate the effect coefficients, the structural equation modeling method has been used with PLS smart software.

Table (1) Path analysis of relationships The role of types of tendencies on audit errors based on standardized coefficient and meaningful values.

Statistical result	Sig level	Standard error	Significant coefficients	Beta	From	To
The hypothesis is accepted	0.000	0.04232	0.545	0.8	Use of Cyberspace	Social discourses
The hypothesis is accepted	0.000	1.5638	3.630	0.39	Use of Cyberspace	Political discourses
The hypothesis is accepted	0.000	1.0429	2.426	0.36	Use of Cyberspace	Economic discourses
The hypothesis is accepted	0.000	0.0946	1.611	0.27	Use of Cyberspace	Cultural discourses

The use of cyberspace influences social" discourse and the significance of this relationship was 0.000. This relationship was also statistically significant because the level of significance was less than 0.05 and the relationship was positive. In other words, one can predict up to 8% of the dominant social discourse in adults with the variable "use of cyberspace" based on Structural Equation Modeling and standardized beta numbers. Based on Table (1), it can be stated that the "use of cyberspace" variable predicts up to 39% of adult cultural discourse based on standardized structural equation modeling and beta test. The "use of cyberspace" variable predicts up to 36% of the amount of political discourse in adults based on the Structural Equation Modeling Test and the standardized beta number. The variable "use of cyberspace" predicts up to 27% of the dominant economic discourse in adults based on the Structural Equation Modeling and Standardized Beta Model Test.

Table (2) Numerical fit indices of the role of Relationships Test Using Cyberspace on Adult Discourse Types Based on Standardized Coefficients and Significant Number.

Fit index	IFI	NNFI	NFI	AGFI	GFI	RMSEA	SRMR	CMIN/DF
Acceptable values	>0.9	>0.9	>0.9	>0.9	>0.9	<0.08	<0.05	<3
Calculated values	.92	.98	.97	.98	.97	.03	.04	1.52

Two important model fitting models (RMSEA) and (CMIN / DFx ^ 2/df) are indicated in Table (2). The value (CMIN / DFx ^ 2/df) is 1.52. The amount (CMIN / DFx ^ 2/df) is smaller than the number 3 and the model has better fit. The RMSEA index is the mean square error of the model, which is estimated to be 03/0. This index is based on model errors. The permissible limit of this value is 0.04, that is, the values below 0.08 are acceptable and also below 0.05 is very good. Other indicators are within acceptable limits. Therefore, it can be said that the model has suitable fit.

As shown in Figure (1), the path coefficient between the latent variable and cultural discourse factor, political discourse social discourse and economic discourse are 39%, 36%, 8% and 27% respectively. The path coefficient for using the virtual space was fixed for number 1. For the second-order factor analysis, these path coefficients are significant at the 95% confidence level. According to the respondents, the use of cyberspace had the greatest impact on cultural, political, social and economic discourses, respectively.

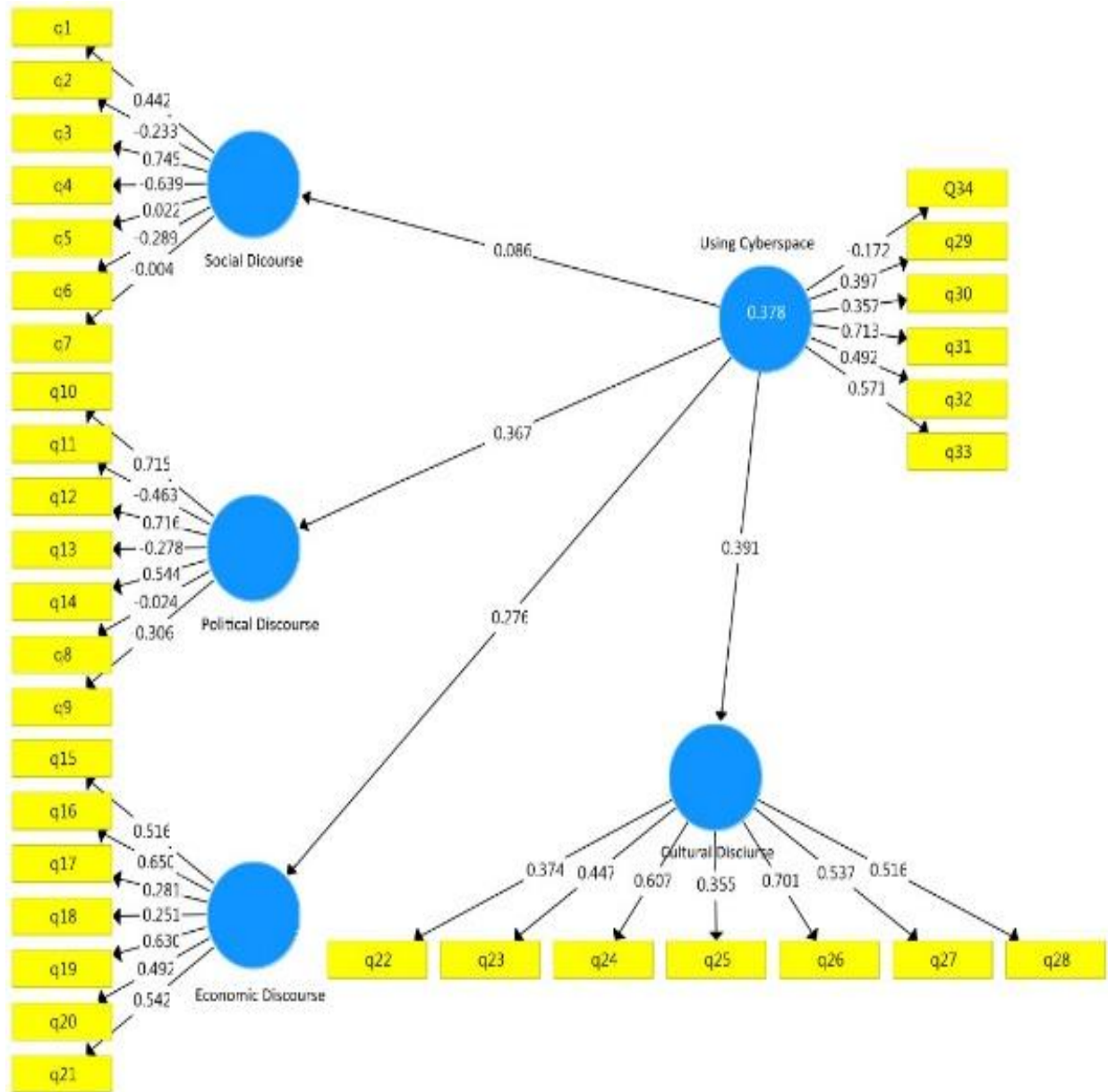


Fig 1. The Path Analysis of Relationships Test Using Cyber Space on Adult Discourse Types Based on Standardized Coefficients and Significant Number of Communication, Vol. 1, 2007, pp.238-266.

Conclusion

English has always evolved, and now the internet plays a pivotal role in driving this evolution. It has a significant role in interacting, sharing, and communicating information among individuals in cyberspace. It is one of the most prominent modern technologies that influence social life, and it can change public discourse in society. This study was aimed at investigating the internet influence on public discourse among adult communication, and it was conducted by the descriptive survey method. The findings of this study were in line with Manovich (2001), Gripenberg (2005), Sarmiento (2005), Dix et al. (2004), Libicki (2016). The results of the study revealed that the factors of 1 to 4 have a significant relationship with using cyberspace. This study concluded that political discourse has been mostly affected by using cyberspace. Following political discourse, the economic discourse has been affected by the cyberspace. The cultural discourse is in the third position, and finally, the social discourse has been affected by the cyberspace. As a consequence, we can conclude that media managers, and the public authorities should be recommended to pay special attention to the selected titles and news.

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