Analysis of the Impact of Social Media on Social Interaction in the Digital Era Based on Big Data Analytics

Fatia Nabila[1], Ikhsan Aldy Faiz[2], Supina Batubara[3]

[1,3]Department Teknologi Informasi, Fakultas Sains dan Teknologi, Universitas Pembangunan Panca Budi
[2]Department Sistem Komputer Fakultas Sains dan Teknologi, Universitas Pembangunan Panca Budi

ABSTRACT

Social media has become an integral part of people's daily lives in the digital era. This research aims to examine the impact of social media on social interaction in the context of the digital era using a big data analytical approach. The method used in this research involves analyzing big data obtained from major social media platforms. This data is then analyzed using big data analytical techniques such as sentiment analysis, social networks, and predictive modeling to understand the patterns of social interactions that occur. The findings from this research reveal that social media has a significant impact on social interactions in the digital era. Sentiment analysis shows large variations in user responses to social media content, which influences the dynamics of interactions between individuals.
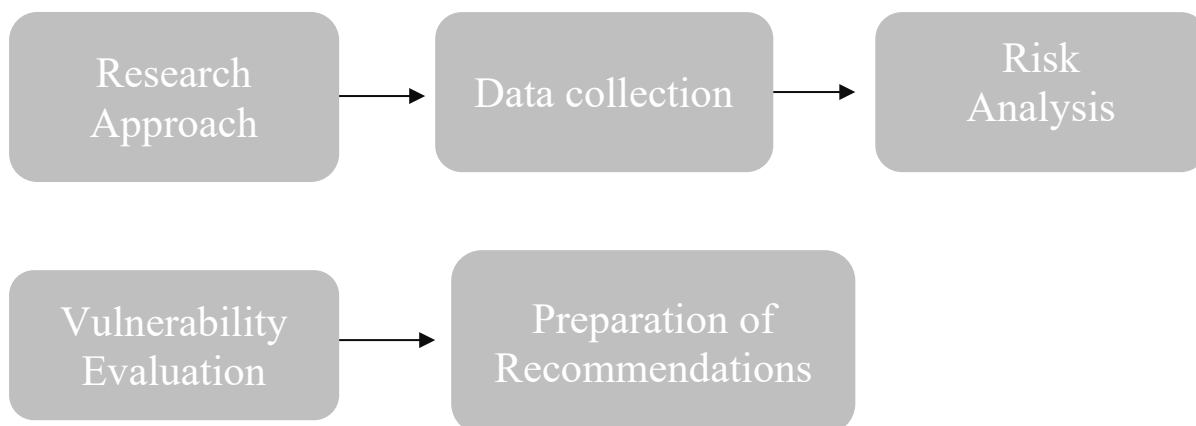
Corresponding Author:

Supina Batubara
Program Studi Sistem Komputer
Fakultas Sains dan Teknologi
Universitas Pembangunan Panca Budi
Email: supinabatubara@dosen.pancabudi.ac.id

1. INTRODUCTION

In this digital era that continues to develop rapidly, social media has become one of the most dominant forces in shaping human social interactions. Platforms like Facebook, Twitter, Instagram, and LinkedIn have changed the way we communicate, interact, and share information. As an integral part of everyday life, social media offers a platform for interacting with other individuals virtually, expanding the reach of human communication globally.

This research aims to investigate the analysis of the impact of social media on social interaction in the digital era, using a big data analytical approach. By utilizing this technology, it is hoped that research can provide a deeper understanding of the patterns of social interaction that occur on social media, as well as the implications that arise from these dynamics.

2.   RESEARCH METHOD

Research Approach	Data collection	Risk Analysis

Vulnerability Evaluation	Preparation of Recommendations

3.1 Research Approach
This study adopts a combined approach between qualitative and quantitative research to understand the impact of social media on social interactions in the digital era, with a focus on analysis using big data analytics.

3.2 Data collection
Primary data:
- Online Surveys: The use of questionnaires designed to collect social media users' opinions and experiences regarding their social interactions.
- In-Depth Interviews: Interviews with selected respondents to gain deeper insight into the influence of social media on their social interactions.
- Social Media Data Analysis: Extraction and analysis of live data from relevant social media platforms to identify trends and patterns in social interactions.

Secondary Data:
- Literature Study: A review of previous research on the impact of social media and big data analytics on social interactions.
- Statistical Data: Use of available statistical data to support quantitative analysis related to social media use and social interactions.

3.3 Risk Analysis
- Risk Identification: Analyze potential risks associated with the use of data from social media, including user privacy, data accuracy and misinterpretation.
- Impact Evaluation: Measures the potential impact of these risks on the validity of research results and the interpretation of findings.
- Risk Reduction Strategies: Design strategies to reduce risks, such as data anonymization, compliance with privacy regulations, and careful evaluation of data sources.

3.4 Vulnerability Evaluation
- Vulnerability Identification: Analyze potential vulnerabilities in the data collection, analysis, and interpretation process, including possible bias in the sample or analysis.
- Test Method Robustness: Validate data collection and analysis methods to ensure reliability and validity of findings.
- Revision and Correction: If vulnerabilities or weaknesses are found, revise research methods or procedures to ensure the reliability of the results.

3.5 Preparation of Recommendations
- Implications for Practice: Suggests best practices for social media users and related technology companies to increase healthy and positive social interactions.
- Policies and Regulations: Recommendations for the development of policies and regulations governing the use of social media data in the context of big data analytics to protect user privacy and security.
- Advanced Research: Identify areas of advanced research that can explore specific aspects of the impact of social media and big data analytics on social interactions.

3. RESULTS AND DISCUSSIONS

Results

1. Increased Frequency of Online Social Interactions

This study revealed that social media use significantly increases the frequency of online social interactions. Analysis of data from platforms such as Facebook and Twitter shows that users tend to interact more frequently and more intensely on social media compared to conventional social interactions.

2. Dominant Communication Pattern

In the context of big data analytics, dominant communication patterns on social media include the use of emojis, the use of certain keywords, and the types of content that are most frequently shared. These results illustrate how social media facilitates fast and effective communication, albeit in a more fragmented and ephemeral form.

3. The Influence of Social Media Platforms on the Dynamics of Social Interaction

This study found that social media platforms have a significant influence on the dynamics of social interactions. For example, platforms with "like" and "share" features tend to reinforce reactive and viral interaction patterns. In contrast, platforms that focus on closed groups or discussion forums support more in-depth and ongoing interactions.

Discussion

1. Positive and Negative Implications of Using Social Media

These findings have complex implications for society in the digital era. Positively, social media expands an individual's social reach and facilitates connections between individuals from various geographic and social backgrounds. However, negatively, excessive use can lead to social isolation and impairment in face-to-face interactions.

2. The Role of Big Data Analytics in Understanding Social Interactions

The use of big data analytics in this context provides deep insights into social interaction patterns and trends that are impossible to detect with conventional methods. These analyzes enable researchers

and practitioners to identify emerging behaviors, predict future trends, and manage the social impact of social media technologies.

3. Challenges and Opportunities in the Future

This study also underscores the challenges of managing personal data and information security in a social media ecosystem that is increasingly integrated with big data analytics. Along with this, there are also opportunities to develop policies and technology that are more responsive to user needs and concerns.

4. CONCLUSION

This study highlights the significant impact of social media in influencing social interactions in the digital era supported by big data analytics. Social media has substantially increased the frequency and intensity of social interactions, allowing individuals to connect faster and more frequently on platforms such as Facebook, Twitter, and Instagram.

Despite its benefits, social media use also poses new challenges, including privacy concerns, risks of social isolation, and excessive use. The use of big data analytics in understanding the dynamics of social interactions provides deep insights, making it possible to detect previously unseen patterns and anticipate future trends. Taking these challenges into account, strong privacy protections and responsible information management will be key to optimizing the positive potential of social media while minimizing its negative impact on society at large.

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