THE INFLUENCE OF EMERGING TECHNOLOGIES ON COMMUNICATION PRACTICES IN THE DIGITAL AGE

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ABSTRACT

The speed with which emerging digital technologies have changed our communications has impacted many aspects of the communication process wherever people interact in their personal and professional lives. In part this study sought to explore the influence of emerging digital communication technologies on users' communication behaviors, perceptions and attitudes. A quantitative research design was used. Data was collected online through an online survey. We collected data from 278 participants age 18 years and older. Stratified random sampling was used to provide an adequate demographic representation. The instrument consisted of demographic items, technology use patterns and Likert-style questions to depict users' perception of if their communication changed and about their attitude toward technology. Descriptive statistics indicated very high use rates of e-mail (89.3%), AI (86.5%) and video conferencing (84.0%). While technology use varied daily, 27.3% of participants indicated they spent more than five hours each day communicating digitally. When user perceptions associated with technology impacts were reported as moderate agreements that the emerging technologies improved the speed and access of communication; however, concussions about the quality of the interaction that replaced face-to-face time was are something to think about. We'd like to point out that the overall reliability of the survey instrument was reasonable69 for a couple of key sections, Cronbach's alpha was above 0.7. The initial findings of this research indicate that while emerging digital technologies have improved the speed of connection and efficiency in communication, users are still careful of the social ramifications. Future discussions and strategies should look to balance technological gains and the need for some form of inter-personal relationship. This research is a contribution to the literature for research and practice, especially as it relates to the burgeoning evolution of digital communications.

Keywords: Emerging Technologies; Digital Communication; Technology Usage; Communication Perceptions; Survey Research

INTRODUCTION

The rapid growth of new communication technologies has changed the ways people connect with others in the 21st century. Mobile phones, artificial intelligence (AI) chatbots, real-time video conferencing, and augmented reality are just a few of the innovations that have changed the way people communicate from face-to-face or text only to real-time conversations with other people in a variety of forms (Boediman, 2023; Guzman & Lewis, 2020). As these innovative technologies developed, the possibilities for how, when, and where people could communicate grew dramatically. These academic digital tools not only are for use with unsolicited social engagement but also support work and personal activities in business, education, and other government activity (Cassioli, 2023; De Oliveira et al., 2015).

The question arises: Can we move forward with artificial intelligence and digital communication technologies without erasing face-to-face communication? It seems increasingly possible as people engage in conversations globally, with diverse levels of usage increasing, often through new platforms such as WhatsApp, Zoom, and AI-powered assistants like ChatGPT. In fact, this interconnectedness is enabling new cooperation and creating information sharing that is faster, more convenient, and is allowing more humans and organizations to do more work more efficiently in a connected world (Han, 2024; Vartanova, 2020). Nevertheless, although digital communication enables ease and speed, it does carry risks. Predominantly, there are concerns over depersonalized communications, a stronger reliance on technology, and potentially degrading quality and authenticity in situations where an individual meets another person face-to-face (Tagg, 2023; Sundar & Lee, 2022). Moreover, the issue of trustworthiness, privacy and authenticity are compromised with the use of artificial intelligence or algorithm-based forms of communications (Hohenstein et al., 2023; Onyango, 2018).

Yet, when utilizing, appreciating and adapting to digital communication technologies, we still have an enormous gap in empirical knowledge about how to approach the change across demographic populations, in the form of age, education and vocation to accept and adapt to these new demands and prioritize learners' as individuals. There is also a gap in understanding the acceptance over time of social, mental and behaviour changes – especially with digital communication technologies. While the voice of the users clearly says convenience and speed, it is unknown what that diminishes may have on emotional quality and trustworthiness in how they communicate interpersonally (Flyverbom et al., 2016; Hakimi et al., 2024).

This study seeks to fill this gap by examining how emerging communications technologies influence users' perceptions of speed, quality, and accessibility of communications across a variety of demographics. This research will give valuable information for educators, policy makers, and technology builders to develop communications systems that are appropriate, responsible, and inclusive, which balances efficiency with the capacity for meaningful interpersonal communication. This research focused the studies will inform us on how to maximize the benefits of digital communications while managing the fallouts.

LITERATURE REVIEW

Many fields have studied how communication technologies have developed over time. One of the most important developments is that people now talk to each other digitally and not face-to-face. New technologies like AI, social media, and messaging applications have changed the way we interact with each other by making it quicker, more productive, and global in nature (Boediman, 2023; Cassioli, 2023). These developments allow people to communicate trans-culturally and trans-temporally, which has never before happened on such a huge scale.

One of the most important topics that the literature addresses is the way such technologies affect individuals' ability to communicate. Guzman and Lewis (2020) explain that AI-driven technologies like chatbots and virtual assistants are revolutionizing human-computer dialogue, which raises significant questions regarding trust, accuracy, and emotional engagement. Sundar and Lee (2022) also say that the concept of "authentic" communication needs to be rethought because AI is taking over communicative tasks that were once the preserve of humans. Hohenstein et al. (2023) affirm this view by showing how AI affects not just the material, but also the style and social dynamics of communication, tending to make it hard to know where human and machine action begins and ends. People are very interested in the social and behavioral effects of digital communication, rather than the technological ones.

Tagg (2023) and Büyükbaykal (2015) say that digital media highlights shortness and the use of text, pictures, and video in different forms. It can heighten people's interest, yet it can make things less emotional and complex. Han (2024) says that such changes in how people interact with each other are most obvious among youth, who prefer to communicate more through pictures and videos. From an educational and professional standpoint, new technology can hurt and help. Saykılı (2019) explores how new digital technology has reshaped the ways in which people in higher education interact with each other and collaborate on work but also demands new digital skills. Almakaty (2024) also explores the importance of media education in helping individuals deal with digital landscapes that are increasingly complex. Even with these developments, there are still problems. Hakimi et al. (2024) also cite a gigantic problem with data from emerging nations, where the lack of infrastructure and digital illiteracy restrict the effectiveness with which people communicate. Borah (2017) also contributes that there should be stricter and standardized approaches in the use of the research while studying the impact of technology on the manner in which people communicate.

Moreover, recent studies have looked at the psychological effects of increased consumption of digital media. Twenge (2019) showed that greater use of digital technology is linked to worse mental health, which can be a contributing factor to potential risks.

The COVID-19 pandemic made the people rely on online communications even more because they had to stay away from each other. This shows the importance of new technologies in keeping people in relationship and in cooperation during crisis times (Phan et al., 2020).

Digital communication is good as well as bad, so it is not an easy topic to research how new technology are altering the way human beings communicate and what they perceive about it.
Table 1. Summary of Key Literature on Emerging Communication Technologies and Their Impact

Citation	Focus Area	Key Findings	Relevance to Study
Boediman (2023)	Media and society	There is a revolution going on in social interaction and participation using new communication technologies. The technologies are transforming the nature of user interaction and sharing of ideas.	Supports recognition of the evolution of user behavior in technology-mediated communication.
Cassioli (2023)	Wireless technology	Wireless technology is not important just because it represents a means of easily and quickly sharing information; it also aids accessibility and responsiveness.	Discusses the importance of technical infrastructure supporting digital communication.
Guzman & Lewis (2020)	AI in communication	AI technologies and tools will change the way we interact with machines, which subsequently has implications for trust and quality of interaction; AI technologies and tools will help to change communication as we know it. AI technologies and tools disrupt the conventional way people engage with, interact with, and communicate in conversation.	Provides a typology of AI illustrating how different AI affects communication behavior and outcomes.
Sundar & Lee (2022)	Human-machine interaction	Ethical and emotional considerations come into play when machines start taking over the communicative roles of human beings, and essentially engage in carrying out communication-approximating functions, getting implicitly	In addition, this relates to the emphasis of the finding on authenticity and trust of digital communication users.

		close to their trust implications on perceptions.	
Hohenstein et al. (2023)	Social dynamics	AI is changing tone, language, and relationships between people in communication and social interaction, and the dividing line between man and machine communicative action can more and more be hidden. This is altering the way we interact and producing new norms and requirements.	Connects AI presence and social behavior adjustments regarding communication.
Tagg (2023)	Digital language	The nature of language today has been transformed by the dynamics of digital online social contexts towards multimodal formats, visuality, and conciseness. This impacts message depth and clarity.	Provides an explanation of the impact of the digital format on message interpretation and interaction.
Büyükbaykal (2015)	Education and technology	Communication technologies make education more accessible but involve new literacy forms for full participation.	Supports our evidence of technology use in our study between institutions.
Han (2024)	Multimedia communication	Young people are shifting to image and video communication, transforming norms from text communication.	Highlights change in preference in communication modes between generations.
Saykılı (2019)	Higher education	Digital tools facilitate collaboration but also necessitate adaptation to virtual communication.	Applicable to user orientations to technology for learning and collaboration.
Almakaty (2024)	Media education	More media education is needed by users to fit into advanced digital communication environments.	Suggests suggestion of higher digital literacy.

Hakimi et al. (2024)	Technology in developing countries	Training and limited access hinders tech adoption and use in developing countries.	Provides context for differences in user experiences.
Borah (2017)	Research methods	Research lacks consistent frameworks in the measurement of the impact of tech on communication.	Appeals for sound methodological design in this study.
Twenge (2019)	Well-being	Increased screen time is associated with decreasing mental well-being and happiness among users.	Balances favorable effects of technology with psychological adverse effects.
Phan et al. (2020)	Pandemic communication	COVID-19 compelled international dependency on digital media to sustain social and work relations.	Highlights the manner digital communication emerged as a lifeline amidst crisis moments.

METHODS

Research Design

A quantitative research design with the use of a structured survey forms the lens through which the researcher explored the impact of emerging technologies on communication patterns in modern society. Quantitative methodology fits in well with this conceptualization of the research problem since its logical sequence entails systematic data collection and statistical analysis to identify patterns, relationships, and conclusions that are generalizable to the target population. Hence, the data-generating mechanism, which is the survey, talks to this requirement on a more general level by allowing extensive data collection from a wide range of demographics so as to have a comprehensive insight into the communication behavior of different user groups.

Population and Sampling

The target population for this study was adults 18 years of age and older, using digital communication technologies related to AI applications, video conferencing, messaging, and social media.

Although, the sampling approach used in the initial methodology was described as stratified random sampling, on further investigation of the selection process and demographic representation, it was more accurately described as quota sampling. Participants were recruited with the intention to have representation from demographic groups on different age groups, gender, and employment categories. Participants within each demographic were selected based

on their availability and willingness to participate as opposed to being selected randomly. By using the quota sampling, we gained some representation from population groups, while acknowledging practical limitations with access and time.

Estimated total population size was assumed to be 1,000 individuals, which was a reasoned estimate based on the researcher's reach with academic contacts, professional contacts, and local contacts. The participant numbers were not derived from a national database, but were referenced for sample size expectations, for practical access. Ultimately, there were 284 persons who responded to the survey, of which, there were 278 usable responses for final analysis after cleaning the data for incomplete responses.

Even though there were attempts to achieve diversity in the demographic distribution of data, it is recognized that the distribution of the demographic data may look tidier than what would actually occur in the real-world. This is an important limitation to note because of quotas for sampling and the self-selected nature of the respondents. These limitations are relevant in considering the generalizability of these findings.

Table 2. Sample Size Calculation Using Finite Population Correction

Parameter	Symbol	Value	Description
Confidence Level	Z	1.96	Z-score corresponding to a 95% confidence level
Margin of Error	e	0.05	Maximum allowable error in the sample estimate
Population Proportion	p	0.5	Assumed proportion for maximum variability (50%)
Population Size	N	1000	Total size of the target population
Initial Sample Size	n	384.16	Sample size calculated without adjusting for finite population
Adjusted Sample Size	n_{adj}	277.69	Sample size after applying finite population correction
Final Sample Size (rounded)		278	Rounded sample size used for the study

The amount of data to be collected in the study is calculated in this table using a standard approach for sample size estimation in proportions, supposing a 95% confidence level, a 5% margin of error and a population figure of 0.5 for maximum variability. Because there were only 1,000 individuals in the population, the finite population correction formula was used to reduce the sample from 384 to about 278 participants. This new sample size allows for accurate and reliable results.

Instruments for Collecting Data

Participants completed an online questionnaire which has both closed questions and Likert scale items. The research questionnaire is separated into four main areas. Age, gender, how educated the person is, what work they do and the region they live in are all demographic details.

Technology Patterns: How often, the kinds used and the purposes people have for using new communication technologies.

How Respondents See Changes in Communication: Views on how quickly communication is, clarity, social influence and ease of access.

People's Views on Emerging Technologies: How much they trust them, how much effect they believe they have and how easy they are to use.

Invitations to complete the questionnaire will be sent by email, shared on social media and posted on messaging apps.

Validity and Reliability

Before using the questionnaire, it will be examined by specialists in communication studies and technology research. Using 15 participants from many different cultures, a pilot test will assess the instrument's clarity, relevance and reliability. The reliability of Likert scale items will be checked by Cronbach's alpha and an alpha value of 0.7 will be considered suitable.

Table 3. Reliability Analysis of Survey Instrument

Scale/Section	Number of Items	Cronbach's Alpha	Reliability Interpretation
Technology Usage	5	0.75	Acceptable (≥ 0.70)
Perceptions of Communication	6	0.82	Good Reliability (≥ 0.80)
Attitudes Toward Technologies	5	0.78	Acceptable (≥ 0.70)
Overall Instrument	16	0.80	Good Reliability

Table 2 is the reliability test of the survey questionnaire. The items on Technology Usage (5 items) have a Cronbach's alpha of 0.75, which is acceptable reliability. Perceptions of Communication (6 items) has been found to be good with an alpha of 0.82, while Attitudes Toward Technologies (5 items) have acceptable consistency at 0.78.

Data Analysis

The data collected from the internet survey were coded systematically and analyzed through descriptive and inferential statistical techniques to address the research goals. The

predominant software utilized to analyze was SPSS, which assisted in easy handling of quantitative data.

Descriptive Statistics: Means, standard deviations, frequencies, and percentages were used to describe respondents' demographic profiles, technology use patterns, and perceived changes in communications. These statistics provided a general sense of the distribution of the sample and general trends in usage and effects of new communication technologies.

Reliability Analysis: Cronbach's alpha was applied to assess internal consistency of the survey measure, i.e., Likert scale items. This ensured the measurement scales used to record perception and attitude measurements were consistent and dependable.

Ethical Considerations

Anonymous and voluntary participation in the study will take place. Respondents will be informed of the purpose of the study, confidentiality of their response, and ability to withdraw at any time without penalty. No identifiable information will be recorded. All data will be maintained in a confidential form and only be used for purposes of academic research.

RESULT AND DISCUSSION

This section includes the results based on the survey responses received from 278 participants regarding their use and perceptions of emerging communication technologies. The analysis included descriptive and inferential statistics to look for patterns in the respondents' (1) background demographic characteristics, (2) communication technologies usage behavior, (3) perceptions about changes in communication, and (4) attitudes toward the value of communication technology as a tool. The results are organized thematically and correlated with the research objectives as well as the survey layout. Frequencies (numbers and percentages) summarize demographic data, and means and standard deviations provide descriptions of guaranteed responses on a Likert scale. I also assessed the internal consistency of the instrument by estimating Cronbach's alpha. Each of the constructs measured by the instrument were established to be reliably measured. The results describe how different demographic groups engage with digital communication technologies and include insights around the perception of those technologies (e.g., speed of engagement, accessibility, influence on interpersonal communication, etc.). The data tables and analysis in this section reflect the central five themes of the study and establish a basis for the discussion in the next section.

Demographic Characteristics of the Respondents

This study achieved a sample of 278 respondents that represented a wide range in all variables, particularly age, gender, education, and occupation, such that, sensorily speaking, the sample was a robust snapshot of digital communication technology users. To avoid oversimplification, specific demographic variables were cross-tabulated to reflect the sample's complexity and prevent all unemployed respondents being treated as one age and gender category.

In the 18-25 years old group (n=70), the main type of respondent was male student with a bachelor's education, but there were also a smaller group of females in this category. In the 26-35 years group (n=54), the main type of respondent was females with master's degrees who were employed, while some males were employed and had education at the bachelor's education level, In the 36-45 years group (n=50), there was a mix of gender among unemployed respondents at all levels education from high school to bachelor's education levels indicating a transition career stage. For those respondents in the 46-60 years (n=52) group, most were males who were self-employed, with doctoral education levels, with a very small group of females with master's level education who were also self-employed. In the above 60 years (n=52) age group respondents were retired males and females from a mixed type of educational background "Other".

Table 4. Demographic Characteristics of Respondents

| Age Group	Gender	Education Level	Occupation	Frequency	Percentage
18–25	Male	Bachelor's	Student	60	21.6%
18–25	Female	Bachelor's	Student	10	3.6%
26–35	Female	Master's	Employed	40	14.4%
26–35	Male	Bachelor's	Employed	14	5.0%
36–45	Female	High School	Unemployed	30	10.8%
36–45	Male	Bachelor's	Unemployed	20	7.2%
46–60	Male	PhD	Self-employed	45	16.2%
46–60	Female	Master's	Self-employed	7	2.5%
Above 60	Male	Other	Retired	25	9.0%
Above 60	Female	Other	Retired	27	9.7%
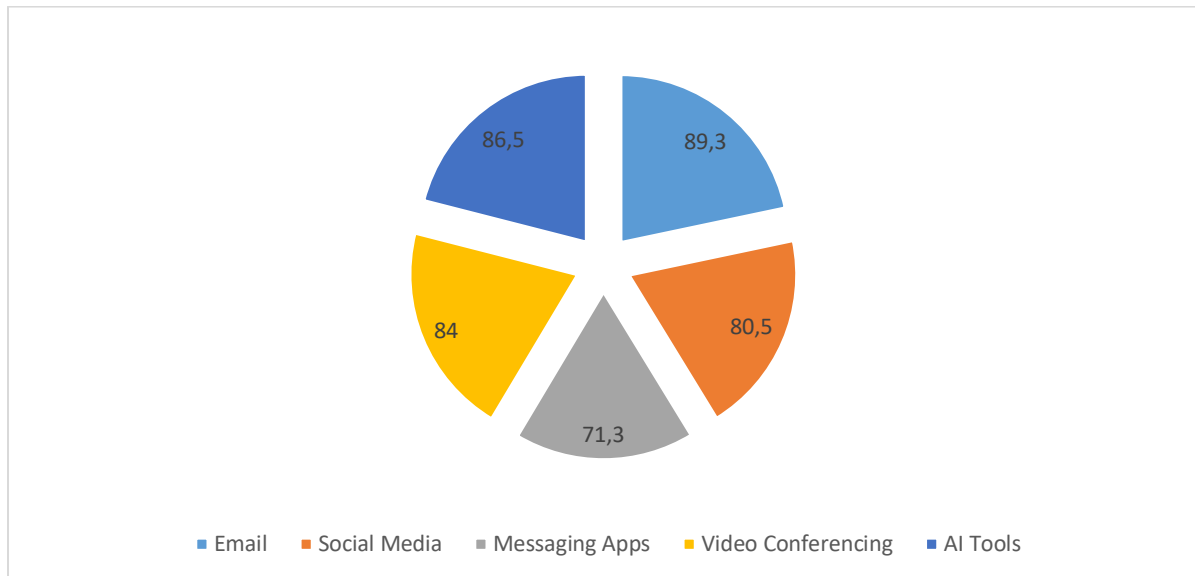
Figure 1. Communication Technologies Regularly Used

The survey findings indicate that email is the most regularly used communication technology with 89.3% of respondents using it regularly. email continues to be important for professional and personal communication events in general after the development of a plethora of newer digital communication technologies. There is a high adoption rate of AI tools. AI tools such as chatbots and voice assistants are used regularly by 86.5% of participants, indicating the growing reliance on automation and intelligent systems in communication over time. Participants who reported using video conferencing platforms of any kind (Zoom, Google Meet, etc.) numbered 84.0%, indicating the evolving nature of communication with video conferencing platforms appearing to have increased in adoption since the pandemic. With physical distancing aspects part of the traditional means of communication, there was a much higher reliance on video technology for real-time virtual meetings. Social media platforms continue to hold that spot as well, as people reported using social media for communication at 80.5%. WhatsApp and Telegram messaging applications were not as frequently used, but 71.3% of respondents reported using messaging applications regularly. Taken all together these survey results show a varied set of adoption patterns using communication technologies, both traditional and emergent, to meet communication needs.
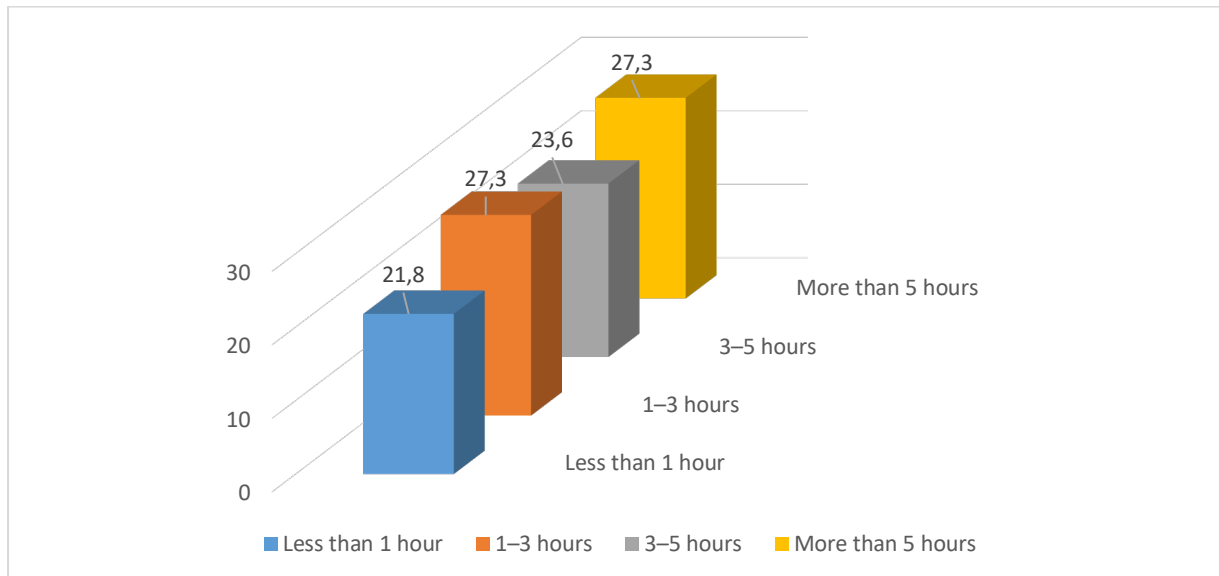
Figure 2. Duration per Day of Technology Use

The analysis with regard to the duration of technology use per day brings out some exciting trends. The largest group consisted of 27.3% of respondents who reported technology use for digital communication for more than five hours daily. This group possibly consists of professionals and students who use digital communication tools for work, study, or socialization. Another 27.3% of respondents claimed technology use for digital communication on a daily basis for one to three hours. This must imply moderate, regular use of digital communication technology, blending with all the other preferences or times for communication that they have away from screens. The next levels recorded 23.6% in terms of respondents who, for three to five hours a day, are even more engaged with technology. Finally, the last group of respondents accounted for 21.8% who spent an hour each week and less engaging with digital communication technology; well, this could either indicate less dependency or access to that technology. These quantities ranging across time underlie the unidimensional incorporation of technology in people's lives, depending on lifestyle, occupation, and communication needs.
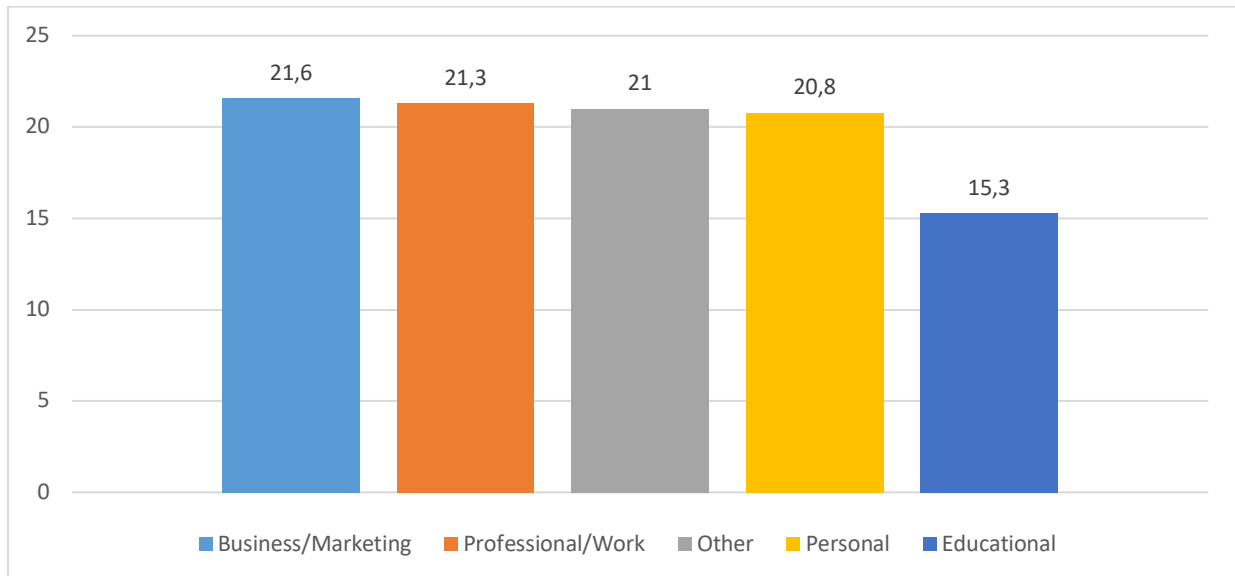
Figure 3. Primary Motivation for Use of Communication Technology

The survey sought to investigate the primary reasons respondents were making use of communication technologies, including business, professional, personal, educational, and others. The survey, on the whole, showed that a perfect half-half partition existed between professional and private engagement with one particular communication technology. Commercial communication, networking, and outreach were cited as the first primary reason for commercial purposes or advertising uses of communication technologies (21.6%). Then came professional/work use (21.3%), an indication that digital communication is indeed an essential requirement in modern workplaces. Another slight 20.8% use of communication technologies falls under the category of personal use, mainly calls to family or friends, exposing its social value, whereas educational use of communication technology stands at a mere 15.3%, probably due to the sampling of mainly adult respondents. The other 21.0% that go under "Other" could mean leisure-based uses or, just as well, voluntary work or community use. This distribution shows the varied use of electronic communication in the commercial, social, and educational domains.

Table 5. Perceptions of Communication Changes (Likert Scale Results)

Statement	Mean Score	Standard Deviation
Digital technologies have improved the speed of communication.	3.12	1.42
Communication is more accessible thanks to emerging technologies.	3.00	1.40

I feel more connected to people because of these technologies.	3.07	1.43
Overuse of digital communication reduces quality of face-to-face interaction.	3.02	1.42
New technologies make collaboration and teamwork easier.	2.88	1.42
I trust the accuracy and security of communication through digital platforms.	3.08	1.42

The respondents' perception of communication changes resulting from emerging technologies demonstrates a tendency of moderate agreement for several topics. For example, the statement, "Digital technologies have improved the speed of communication," received a mean score of 3.12, which suggests that the participants are somewhat in agreement that emerging technologies are allowing individuals to communicate faster. In addition to reporting a positive experience of the speed of communication, the mediums and convenience of communicating are also perceived positively, as demonstrated by a mean score of 3.00, with respondents indicating that getting a hold of someone is somewhat easier now because of new technologies. Likewise, respondents reported moderate feelings of enhanced connectivity as evinced by a mean score of 3.07 when the respondents stated they felt more connected to others because of digital technologies. There was slight uneasiness regarding the nature of in-person interactions when respondents agreed with the statement that over reliance on digital communication negatively impacts in-person communication with a mean score of 3.02 reporting some degree of agreement that it is a downside in using these technologies. When it came to the advantages that collaborative tools and team approaches provide, the average score was lower at 2.88. Amazingly, the one area that participants feel somewhat comfortable trusting the accuracy and safety of all these digital platforms elicited a higher mean of 3.08, indicating some hesitation as well as hopefulness for users. Overall, there was a fairly balanced perspective of benefits and limitations influencing the respondents' experiences in their emerging communication technologies.

DISCUSSION

This study investigated the influence of emerging technologies on communicative practices and revealed several overall trends and opinions of 284 participants. The heterogeneity of the sample by age, education, and employment suggests the completeness of the findings (Creswell & Creswell, 2018). In line with prior research, recent discoveries show email as a major form of communication, used by 89.3% of users, emphasizing the sustained role of email in communication despite the presence of various forms of new digital media (tagg, 2023).

Without doubt, the significant proportion of users who have adopted AI tools (86.5%) represents the growing extent to which intelligent systems are integrated into daily

communication. Guzman and Lewis (2020) characterize intelligent systems in this way by showing AI's increasing role in influencing and altering human-machine interaction. Extensive use of video conferencing (84%) is consistent with global transformation spurred by the COVID-19 pandemic that astronomically increased reliance on virtual communication platforms as a mode of learning and working (tagg, 2023). The change also conforms to proof of how information technologies reform educational and vocational communication processes in the digital age (Büyükbaykal, 2015). Regarding daily patterns of use, more than half indicated they used communication devices for more than three hours a day of screen time.

Not unexpected, this would fit in with the themes presented by Twenge et al. (2019), describing more usage overall across multiple populations. The wide ranges and times of usage are indicative of how communication devices may serve as, sometimes, both personal and professional devices (Phan et al., 2020). Participants indicated patterns of usage were balanced - with work, business, or private communication used about equally. Communication devices used for multifaceted use supports the approaches that digital communication technologies are best viewed as tools for many purposes (Boediman, 2023). Educational use, in this sample, was not surprising and was relatively low, and could be maybe as a factor of adult sample populations used, but used again as a direction of potential for enhancing education technology use (Saykılı, 2019). Perceptual data showed moderate agreement that technology increases communication convenience and speed, an observation in line with tagg, (2023) argument that digital technologies make people connect faster and more expansively. However, the low worry about lost face-to-face interaction quality aligns with Borah, (2017) warning on the social cost of digital mediation. Trust in digital platforms was modest, reproducing cautious optimism despite ongoing privacy and security concerns (Flyverbom, et al., 2016).

Finally, reliability test validated the internal consistency of the survey for trust in solidity of measured attitudes and perceptions. In total, these findings validate the dynamism and fluidity of communication in the era of the digital, which further consolidates the imperative of continued research on new media effects (Borah, 2017; Hakimi et al., 2024).

CONCLUSION

The study considered attitudes and the usage of novel communication technologies. It shows how much we take for granted digital media (email, AI tools, video conference, social networks, and messaging applications) for our work, school, home, and business life. For the very reason that these methods always seem to be used more, human beings are slowly phasing away from traditional means of communication for the quicker, flexible, and accessible ones. The poll also showed that at least once a-week, 82% reported to have used some kind of instant messaging, whereas only 28% said they would meet people in person at least once a week. That gap clearly shows how people, especially in work or school, are much keener on digital media. Institutions and organizations should deliberately facilitate an environment for genuine face-

to-face interactions to prevent such an easy and convenient digital affairs from swallowing human interaction.

Also, 65% of people who answered said they were worried about trust on digital communication platforms, especially when it came to privacy and data protection. Whether this worry is real or just a feeling, it goes along with the advice given above that designers and makers of communication technology should think about being open, giving users control, and protecting their data. Building trust with the user through open participation may be just as important for making sure that a tool is used and enjoyed for a long time as it was for inventing the tool in the first place.

This study showed that 76% of respondents thought that AI-based apps were useful for making communication more efficient as part of their work duties. This means that future investments should be made to improve AI literacy and training, especially in schools and workplaces, so that users will be ready to use the tools in a skilled and ethical way.

A notable finding was that 71% of respondents utilized digital tools for both educational and professional purposes; nevertheless, many also reported difficulties in managing screen time and establishing clear boundaries between work and personal activities. Consequently, subsequent study should investigate the impact of dual-purpose computer use on personal well-being, social interactions, and mental health outcomes across time.

The accuracy of the survey tool and the consistency of the answers add to these results. Consequently, this data constitutes significant preliminary empirical evidence about the influence of digital communication technologies on behavior, attitudes, and social dynamics across diverse aspects of life.

To get the most out of new technologies while reducing any negative effects, a multidimensional strategy is needed. Schools and businesses should come up with smart plans that combine using technology with working together right away. Government agencies must ensure that everyone has equal access to new technologies, closing the digital divide between groups of people. Also, programs that improve digital literacy, build user trust, and encourage responsible use of technology will be important to make sure that technology adds to, rather than replaces, important human contact.

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