

Digital Sociability in the Age of Social Media

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Abstract. This article explores how social media platforms have reshaped human sociability and interactions on a global scale. It examines the implications of digital communication tools on social relationships and community building. The study utilizes a mixed-methods approach, combining quantitative data analysis and qualitative interviews to provide a comprehensive understanding of digital sociability. The findings reveal both the opportunities and challenges presented by social media in fostering connectivity and maintaining social ties.

Keywords: social media, digital communication, sociability, community building, social ties

Introduction

In recent years, the proliferation of social media platforms has fundamentally altered the landscape of human interaction and sociability. These digital tools have not only transformed the way individuals communicate but have also redefined the nature of social relationships and community engagement. This paper seeks to explore the multifaceted impact of social media on sociability, examining both the positive and negative consequences of this digital transformation. Through a mixed-methods approach, the study analyzes quantitative data from social media usage patterns and conducts qualitative interviews with users from diverse backgrounds. The research aims to provide a holistic understanding of how social media influences social ties, community building, and individual well-being. By critically assessing the role of social media in contemporary society, this paper contributes to ongoing debates about the implications of digital communication on human sociability.

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References

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