



Digital communication

– why and how do we communicate online?

Digital communication today, almost thirty years after the Internet became popular in Poland, is our need and necessity. The era of digitization has brought challenges related not only to the recording and storage of data, but also changed, supplemented and modified our way of communication.

The Internet has become one of the basic communication tools based primarily on verbal communication. This type of communication is convenient and practical, although it does not always give a chance of full understanding. Thanks to the ever faster developing technology, it enables instant exchange of information between people located at any point around the world. The verbal message is sometimes supplemented with emoticons or pictures, but minimizing the emotional level. Digital communication also offers fewer opportunities to build strong and lasting interpersonal bonds. As a consequence, there may be various types of misunderstandings and misinterpretations of the sender's intentions. Nevertheless, this form of communication has many advantages. It gives you the chance to quickly establish contact regardless of where you are in real time.

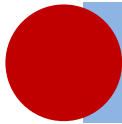
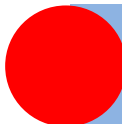



In short, communicating via the internet has both advantages and disadvantages.

ADVANTAGES	DISADVANTAGES
➤ ease and accessibility of digital communication	➤ can cause addiction to cyberspace
➤ global reach	➤ exclusion of disabled and elderly people
➤ the ability to communicate with many recipients at the same time	➤ superficiality of interpersonal relations
➤ fast transfer	➤ (apparent) anonymity
➤ facilitates overcoming mental barriers (e.g. shyness)	➤ lack of formality
➤ it's easier to hide real emotions	➤ it's harder to express real emotions
➤ saves time, money and effort	➤ continuous monitoring of the individual in each field
➤ enables the acquisition and deepening of knowledge, the development of interests and hobbies	➤ much greater risk of data theft
➤ the ability to communicate with images	➤ limited use of body language
➤ possibility of transferring multimedia files	➤ unreliable for technological reasons



Digital communicators as understood today are primarily used for communicating people. In 1996, the first communicator - ICQ was created. Today it is difficult to even list all the tools and applications that make this communication possible for us. Interestingly, most of these tools are multifunctional - you can use them to exchange opinions, send files, conduct a lecture, organize a teleconference. Therefore, it should not surprise us that - as research shows:

See how ICQ was created!
CLICK HERE

-  The average time we spend on using social networking sites and applications is approx. 2 hours a day. We allocate about 6 hours and 26 minutes a day to all activities on the Internet.
-  100 million photos are posted on Instagram every day.
-  Two new users are registered on LinkedIn every second.
-  Every year, YouTube is visited by over 1.9 billion logged in users who watch over a billion hours of videos every day, generating billions of views.
-  There are about 8 profiles per one Internet user in Poland.

Digital communication has two dimensions:

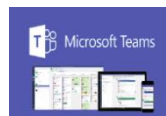


individual - in this case it is to replace the conversation, e.g.





team - in this case it is to replace a meeting (friendly, business, scientific), e.g.



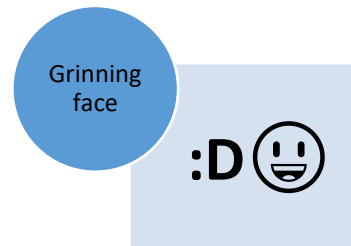
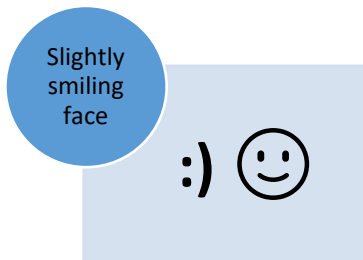
All these applications can be used for both dialogue and multi-voice discussion. You also have to remember that ...

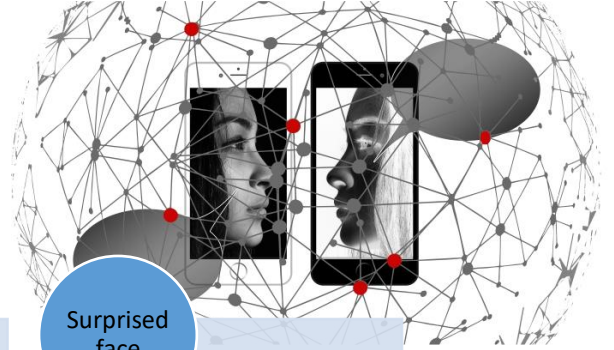
communication is more than just words!



Emotions, mood and body language are replaced by the commonly known and used emoticons on the Internet. These are ideograms composed of a sequence of typographic characters that are used to express mood on the Internet. They allow not only to prevent the misreading of the author's intentions, but also have become a way of shortening the length of the information provided to a minimum.

Here is a list of the most used:





Confused face
:\ (☹)

Neutral face
:| (☹)

Surprised face
:O (😮)

Smiling face with halo (angel)
O:) (😇)

Smiling face with sunglasses (cool)
B) (😎) 8)

Happy face
^_^ (😄)

Slightly sad face
:((☹)

Crying face
:'((😭)

Loudly crying face (sobbing)
T_T (😭) T-T

Kissing face (kissy)
:* (😘)

Just kidding face
:P (😛)


Crazy face
;P (😜)

Tired, frustrated face
-_- (😓)


Grumpy, angry face
>:((😡)

Smiling face with horns (devil)
3:) (😈)

Thumbs
up (like)

(Y) 

Thumbs
down
(dislike)

(N) 

Heart
(love)

<3 



In digital communication, all kinds of shortcuts also play an important role, which are another, after emoticons, way to limit the length of the message transmitted. Here are some examples:

- **LOL** – laughing out loud,
- **ROTFL** – rolling on the floor laughing,
- **BWL** – bursting with laughter
- **BTW** – by the way,
- **AFK** – away from keyboard
- **NP** – no problem,
- **IMO** – in my opinion,
- **IMHO** – in my humble opinion,
- **ILY** – i love you
- **IMU** – i miss you
- **IDK** – i don't know
- **IDC** – i don't care
- **TBH** – to be honest
- **W8** – wait
- **TTYL** – talk to you later
- **SMH** – shaking my head
- **OMW** – on my way
- **FYI** – for your information
- **OMDB** – over my dead body
- **JK** – just kidding
- **AFAIK** – as far as I know,
- **BRB** – be right back,
- **ASAP** – as soon as possible,
- **THX** – thanks.

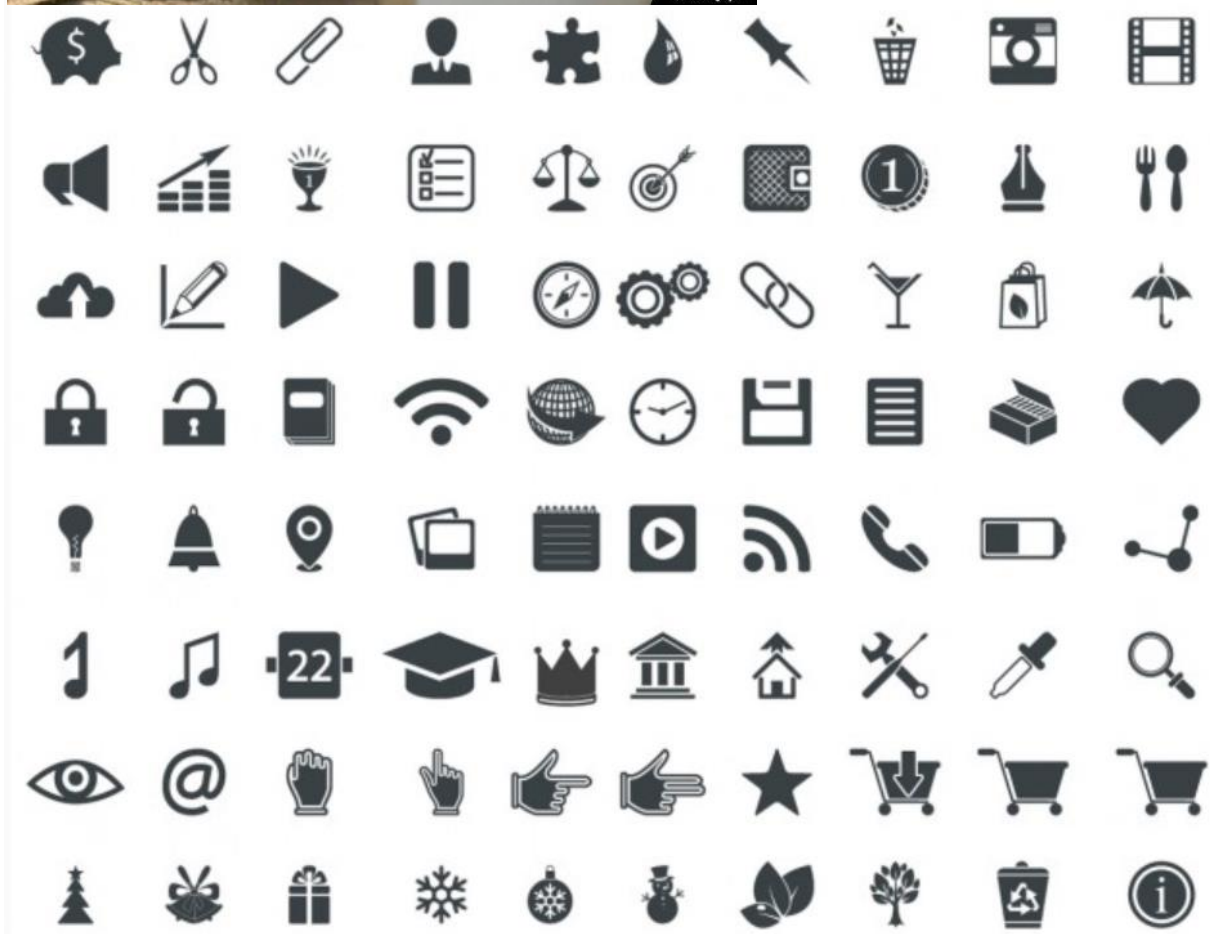


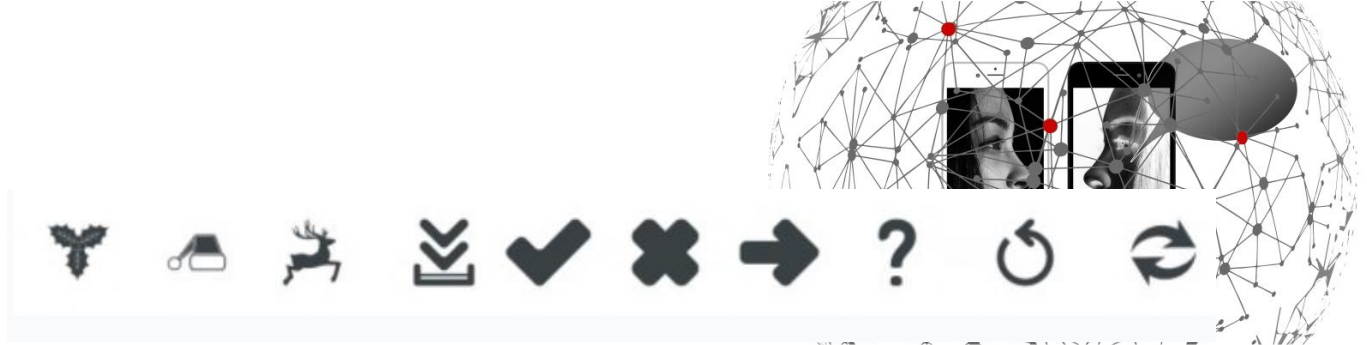
The specificity of digital communication is the use of images, including **memes**, e.g.



Check out the current memes!

[CLICK HERE](#)





Source: <https://pl.freepik.com/darmowe-zdjecie-wektory/piktogramy>

As you write, that's how they see you, i.e. linguistic politeness on the web

Digital communication also has its rules; digital savoir-vivre is called **netiquette**. Possible anonymity and unofficiality encourage freedom of expression. However, it should not be forgotten that everyone should take responsibility for their words and stick to the rules of netiquette set by a given Internet community. Its rules differ depending on which form of communication they concern (e.g. e-mail correspondence, forum, chat, discussion groups). Every time, however, the most important thing is to remember that there is a human on the other side of the screen and that he deserves respect. It may be otherwise, as Janusz Chabior presented in [the campaign against vulgarity on the Internet](#).

Therefore, it is worth remembering a few **overriding principles**:

- choose a polite phrase for the recipient of the message, because **everyone deserves politeness. But everyone different one.** (A. Mickiewicz, Pan Tadeusz),
- be precise,
- read and understand the content provided,
- follow the spelling rules,
- do not use profanity,
- don't hate,
- think twice before posting something
- respect your and others' privacy,
- avoid writing entire sentences in capital letters,
- do not write off topic,
- do not overuse the number of emoticons,
- avoid trolling¹, flooding² and spamming³,
- respect someone else's property,

¹ **Trolling** - Influencing a user to ridicule or insult or provoke a quarrel.

² **Flooding** - sending identical messages in short intervals.

³ **Spamming** - sending unnecessary messages.

- dose irony carefully,
- do not post illegal content.



For what, i.e. what tools can we use in digital communication?

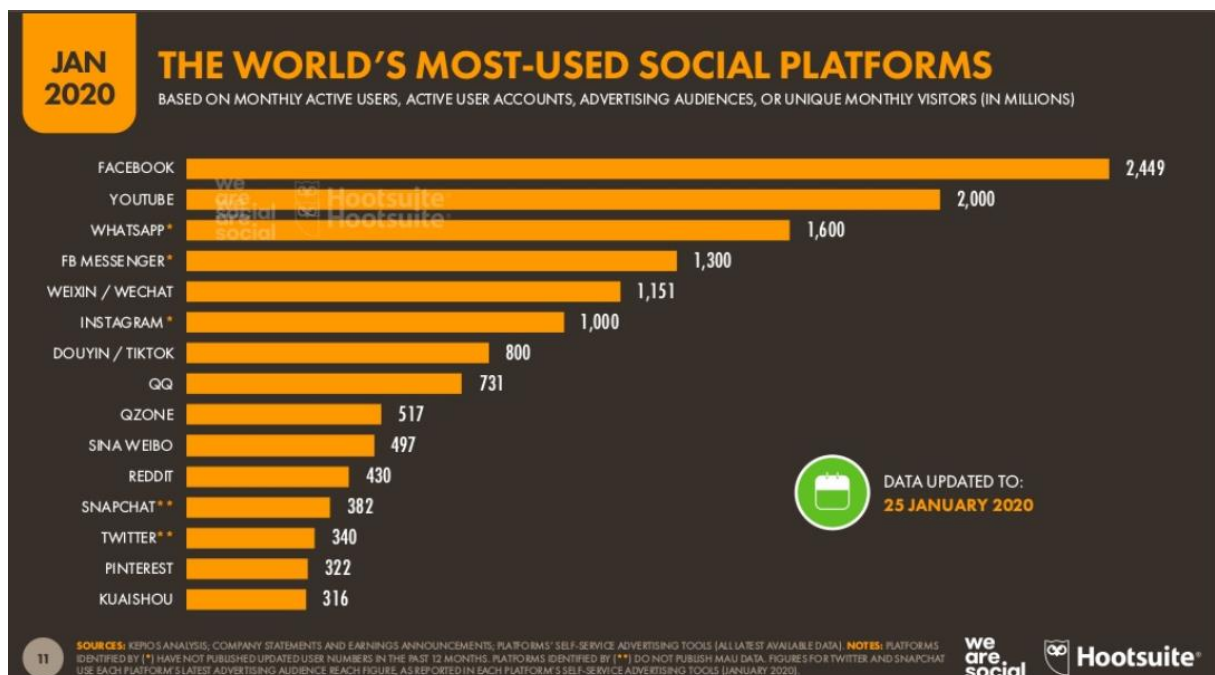
The possibilities of digital communication are huge: we can write letters (mailboxes), discuss (discussion forums), exchange short opinions (chats), find a group with similar interests, exchange information (social media), share our own reflections (blog posts), communicate within the institution where we work (intranet), meet at lectures and seminars (e-learning platforms), participate in teleconferences.

Interestingly, most of these tools are multifunctional - you can use them to exchange opinions, send files, conduct a lecture, organize a teleconference (eg. MS Teams, Zoom).

Narzędzia przydatne w komunikacji!

[KLIKNIJ TUTAJ](#)

Choose your favorite tool. Or maybe a few? Research shows that the most popular are:



Source: <https://datareportal.com/reports/digital-2020>

Communication via digital tools is today one of the most popular forms of information exchange between people. The number of free messengers that enable text, voice or video calls is growing extremely fast.

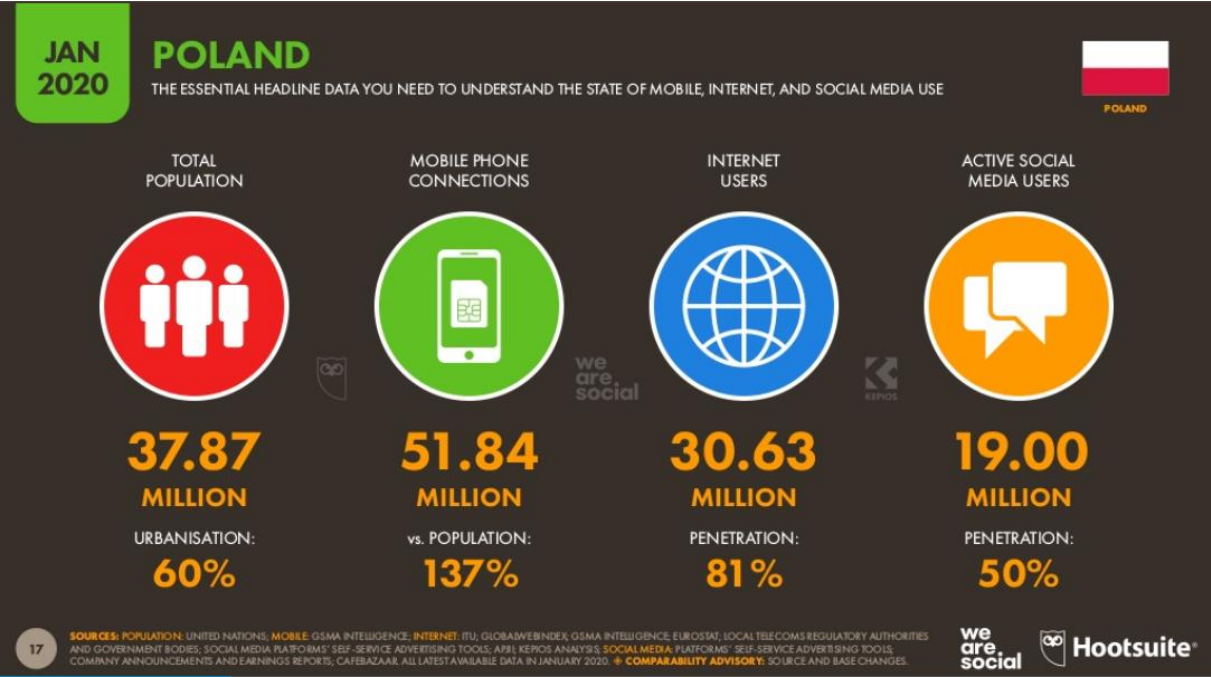
See what the IRC protocol is!

[CLICK HERE](#)

Instant messaging is softwares that allows instant messages to be sent electronically between



two or more users. In the past, such IMs (instant messengers) were available only on computers, but with the development of the mobile industry and the emergence of smartphones, as well as the expansion of the mobile network infrastructure, communicators were gaining popularity on mobile devices. The first types of communicators were largely based on the solutions existing in the IRC protocol. Nowadays, they function a bit differently, using a telephone number or e-mail address to verify the user's identity.



Source: <https://datareportal.com/reports/digital-2020-poland>