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Course Title Computer Mediated Communication

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**Raja Zainal Hassan, R. R., Hassan, N. A., Sallehuddin, I. S., & Abdul Aziz, N. N. (2020).
Facebook for intercultural communication: The foreign students' experience.
Journal of International Studies, 16, 25-37. <https://doi.org/10.32890/jis2020.16.2>**

**Lai Lee, D. K., & Borah, P. (2019). Self-presentation on Instagram and friendship
development among young adults: A moderated mediation model of media
richness, perceived functionality, and openness. Computers in Human Behavior.
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1.0 INTRODUCTION

The aims of this paper is to critically review the work that has been done by the previous researchers on the two articles by trying to investigate, to agree on some areas where we feel that they need to be challenge. Nowadays, the development of Internet technology has greatly changed the way people communicate, transcending the limits of time and space and shrinking the distance between people, bringing people from all over the world together through this small platform, thus also creating the so-called cultural collision; on the other hand, the continuous development and updating of new media have enabled people to better present themselves through this platform, while also better promoting intercultural communication between people (Hall, 1990).

Thus, Social networking sites (SNSs) have become a tool for people to express their identity, and among all SNSs, Instagram image sharing sites for self-presentation have begun to attract academic attention. In addition, SNSs, especially Facebook, enable people around the world to create profiles that highlight their personalities and therefore influence cross-cultural learning. the rapid spread and frequent use of Facebook has had a significant impact on culture and communication. Moreover, Thus, Facebook and other internet applications have been used by international university students to combat loneliness and social isolation (Lang, 2012). Aside from that, these students face difficulties adjusting to new cultures in which they live. So, People have turned to social networking sites (SNSs) to share their identities. We can say that ,Social media are interactive technologies that enable people to create and share content, ideas, career interests, and other forms of expression through virtual communities and networks.

2.0 SUMMARY OF ARTICLES

In the journal articles cited above, Raja et al. (2020) have discussed about the impact of social media on intercultural competency. while Lai Lee and Borah (2019) have critically discussed and examined the underlying mechanism of self-presentation on emerging social networking sites (SNSs) where features facilitating simulation of real-life communication are plenty. Basically, Lai Lee and Borah investigated the combined influences of extrinsic media features and intrinsic personality trait in orchestrating self-presentation on Instagram, a platform that is highly popular among young adults. In addition, Lee and Porah study the value of the research findings in terms of theory and practice respectively. it provides guidance for future research. Both the articles were initialized with context to the given titles. The titles gives an insight to the readers about the whole research.

2.1 Summary of Article 1

The first article, conducted by Raja et al. (2020), under title: Facebook For Intercultural Communication: The foreign students' experience, was aimed to study of the impact of social media on intercultural competency since individuals from various cultures have been able to process knowledge transmitted through various social media platforms.

Regardless of cultural or geographical barriers, social media has the ability to bring people from all over the world together. People from all over the world have been able to build profiles that highlight their uniqueness, platforms like Facebook, which has had an effect on intercultural learning. Facebook's rapid spread and widespread use has had a huge influence on culture and communication. The aims of this study are: 1) to analyze the experience of foreign university students that uses Facebook to communicate with their local peers 2) to examine Facebook usage pattern(s) among foreign university students in Malaysia, and 3) to determine the level of intercultural competency among foreign university students in Malaysia.

Furthermore, based on online interactions between foreign university students and their local peers through Facebook, this study measures intercultural sensitivity gains. This research aims to fill a void in the existing literature by exploring how international university students use Facebook to recognize its impact on their intercultural adaptation and providing a clearer understanding of how Facebook affects intercultural awareness and learning. To obtain respondents' feedback on the subject, this study employs a quantitative survey method. Also, This study employs the Intercultural Sensitivity Scale (ISS), developed by Chen and Starosta (2000), to analyze the communication patterns of foreign university students in Malaysia that uses Facebook as a platform to learn and cope with cultural differences. Intercultural sensitivity is an effective facet of intercultural communication competence that motivates people to understand, appreciate and accept different cultures (Chen & Starosta, 1998). Besides that, This study analyzed data from the survey of 210 foreign university students in Klang Valley, Malaysia. The findings from this study suggest that the majority of foreign university students enjoy communicating with their local peers from different cultures by using Facebook. Moreover, the findings indicate that foreign university students are confident when communicating with their local friends, and further concludes that the foreign students are culturally competent. These findings were determined by examining online interactions between foreign students and their local peers, and through Facebook usage patterns obtained from their experience.

2.2 Summary of Article 2

On the other hand, the second article written by Lai Lee and Borah (2019), under title: Self-presentation on Instagram and friendship development among young adults: A moderated mediation model of media richness, perceived functionality, and openness, the aim of this study is to examine the possible friendship development from self-presentation on Instagram. Taken together, the current study fills the gap in the literature by investigating the two streams of critical influences from extrinsic (i.e., media richness and the corresponding perceived functionality) and intrinsic (i.e., personality trait of openness) factors, and examining the nature of the combined influences on self-presentation on Instagram leading to the subsequent friendship development. Besides that, the purpose of this study was threefold. First, the study examined whether perceived functionality would mediate the relationship between perceived media richness of Instagram and the users' self-presentation behavior on the platform. Second, the study investigated whether the self-presentation would influence interpersonal dynamics of friendship development. Third, the study also tested whether the effects of the mediation mechanism would be contingent on the users' personality trait of openness.

In addition, the first part of the article analyses media richness, perceived functionality, self-representation, friendship development and the personality trait of openness, and formulates research questions and hypotheses; the second part of the article develops the research methodology and collects data; and the final step is to draw conclusions through quantitative research and demonstrate the above hypotheses through testing. Furthermore, as this study has quantitative research design so data were collected through an anonymous web-based survey in 2018 in Washington State University in the United States. Specifically, based on the concepts from media richness theory and survey data collected from 671 young adults, the study showed that perceived media richness of Instagram was positively associated with the young adults' self-presentation on the platform, which, in turn, enhanced their friendship development. Mediation analyses demonstrated that perceived functionality mediated the association between perceived media richness and self-presentation on Instagram. Additionally, tests of moderated mediation indicated that the indirect effect was stronger for young adults who were low on openness. Results underscore the importance of

identifying the underlying processes that moderate the mediation between perceived media richness and self-presentation. In summary, the five factors mentioned above are all positively correlated and the richness of media does allow for better self-presentation and a more authentic experience for the user, which makes it possible for more users to interact through the platform.

3.0 CRITICAL REVIEW OF ARTICLES

The two articles are related to computer mediated communication, Firstly both articles focus on social media, with Lee and Borah(2019), focusing on the relationship between users' self-presentation on Instagram and intrinsic factors (the personality trait of openness) and extrinsic factors (perceived functionality and media richness), and the resulting friendship development. That is, the authors analyze the factors that influence users' self-presentation on Ins and how could make them better present themselves on this platform in order to facilitate social interactions between users. while Raja et al.(2020), explore the use of Facebook by international students in Malaysia and the cross-cultural sensitivity based on Facebook as a platform. It can be said that the whole article, which is based on Facebook to discuss cross-cultural communication between people. This shows that both are related to interpersonal communication with social media, and to fully explore. We found these two articles very interesting and appropriate as we all experienced social media especially Facebook and Intstagram, they are our tools to connect and communicate with others from all round the world. Individuals who live within different cultures have been able to process information that is transferred through various social media. Regardless of cultural gaps and geographical boundaries, social media has the power to connect people around the world. Especially Facebook was created to improve face-to-face communication among university students through physical contact and virtual presence (Westlake, 2013)

Both articles possess their own strengths and weaknesses. The first article by Raja et al.(2020), have several strengths which include the respondents of the study and the validity and clarity of the paper itself. As the study conducted to study the impact of Facebook on intercultural competency, the researcher selected international students from different

cultures that use Facebook to communicate with their local peers. Thus, the study provides valid result. The article is also valid and clear in its paper. The researcher writes the paper clearly which makes it easier for the readers even from the outside of the education circle, to understand and make sense of what the researcher trying to convey. Despite having its own strengths, this article also has its weakness , Whereas, the findings helped create a better understanding on the issues that promoted intercultural communication among foreign university students. It is imperative to obtain more practical proof of the elements of intercultural communication that affects the acceptance of different cultures through the advancement of technology, amidst increasing racism throughout the world. communication. Further investigation is necessary to identify the levels of intercultural communication competency among foreigners in Malaysia. Additionally, other segments of the population should also be examined to provide better understanding on the subject matter.

On the other hand, second article, one of its strengths that presents an optimistic outcome regarding social wealth that can be created on Instagram, such that offline friendship development even with weak ties can be strengthened with self-presentation on the platform. Thus, the weakness of this study that there are need for future studies that can consider testing whether there are significant differences regarding the relationships of self-presentation and friendship development across users who choose private setting and those who choose by-default non-reciprocal setting. Despite these limitations, this study contributes to the social scientific field regarding how extrinsic and intrinsic factors influence one's self-presentation on SNSs and the subsequent friendship development among the users. The result showed that perceived functionality serves as an important mediator of the relationship by which media richness is positively associated with self-presentation, ultimately leading to friendship development.

Speaking about similarities and differences between the two articles. Both articles deal with social media and they use the same instrument which is questionnaire for collecting data. Whereas The differences are the first article on FB utilized questionnaires that were used as it was designed to collect vast quantities of data from various respondents for survey-based research. The Intercultural Sensitivity Scale(ISS) was constructed with six main measurements: self-esteem, self-monitoring, open-mindedness, empathy, interaction

involvement and suspending judgment. Furthermore, each questionnaire consists of 4 main sections: 1)Demographics, 2)The experience of foreign university students using FB in communicating with their local peers 3)FB usage pattern(s) and 4)Foreign students' level of intercultural competency. It tend to explore participants' thoughts which is a typical quantitative research. By contrast, the researchers of the second study determined to collect data in the aspects of perceived media richness, functionality, personality trait of openness, self-presentation and friendship development. All the items were assessed on a 7-point scale, ranging from "0=strongly disagree" to "6=strongly agree". Participants only need to give the simple numbers and it is a typical quantitative research. Nonetheless, both articles have provide justifications for their choice of research designs.

Moreover, the most obvious difference between the two articles, which are social media, the research objects, and its number; the discussion on Instagram and Facebook respectively; and the former's research scope is relatively large, that is, it focuses on the Ins users, and there are more than 600 users. And Facebook's research object is mainly for international students in Malaysia and there are about two hundred people. Then, we think that although the two articles both involve social interaction, they have different focuses. The Instagram article focuses on the relationship between the self-presentation of users on Instagram and intrinsic and extrinsic factors, i.e. whether these two factors influence the self-presentation of users on Ins, which leads to the development of friendships and illustrates social interaction, and how it can motivate users to be better self-presenters; for example, the study respectively discusses media richness, perceived functionality, the personality traits of openness, and self-presentation, and analyzes with each other. The Facebook article, on the other hand, focuses more on the impact of users' use of social media on cross-cultural communication, and it also seems to emphasize the communication aspect more directly, as almost the entire article is focused on cross-cultural communication; for example, the study uses international students as the subject of the study to explore the impact of Facebook use on their cross-cultural communication.

Furthermore, we think the second article is more comprehensive, thorough, and rigorous than the Facebook article; for example, the Ins article concludes with a discussion of its limitations and strengths and discussions, as well as providing references for future research, which we think is very meaningful. Finally, the authors analyze and test each other, with the

internal and external factors and self-presentation, which we think is a particularly rigorous process.

4.0 CONCLUSION

We have read and critically reviewed two articles related to Computer mediated communication. In actuality, the results of the first study contribute to a better understanding of the issue of facilitating intercultural communication among foreign university students, and in the context of increasing racism worldwide, it is important to obtain more practical evidence that elements of intercultural communication influence the acceptance of different cultures through advances in technology. In short, the second study to consider friendship development as an important social capital that can be built by self-presentation on Instagram, study results provide an optimistic opportunity that the development of offline friendships with weaker relationships can be enhanced by transmitting personal information on this platform. Thus for designers of SNSs that aim to improve social connections between users, goals aimed at improving the perception of functionality are an appropriate direction. To conclude, we agree and believe that Social Media plays a crucial role in connecting people and developing relationships besides that we find these two articles interesting because they talk about how social media has managed to bring together people of different cultures, whether local or foreigners, people interact well on social media and we fully support it.

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