

SMARTPHONE APPLICATION EFFECTS ON USER'S INTERPERSONAL COMMUNICATION SELF ESTEEM

Eric Stenly

Master Student, Public Relations and Promotion, Ege University, İzmir; Turkey

Email: stenly.eric@gmail.com

Abstract

The use of a smartphone is no doubt increasing, especially in this digitalization era. Younger people mostly use it because they highly rely on online technologies, as a place to get information faster and mobile, by using various kinds of a smartphone application. There are at least six kinds of smartphone applications' categorization, such as social networking sites (SNS), gaming, business, education, entertainment, and traveling application. These vary is useful for interpersonal communication to fulfill their beliefs, preferences, and emotions through self-esteem. This study aim is to examine the relationship between smartphone application use and interpersonal communication self-esteem based on Maslow's need. This study was a qualitative research approach, collected from a literature study of public journals related to the use of smartphone applications. Smartphone application use was equal to self-esteem quantity in the interpersonal communication field. The various smartphone applications contributed to increasing their interpersonal communication's self-esteem.

Keywords: Interpersonal communication, Smartphone, Self-esteem, Youth

Abstrak

Peningkatan jumlah penggunaan *smartphone* tidak diragukan lagi, terutama di era digitalisasi ini. Pengguna *smartphone* sebagian besar adalah anak muda karena mereka sangat bergantung pada teknologi *online*, sebagai tempat untuk mendapatkan informasi lebih cepat dan secara *mobile*, dengan menggunakan berbagai jenis aplikasi *smartphone*. Aplikasi *smartphone* dapat dikategorikan setidaknya menjadi enam jenis, seperti situs jejaring sosial (SNS), *game*, bisnis, pendidikan, hiburan, dan aplikasi perjalanan. Berbagai variasi aplikasi ini digunakan untuk melakukan komunikasi interpersonal dalam hal memenuhi keyakinan, preferensi, dan emosi mereka melalui harga diri. Penelitian ini bertujuan untuk melihat hubungan penggunaan aplikasi *smartphone* dan harga diri komunikasi interpersonal berdasarkan teori kebutuhan Maslow. Penelitian ini adalah pendekatan penelitian kualitatif yang dikumpulkan dari studi literatur jurnal yang terkait dengan penggunaan aplikasi *smartphone*. Penggunaan aplikasi *smartphone* sama dengan kuantitas harga diri di bidang komunikasi interpersonal. Berbagai aplikasi *smartphone* berkontribusi dalam meningkatkan harga diri komunikasi interpersonal mereka.

Kata kunci: Komunikasi interpersonal, Remaja, *Smartphone*, *Self-esteem*

INTRODUCTION

People are now living side by side with mobile technology as it is rapidly increasing in everyday life. About 80% of internet users own their smartphones (Bosomworth, 2014). This situation occurs people to be more in need of mobile technology that is mostly used, in this case, smartphones. Moreover, about 89% of users are using mobile while the other 11% spent on websites (Bosomworth, 2014). Smartphones can always be accessed to the Internet, and it becomes sufficient because it is a handy device.

Smartphones develop all kinds of applications that could be freely downloaded. If the users needed more of its features, they could pay for the whole package for a year or so. There are two types of mobile smartphones operation system that is commonly used, which is Android and IOS. Thus, categorization of smartphone applications are as follows: Gaming apps (Clash of Clans (Android & IOS, Temple Run (Android & IOS), Solitaire (Android & IOS)), Business apps such as billing, buying, booking, sending emails, tracking working progress, for example, Adobe Acrobat Reader (Android & IOS) or Facebook Pages Manager (Android & IOS), Educational apps, such as Duolingo (Android & IOS) or Lumosity Brain Training (Android & IOS), Lifestyle apps (Tinder (Android & IOS), Entertainment apps (Netflix (Android & IOS) and Dubsplash (Android & IOS)), and Utility apps or myAT&T (Android & IOS)). Travel applications, such as Google Earth (Android & IOS) or Uber (Android & IOS) is the best application suggested for traveling-lovers users.

Previous researchers examined that the highest used application was Google, then Downloads and Weather, with App Stores, Games, Maps, and Weather, the next most top used among youth in South Africa (Uys et al., 2012). Malaysian youths of university students mostly used Facebook as their media for sharing reference and exam results (Qadri, Abubaka, & Ibrahim, 2015). While in Turkey, the top ten applications used in smartphones are finance, photography, communication, and social networking sites app (SimilarWeb, 2019).

Smartphones provide easy access to any information connected to the internet, send and receive emails, access social media applications, and smartphones are also equipped with the ability to take photos, play games, play and record audio or video, etc. (Bisen & Deshpande, 2016). Thus, slowly but sure smartphone development affects the user's daily life. It is mostly known as stress, as their factors. Stress includes addicts that often relieve stress and escape from reality (Young, 1999). Emotional intelligence, self-control, and self-esteem are also other factors. Therefore, which personal factors affect online addictions is not entirely clear (Khang, Kim, & Kim, 2013).

Most importantly, casual communication is more of the problem (Lenhart, Purcell, Smith, & Zickuhr, 2010). Younger people may be likely to be smartphones addicts. A recent study conducted by (Pratama, Iqbal, & Tarigan, 2019) found out that most activities using smartphones of younger people in Indonesia were interacting through social media, surfing the internet, watching videos or movies, and listening to the music.

The people fulfill their beliefs, preferences, and emotions need to do interpersonal communication by using a smartphone. This user's needs can be simplified as biological and physiological, safety needs, love and belongingness needs, esteem needs, and self-Actualization needs. Biological and physiological, safety needs are more premier needs; everyone needs this fulfillment. Love and belongingness needs; esteem needs are psychological needs. The last, self-actualization needs are more self-actualization needs. Thus, this study aim is to examine the relationship between smartphone application use and interpersonal communication self-esteem based on Maslow's need.

LITERATURE REVIEW

Interpersonal Communication and Smartphone Application

Face-to-face communication occurs when two or more people join each other in maintaining a single mutual focus of cognitive and visual attention, requiring special communication privileges (Goffman & Schneider, 1964). Face to face communication is one of interpersonal communication, reflected by the contents of most interpersonal communication textbooks (DeVito, 1991), which emphasize self-concept and impression management, perception, listening, emotional communication, self-disclosure, verbal and nonverbal expressions in general and in various settings — workplace, family, public, close relationships, conflicts, and computer-mediated interactions.

The communication process needs components such as sender, message,

medium, receiver, and feedback with its noise, Environmental Noise, Physiological-Impairment Noise, Semantic Noise, Syntactical Noise, Organizational Noise, Cultural Noise or Psychological Noise. A smartphone application becomes a communication media if the user uses the application during the communication process. The smartphone application creates cultural noise if the user's smartphone skill is limited. The cultural noise found as an inability on how to use the smartphone application, so it affects the communication progress or the lack of information from the smartphone application update.

A study among China's active smartphone users (Sun et al., 2017). The top ten most downloaded applications in their correct order are Taobao (shopping), Wechat (messaging), QQ (social network), Gaode Map (navigation), WPS office (word-processing), iQiyi (videos), Alipay (mobile payment), WIFI master key (free wifi access), Baidu (search), and Toutiao News (news service), with the highest satisfied needs in WIFI (99 percent of useful needs), Taobao (52 percent of low-cost needs), Alipay (40 percent of security and 15 percent of self-actualization needs), iQiyi (13 percent of hedonic needs), Wechat (55 percent of social needs), and Toutiao News (65 percent of cognitive needs). This research implied that the most used smartphone application differed in each of the users' psychological needs. Messaging and social networking sites applications were in the top three. This also indicated that communicating through smartphone application media is highly needed.

Self Esteem

Attitudes were defined primarily in terms of emotional or evaluative reactions. They constitute our reactions of approval or disapproval, liking or dislike, for social practices, habits of behavior, categories of people, political policies, public figures, and others (Rosenberg, 1965). The surrounding approval or disapproval conducts the self-esteem form.

Self-esteem can be increased by achieving more significant successes and maintained by avoiding failures, or by adopting less ambitious goals: 'to give up pretensions is as blessed a relief as to get them gratified' (James, 1890). The more Smartphone users avoid failure, the self-esteem automatically increased. However, if Smartphone users adopt less ambitious goals and less surrounding support, the quantity of self-esteem decreased.

There are six factors of smartphone usage in a study on Korean college students (N. Park & Lee, 2012), such as caring for others, following popular trends, communication, information, accessibility, and passing the time. The interface includes chatting and passing the time through smartphones where students can socialize with others, contributing to improving emotional and psychological well-being (self-esteem, loneliness, and depression). The study stated that Korean college students, who are active smartphone users, are likely to show lower levels of loneliness and depression and maintain higher self-esteem (N. Park & Lee, 2012).

Maslow Media User Needs

Maslow's needs implement in almost all life concepts, including social media users' lifestyles.

Physiological needs

Physiological needs are the most substantial needs. If a person impoverished its requirements, these physiological ones would come first in the person's search for satisfaction (Maslow, 1970).

Safety needs

When all physiological needs are fulfilled and are no longer controlling thoughts and behaviors, the demands for security during smartphone use can become active. Safety from social media or smartphone dangerous physical and social situations are an urgent matter of user's safety needs.

Needs for love, affection, and belongingness

The first need has been satisfied, thus followed by the second up until the third has been fulfilled, and so on (Curtis, 1986) so the next step how the people reach their need for love, affection, and belongingness and get their overcome feelings of loneliness and alienation. Need for love and to be part of a group -family group, peer group, friendship group in smartphone use can increase the connection or joining many groups is the way of how the user fulfills their love, affection, or belongingness.

Needs for esteem

The need for esteem affects how

the people get confident, and the confidence will raise the frequency of interpersonal communication by the quantity of the status and how many people like the uploaded file through a smartphone.

Needs for self-actualization

The key to self-actualization is that I can master and advance capabilities and become a better person through smartphone use. (Maslow, 1970) self-actualization is a process an individual undergoes through life, even most mentally healthy individuals follow a path called growth motivation that allowed them to self-actualize and realize their true potential as they grow older and mature

According to (Riyanto, 2017) there is a relationship between the user's desirable needs in consuming media with their satisfaction obtained in consuming media; in this case, any smartphone applications. It is stated that smartphone enables the US and young Korean users to achieve self-confidence and to feel a sense of belongingness in a communication circle. Thus it raised self-esteem (Kang & Jung, 2014).

METHODS

This research is a conceptual study with a qualitative research approach. A qualitative research study is a method of exploring and understanding the meaning derived from social or humanitarian problems by several individuals or groups of people (Creswell, 2009). A literature study

completes the data collection method in this research. A literature study is done by reading and studying several scientific journals and books to get the theoretical framework that became the foundation of this study. (Aspers & Corte, 2019) suggests that qualitative research is about questioning the pre-given (taken for granted) variables, but it is thus also about making new distinctions of any type of phenomenon.

RESULTS AND DISCUSSION

According to (Stenly, 2017), smartphone applications that were used most up to 5 hours per day are social networking services (SNS) app, such as Facebook, WhatsApp, YouTube, Instagram, and Twitter. Indifference for youth, they spent more time than others, an average of 16 hours with a maximum of 22 hours of social networking access per day (Uys et al., 2012).

Users used it for sharing photos and videos or updating status information. (Lobinger, 2016) points out three central communicative modes of photo sharing, such as 1) talking about images, 2) communicating visually, and 3) phatic photo sharing. Photo sharing through SNS, in this case, is to communicate visually to express themselves because photos that were mostly shared were selfies (Doğan & Adıgüzel, 2017). Posting selfies give a chance to choose which aspects that the participants would like to emphasize. Thus it positively affects their self-esteem (Shin, Kim, Im, & Chong, 2017).

Another research that examined the self-esteem and narcissism on SNS, collected from 100 Facebook users at York University, found out that the more significant online activity related to higher levels of narcissism and lower levels of self-esteem (Mehdizadeh, 2010). Aside from that, low self-esteem individuals are correlated with a higher amount of self-promotional content on their Facebook pages, such as View Photos, About Me, Status Updates, or Notes.

The self-esteem of using gaming applications in other ways depends on what game the participants are playing. According to (J. H. Park, Han, Kim, Cheong, & Lee, 2016), self-esteem in the real-time strategy (RTS) games is the highest among other games, such as role-playing games (RPGs), massive, multiplayer, online role-playing games (MMORPGs), and first-person shooter (FPS), especially when the games are more enjoyable. (Birk, Mandryk, Miller, & Gerling, 2015) added that players' self-esteem is affected by their motivation needs that are satisfied during play.

A business application used in a smartphone specifies based on the users' needs. It is useful for an entrepreneur to take care of a 24/7 business through technology. For example, they will have installed install Control, Dashlane, HelpScout, Dropbox, Evernote, and many others. It is mostly used for branding, building recognition, monitoring customer engagement, and managing everything in one go. According to

(Potgieter, 2012) entrepreneurs or any business users must have the capability in performing business in general, which is employability attributes, such as self-management, resilience, self-efficiency, sociability, proactivity, cultural competence, entrepreneurial orientation, emotional literacy, and self-esteem.

A study by (Potgieter, 2012) found out that self-esteem had a significant positive relationship with employability attributes. Self-esteem is related to resilience, proactivity, self-management, emotional literacy, and sociability. These attributes were common in using such a business application because the users need to be self-managed enough to undergo significant progress and the optimal final results. According to (Potgieter, 2012) in achieving business goals, people with high-esteem should be able to manage their business efficiently.

One of the educational application is Duolingo, a language mobile learning application. It has up to 30 million registered users. Duolingo is similar to a social network site. It lets the user follow other users and vice versa. There is also a discussion board that could be commented on by the users. All the people (followed by the user) will appear on a list called "leaderboard" that shows their points (Duolingo XP) obtained weekly. This activity leads to the users' increased levels of confidence in learning a new language (Vesselinov & Grego, 2012). Thus it higher their self-esteem. The higher the score they reached, the

higher the points they got, so the higher rank they had. According to (Coudeville et al., 2018), it is noteworthy that self-esteem was a significant positive predictor of self-confidence.

An educational application can further students to be aware of the benefits they might encounter (Singh & Samah, 2018) that can learn anything at anywhere and anytime, as well as encourage students to involve in learning any kind of activity. This condition also leads to their high motivation in studying. The correlation analysis revealed that self-esteem subtests correlated positively with the intrinsic motivation in Turkey's gifted students, especially among the fifth graders' students (Topc, 2018).

Netflix, as an entertainment application, has over 160 million subscribers worldwide (Netflix, 2020). It is an internet TV network but then had its mobile application version. It has international content consisted of various movies, TV shows, or serials that released outside of a date-and-time schedule. A research conducted by (Lamkhede & Das, 2019) revealed three different mindsets in which Netflix users interact with the web search column, namely, Fetch, Find, and Explore.

In doing Fetch, the users have a clear intention of a specific item to stream. In Find, the users have formulated their entertainment needs, but they do not have a particular question in mind. While in Explore, the users typically

enter much broader queries to explore the content in that general area. This kind of application, as a medium and a new communication media, have become the primary source of information for users (Irwansyah, 2017). Thus it will interfere with a more meaningful experience that leads to the users' self-esteem.

When traveling, people tend to search for the travel itinerary, besides the information of the headed destination. According to (Murphy & Chen, 2011), almost 80% of people are searching for information regarding travel destinations and accommodation. Traveling application that serves travel information among others are Uber, Detour, Kayak, Airbnb, Loungebuddy, and others. Nowadays, people are searching for a more "feeling at home" hotels (or hostels) and "a typical place to stay" rather than staying in a hotel served by uniformed employees (Liu & Mattila, 2017).

Research conducted by (Lee & Hyun, 2015) implied that many travelers feel lonely when being away from home. This condition leads to negative consequences on guest experiences, especially on their psychological well-being (Liu & Mattila, 2017). By staying in a "homey-like" place, people will be satisfied according to Maslow's hierarchy of needs. Thus it also fulfills the need for self-esteem.

CONCLUSION

Smartphone applications support user's daily life needs in every sector, economic, social, culture, politics self-

confident, and ideology. Smartphone effects on interpersonal and group or corporate lifestyle. Smartphone application use is equal to self-esteem quantity in the interpersonal communication field. The more various smartphone application used, the higher self-confident can be relieved. However, if the user uses the Smartphone less, the smartphone cannot develop their self-esteem development well. Gaming, Business, Educational, Entertainment, and Travel apps support the user needs during interpersonal communication. These smartphone applications contribute to increase information absorption or solve the problem so the user can reduce their communication anxiety and increase their interpersonal communication self-esteem.

Many factors can affect interpersonal communication self-esteem. Physiological needs tend to reflect essential communication need such as attention and good listening skill, positive response, having excellent skills, and capabilities. Safety needs related to non-physical needs like sound reinforcement and confession of good condition and capabilities. The communicator feels safe and perceives about their good condition so it can effect on their communication style. Needs for love, affection, and belongingness during the communicator process tend to get received love, affection, and a sense of belonging.

Smartphone application like gaming, business, educational, entertainment, and travel apps support makes the user

feels safe and shares with another friend about knowledge in the communication process. Smartphone applications also help the user to communicate well and support each other by its content smartphone, so smartphone users have a lifestyle confident and self-esteem. Then, the user has a good perception of themselves, so it increases self-actualization. A smartphone can make the users understand another user's friends feeling from social media, have more self-confidence and self-aware, develop ideas and inspiration so they can learn new things, is the way of reaching self-actualization.

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