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The Social Interaction in Virtual Media

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Abstract. As the virtual media emerged and disseminated immensely ; specifically in the last ten years of the twenty-first Century, through innumerable channels and virtually broadcasting pages, as strong equivalently as the traditional mass media in almost life critical domains and areas ; as a result and feature of the technological progress. The technology of the twenty-first Century gave to hands a wide reach and availability of information, it allows people and communities to participate even in producing and making influential public opinions towards local and international issues and topical; as ways of social interaction behind devices screens. Technology and changes create a sort of circumstantial adaptation which did not exist before. Furthermore and notably, the traditional mass media amid this advance; they specify regular corners and a considerable space for the virtual interactions of intellectual and popular society categories ; through the worldwide known media and interactive gates. and they give an increasing as well remarkable concern, and sometimes they are used as a referential and reliable base to these social interactions. Through this paper, we intended to spotlight on the interactive role of society in the virtual media, additionally, to expose to what extent can the virtually-made public opinions as well interactions can affect the statements and decisions in reality, on local and wider levels.

Keywords. Society, virtual media, interaction, Arab spring.

1. Introduction

Before twenty years ago, people and communities in the world had no other entries and resources access for information but the traditional means of information and communication. It is remarkably and largely agreed that those entities were no more as recipients of information with rare public opinions echoes and feedbacks. These obstacles of the popular reaching of information resources were in major presented in the daily life events, political occurrences, social and economic issues characterized with insufficient clarifications and full provision of information around the interactions and events of all levels, locally and internationally. Within the continuous huge technological advance of the twenty-first Century, this last brought also other radical changes and additions to the world of communication and information, through developed smart cell devices, applications and tools for the sake to access information and communicate across all the continents as well.

This progress in technology provided easy interconnection and reach for people and also to information, not only that, but this communication technology gave rise to the amount of social and popular awareness of communities towards life interactions, and they became well surrounded with information ; through the increasing provision of information and their quick spread in record time. The easy accessibility of information tools in society units ; lead to a

social contribution in daily occurrences and changes in all areas of interest and interaction in a remarkable improvement. With reference to all these features, we would thus, inquire to what extent can social interactions in virtual media influence the occurrences course, and how can they contribute in making critical decisions in various areas and fields?

1 Highlights on concepts

1. 1 Social Interaction

Life progress in all domains, it brings not only technologies for domains, but it also provides an emergence for some phenomena which are generated from the new adaptation with these changes. The technology advances of the twenty-first Century in communications field, give an easy reach and accessibility for knowledge and information as well in the hands of community units. The communication tools come in many and various forms ; which people use continuously. The communication technology and services created hence, multimedia means and platforms to know, connect and to interact with the surrounding realities and events. These interactions actively, occur in most life domains, where people interact and express their interests, opinions and popular perspectives around issues virtually ; throughout mass media, which formed a socialized groups of different orientations, beliefs and backgrounds around certain issues and topical.

Social interaction is one of various forms of expressing and dealing with the daily course of events and news, and it takes a place within society members, thus, it is a new form as well concept made by the effects of technological development in communications area and media. Simply and according to a sociological understanding ; in sociology, social interaction is a dynamic sequence of social actions between individuals (or groups) who modify their actions and reactions due to actions by their interaction partner(s). As a new form of societal groups communication, social interaction takes an increasing amount of scholars interest in the phenomenon. The impact of the new phenomenon in social and communicative area is immensely and increasingly seen through its virtual media channels. Initially, the social interaction contributes in shaping a social awareness toward certain phenomena and common issues. The popular and social interactions take, additionally, many kinds accordingly with the nature of phenomena and occurrences. As stated by Gamboa in Sociology, for him, the most common forms of social interaction are exchange, competition, conflict, cooperation, and accommodation. Furthermore, the intensive and powerful social interaction around the common changes and realities also give a large influencing impact to such levels, much clearly through its channels.

2.1 Virtual Media

Virtual Media means represent another interface and barely strong alternative multimedia platform to traditional means of information. As result of the huge and progressive development of the entire world areas, these technologies also give an immense share to communication technologies. In a chapter of Internet politics Handbook, it is reported that the potential of online media generates a multitude of responses and reactions.

The over generalized scope of internet use and spread across the globe within the features of a globalized world, gives a direct and doubled increase in mass media networks.

Through these technologies, mega global technological companies invested in communication tools through providing multiple media tools for the sake to enable access information and interconnection, globally, as a feature of globalization and world openness. Murphy and Childs see that, as these technologies expand, so does access to users' thoughts, feelings, and actions expressed instantaneously, organically, and often publicly across the platforms they use. The

entrance of virtual media means utilization ; marks a new age in the light of developed technologies.

From a profound perspective, now, people almost have an easy access to knowledge about the surrounding interactions, additionally ; these information technologies produced a new sort of social interaction which contributes increasingly in bringing change and making reliable public opinions in different affairs, mainly in social and political class with sorts of influence.

The new ways and means of communication represented in social media are considered as a major milestone until the two first decades of the twenty-first Century ; in terms of approaching people and communities ; as well ways of reasoning and mentalities, through sharing ideas and convictions in all life domains. In the other hand, people across the globe parts are interconnected and interacting.

2. Virtual Media Fields

The virtual media impact and span reach, not only the community realities, but to vital life domains. People on different levels interact, exchange and express their opinions and affiliation trends through virtual media tools through unlimited access to information and knowledge, and on different levels as well. The penetration of virtual media in all life domains ; also reflects the imposed presence of globalization aspects, through the worldwide communication linkages. According to Olowo, the increased globalization is said to be the result of development in media. Thus, virtual media fields are identified according to the fields of activities, rather it does not exclude any field.

The virtual media emergence along the last twenty years, changed life patterns, through bringing new ideas and methods of servicing and informing in several sectors. The new virtual performance and activity resulted updated ways as well contemporary concepts, hence. In education, the virtual media brought as well innovates new unparalleled opportunities for learning and information access. Education and learning are taking large and developed patterns throughout the virtual world ; since development in all domains requires an adaptation with changes. A virtual learning environment integrates a variety of tools supporting multiple functions: information, communication, collaboration, learning and management. To expand, the virtual learning provides to learners of different categories, reachable facilities in terms of information and knowledge quantity and quality as well.

As people and communities cope with the surrounding circumstances, so that the virtual media services and activities. Depending on some unexpected circumstances and occurrences, globally, universities and educational institutions resort to the virtual learning platforms to pursue their performance, activities and services. Additionally, universities, within the framework of scientific and research programs and activities change and adapt their schedules and ordinary programs to the virtual bases, in the virtual media world era. As a case in point, the global pandemic crisis give rise to an updated pattern of learning and conferencing, due to the preventive procedures of social distancing, as universities and institutions shift to the virtual teaching and organizing virtual conferences. Contextually, a set of authors asserted that virtual conferences can offer more than an alternative to conventional face-to-face events.

Such virtual patterns have a prominent role in conducting and facilitating these virtual activities, contextually, they are established as alternatives to cope with the ongoing pandemic crisis, and in the other hand, is to ensure the the continuous process and activity of scientific and learning mobilization and performance.

3. The influence of virtual media in social interaction

3.1 Influence on the cultural field

People within society large parts, use the different virtual social media platforms to interact and get information through which. The virtual media give in parallel a sort of openness on cultural features of various external societies and enhance the mutual exchange and connections. As part of his Encyclopedia, Arlt provided that the forms of interaction or cultural exchange and the distribution of cultural products, the frames and the perspectives of cultural interaction in a world being transformed by new technologies [...]. The social and state utilization of the cultural outputs of the virtual interactions grant wider opportunities for the major sectors of any state, based on the interrelated links and reflections between sectors.

The interactions in the cultural aspects, virtually, hence generate and strengthen the consciousness at the interacting society categories, either with the cultural heritage and history and increasing concern throughout endeavour to display them through these virtual platforms, moreover, it is specifically stands for explore popular traditions of their or others communities.

To expand, and as features and influence of the virtual media, it formes an opportunity to contemporary generations and internet users across countries, to search for their cultural and civilizational history and displaying in virtual groups and pages. Therefore, the virtual space is two-way world for the cultural exchange. As a way to illustrate influence of social media around, Sawyer in this perspective argued that new social media is an important part of our lives because it promotes the interconnectedness and interdependence of our culturally diverse world.

The virtual media influence on the cultural fields represents part of a huge impact on other critical fields, this influence shapes a presence in an integrative manner ; which cannot be implicitly, neglected.

3.2 Influence on the social field

Social media is taking a regular increase in impact and necessity, in different life areas, as clarified by some specialists; new media has been the main force accelerating the development of globalizing society with its digital, convergent, interactive, hypertextual, and virtual nature, has brought human interaction and society to a highly interconnected and complex level. The virtual social media means and platforms imposed new patterns of living with its massive spread and presence, and the diversity of society members gives various virtual interactions,

The introduction of communication technologies and forms enable easy and fast connections and information as top priority and objective. The emergence of virtual media collection immensely, dates back approximately to the second decade of the twenty-first Century. People started to recognize and use different platforms for connection as Facebook, Twitter, LinkedIn, Instagram, Google+ and among others , are considered as the most popularly common used gates for communication in the twenty-first Century.

3.2.1 Facebook:

The most world popularly used platform by more than 2.60 billion users. Facebook is defined to connect and get information, and it is seen as a whole virtual world. Facebook represents the top of virtual globally spread platforms, it entered to function officially in the entire globe, in 2006. This widely spread virtual platform, is not restricted to popular access, but it became a strong base for traditional information platforms, for news, business, as illustration. The application of Facebook span to multiple life realities and sectors, and it goes beyond innumerable uses rather than communication. For instance, the traditional mass media moved to precise a large platform to transmit and deploy news, updates and various services,

virtually. Facebook is not meant to be a network professional, but it is more and more used for professional purposes.

Facebook techniques have multiple employments, people in the societal communities are more socialized, and this virtual technique accompane them in their daily lives routines and practices. Thus, it is largely agreed and observed that Facebook has an influential presence and power over all life areas.

3.2. 2 Twitter:

With almost the same protocol as Facebook, but with a scant distinction. Twitter was created by 2006. It is suggested to come the second most interactive social media, after Facebook. Twitter communication platform offers the possibility to a person or an NGO to reach a large audience, whether through broadcasts, by interacting with Internet users or by listening to them.

People express their interactions toward occurrences through ‘ tweets ‘. In news and information corner, Twitter, hence, extended news virtual pattern, on the hour. Twitter becomes a system where news is reported, disseminated and shared online in short, fast and frequent message.

Twitter is largely used by authors, actors and bloggers too. Presidents and officials use Twitter gate also, to meet public with updates and interaction, and to address their people, especially for electoral compaigns reasons. As tweeting became a ubiquitous and vital campaign strategy. This modern pattern is used to approach to their people and communities. And people use back these virtual platforms to make their concerns reach for government and officials.

Twitter is famous for the concept of interaction ‘Hastag’, for making some notions, tendencies more spread and shared. Later, this trendy particularity stretched to the other various social media.

As these virtual media means became an imposed reality, in the other hand, these multimedia platforms brought new terms, as well, and they became part of the daily language, and even in formal context.

3.3 Influence on the political domain

As social media deepens tremendously into communities, its utilization is no more limited to daily messaging, or interactions in groups and pages, but it penetrated into political movements and interactions of the state and the world, through the interacting societal individuals.

Again, Globalization features are seen in communications openness on communities of the different continents, as a realization of globalization objectives. With this advanced globalization patterns, the virtual social media means represent a radical change in people’s life styles. Globalisation itself was not possible without new information and communication media.

Amid the continuous updates of virtual media tools, people, hence are not just in the role of occurrences followers as they used to do with the traditional means of information. Gradually, people accede in huge mass into the political scope of their countries and global scopes around.

With the twenty-first Century communications advances, and the increasing influence of social media means on societies and people, there are unlimited series of changes, the virtual social media was the first environment, container and launchpad for such events.

Virtual social media became a political platform. Facebook, Twitter and various virtual multimedia sites provide a free space for debates and interactions around political issues and

occurrences, internally and globally. Therefore, obviously mentioned that new media play a critical role in making society understand politics.

From one hand, the social interaction in virtual social media increased the popular understanding and consciousness about their countries' political practices and orientations.

In the other hand, politicians, officials and countries governors find in virtual media another free provided space to address their communities, and receiving knowledge and approached insights from societal individuals. Virtual media represents for politicians and leaders an alternative atmosphere to perform their compains. Therefore, the world of politics became open on social interactions of different society categories.

The virtual social media provides a debate environment to intellectual, social, economic, political and other areas of affairs among large groups of virtual media users.

The social interaction around politics in the virtual media takes many paths. People express and defend their interests, beliefs and orientations in several issues and affairs ; as a way to illustrate, Human rights, public policy of the state and legislations.

The social interaction contributes, additionally in making public opinions on certain topical, which serve as an element to attribute change in their governments, as a response to the popular voices. As these technologies expand, so does access to users' thoughts, feelings, and actions expressed instantaneously, organically, and often publicly across the platforms they use.

The influential and leading role virtual social media platforms brought developed another policy of traditional political referendum and polls around some political figures and affairs.

The largest popular integration in Politics domain, is perceived through the peaceful revolutions in various areas of the world.

This popular participation and contributions in changing conditions and Realities are considered as a consensus on organizing such manifestations. The virtual media tools, hence gathered communities to mobilize thousands of people to rebel against certain ill-regimes.

Since 2011 approximately, until 2018, it was the start of protesting movements in different parts of Middle East and North Africa. These peaceful popular movements are termed the Arab Spring. With reference to that, and through a study presented on Yemen, Lindsay Ems ; see that the movement are the by-products of modern social structures and technologies that channelized small street protests in well-organized social movements.

The virtual social media had the largest impact and organized meeting point ; through the incredible and comprehensive launch of demands and objectives. Society and individuals found in the virtual platforms possible tools to declare their wills to change some conditions, of social, economic and political nature. Social media is argued to have growing ramifications for the extraordinary changes we witness in the public domain.

The social interaction on various areas, at the top of them ; social and political concerns through the available virtual media platforms; is no longer for interaction only. The public interaction within multimedia is increasingly getting critical impact on social and political areas. Such important consideration of social voices is gained.

4. HASHTAG, virtual phenomenon

It is the method and technique used by first ; Twitter then Facebook users and groups and individuals, whose numbers are considered innumerable. This label is used to make their voices and expressions reach their targets in a wider scope. Among many others who developed thoughts about Hashtag notion, use, beginnings and history. E.Salazar, through his tracking to the hashtags course and role, he confirmed that; Hashtags greatly help to make topics, issues or events quickly discoverable by any user, beyond the follower-followee interactions that emerge and take shape in social networking.

Sharing this hashtags label had a clear spread speed in all pages and platforms , and it witnessed a massive interaction and participation

Technology and virtual platforms contributed in changing, delivering many concepts, and brought a different style in the revolution and popular uprisings, and they brought a lot of positive and effective changes.

Hashtag use has spread across many regions of the world, from Europe to Africa and Asia, carrying content according to the nature of the circumstances and the rebellion movements .

The culture and style of the hashtag, is a phenomenon, which is immensely and quickly shared by society individuals, virtually.

Hashtags phenomenon spread intensively since the last ten years with various calls and features.

The most circulating hashtags included codes for various fields, as nature protection, blacks rights, solidarity, codes of political reforms content, among other trends.

Coinciding with the Arab Spring movements, hashtags knew incredible spread and use, within each state and community criteria. Many countries, as Tunisia, Egypt, Libya, Yemen, Algeria have their special, trending and influential hashtags

People and groups in virtual social media refer to launch hashtags and expressions through the virtual gates which carry their desires, objectives and demands of change, according to the nature and circumstances of each country.

Observers and sociologists see that hashtag stands for a phenomenon ; for its influence, echoes and realized changes. Through the communicative functions of hashtags, A.Laucuka demonstrate that Hashtags' power to make any post visible to an immense audience is also exploited to the fullest: for political and religious propaganda [...].

As the virtual social media platforms update new techniques and patterns of information and communication continuously, so that the virtual communities adapt accordingly with these updates and regular refinements by creating innovative thoughts and codes for common interest and objectives.

The virtual communities, also these virtual channels shift their daily concerns of different areas ; to the virtual media platforms. Thus, people on virtual media find through which a free and large space for expression and interaction.

5. Coronavirus and virtual interactions

The Coronavirus Pandemic phenomenon still takes the largest concern and interaction in 2020. In regard to many common reasons, as the rapid spillover of the viral crisis, and the high and huge rates of confirmed and fatalities cases around the world. Amid the daily pandemic updates, where a large part of people and communities track the virus course development via media tools, traditional and virtual means.

Through this perspective, it is increasingly and incredibly noticed the great turnout for news and information resources. During this pandemic wave, in parallel, there is common spread of information around the pandemic, not only that, but also an explicit contradiction and struggle, popularly and officially about the reality of the new viral wave. This contradiction and division about real and fake narratives of the pandemic crisis, found its way largely through news channels and platforms to debate facts on the virus. Fake news" is an oxymoron which aims to undermine the credibility of information which is on the fringes of verifiability and of the general interest, therefore of true information, or "real news".

The virtual social media is almost the circuit of social interactions, and the pandemic crisis course news. Contextually, the more media disseminated information and fake news, the more people get confused about trusted resources. Misinformation around the current pandemic crisis also have a negative impact on some categories of society members health, physically and

morally. Covid-19 is a recent example in a long list of “misinfodemics” – outbreaks of misinformation which come to have as real an impact upon public health, as the epidemic itself.

The social interaction with the development of the new pandemic outbreak is not limited in tracking its updates, but it created a division and disagreement about the new phenomenon truth.

The virtual social media, at the top of them, Facebook represents amid this outbreak a base of information variations, as well division and doubt. At information, popular and even official levels and within the ongoing pandemic crisis, it is widely remarkable the incredible flowing news and narratives on the viral wave origins and causes. Thus, it is for certain amount, that people and communities are confused about trusted information.

The fast spread of information around the pandemic truths ; the virtual social media created a clear popular division, that is largely reflected on the daily virtual dealings with these news.

The huge spread of news ; about the pandemic, especially the ambiguous and fake news, has also its direct effect on people, mainly psychologically.

The fake news are geared towards different areas of society and state, in relation to vaccine, crisis duration, which all revolve around conspiracy theories, and thus, it becomes hard to find a trusted source of information around the pandemic.

Preparing and deploying fake news, exceed the popular and virtual making to some news and information platforms. Accordingly, there are some recorded efforts, calls and compaign, popularly and officially to encounter and block misinformation resources and spread, as well, regarding to its impact on health and ordinary performance of people and communities. These strategies to stop and block the flow of fake information around the pandemic ; include penal and legal procedures against misinformation spreader, and criminalize them. For instance, R.Radu in his exposure to measures taken taken against these practices, he assumed that specific actions taken during the pandemic build on existing disinformation counter-measures around the world, many of which have not proven their effectiveness .

Fighting misinformation spread ; cost governments double efforts and effective punishments against these resources, in regard to the harm and losses caused, equally, knowing that the most touched categories are society members including patients and weak persons.

6. Conclusions

The advent in communication technologies is reflected in virtual media new patterns. Before a prior decade, virtual tools were limited in simple coordinates. However, many updates and patterns are integrated, in line with new technologies.

The exponential change in life patterns ; impose an adaptation with these changes, and it sets modernized systems to advances in all domains and areas.

With the continuous course of development of the 21st century, and with the massive change in life routines and dynamics, this progress of technological criteria mainly, lead all communities and globe continents to adopt and adapt with the advance.

The new ways and means of communication represented in social media are considered as a major milestone until the two first decades of the twenty-first Century ; in terms of approaching people and communities ; as well ways of reasoning and mentalities, through sharing ideas and convictions in all life domains. In the other hand, people across the globe parts are interconnected and interacting.

Furthermore, the communication technologies and mass media contributed in causing changes in people’s realities and countries dertermination ; through the spreading waves of awareness and responsibility. For instance, social media, or the virtual space represent a common meeting place for preparing changes in different parts of the globe ; such as in organizing protests, outbreak of revolution of changes, known as the Arab Spring Revolutionsin

in some parts of the Middle East and North Africa, which all started virtually through the social media.

Notably, it is important to reveal the social interactions through the virtual media with some unprecedented phenomena of the 21st century as the current pandemic crisis, through the incredible amount of social dealing with the crisis and use of virtual media to find information, amid various sources of true and misleading information.

The remarkable and increasing use and interaction through social media became also a reliable base of information by the traditional media.

The daily interaction with the the social affairs and issues is becoming stronger and more influential, despite the intellectual and social variations and differences ; in regard to the big changes which are realized through the virtual world, in addition, these means have great challenges to the current and coming generations.

As, increasingly, the virtual social media changes its patterns and updates, thu, it will generate new forms of communication, connection, expression and interaction.

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