Public Speaking
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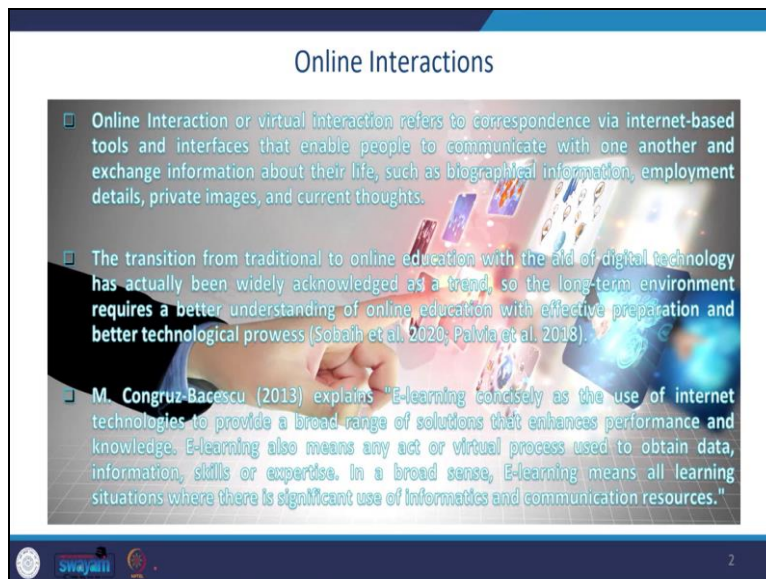**Indian Institute of Technology - Roorkee**

Lecture: 56
Online Interactions and their Challenges

Welcome back to NPTEL online certification course on Public Speaking, my dear friends. We are in the last week of the series of lectures on Public Speaking. And in this Regard in lecture number 55 we talked about etiquettes and mannerisms of Public Speaking in that lecture we had referred to some etiquettes of telephonic conversations, talks or even some conferences. My dear friends, you might all have realized that because of pandemic we actually got exposed to a different sort of interaction.

Whether it is in the field of teaching in the field of Medical Sciences, in the field of advertisements in the field of many other related businesses we could find that online interactions became mandatory. Even though we have already overcome that pandemic yet a new alternative has come to us to help us save time, to help us save the rigors of geographical hazards. But then what actually remain to be taken into consideration are the challenges that have been posed before us.

So, in this lecture we are going to talk about these challenges of online interactions and how with our etiquettes and mannerisms we can overcome them.

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Online interaction or virtual interaction actually refers to correspondence via Internet based tools and interfaces which actually enable people to communicate with one another and exchange information about their life such as biographical information employment details private images and current thoughts every day you might have heard about some sort of duplicity being made in the name of online interaction.

We have many incidents where we have come to know about many of our friends that how he has been cheated, fine? Because of some promises because of some assurances. Now the transition from traditional to online system of interaction and education with the aid of this digital technology has already been accepted, no doubt. And the long term environment now requires because the upcoming days and upcoming years require us all to have a sort of understanding of online education with effective preparation and better technological process.

M Congruz Backesco explains about e-learning because you all might have come across e-learning in these last two and half years. "E-learning concisely as the use of Internet technology is to provide a broad range of solution that enhances performance and knowledge e-learning also means any act of virtual process which is used to obtain data information skills or expertise. In a broad sense E-learning means all learning situations where there is 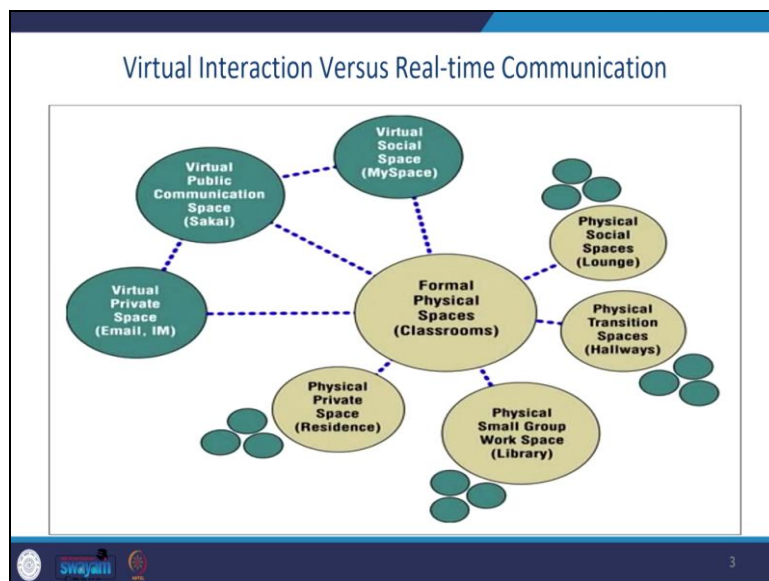significant use of informatics and communication resources." Now my dear friends, this sort of online learning online interaction poses certain challenges also.
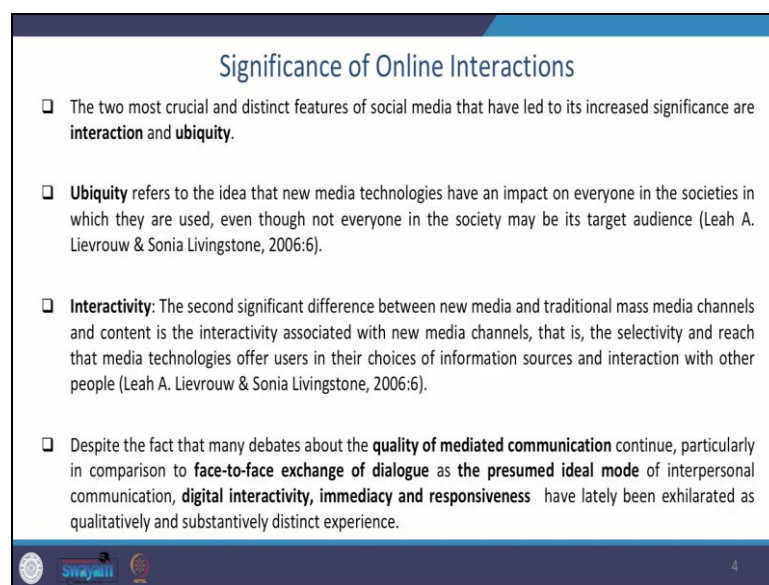
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And we find that in earlier days when we had classes in the physical form the formal traditional classes we had this space the physical space. Now we have a virtual space and

when we talk about the physical space. Now by physical space, many people simply understand that it is your space where you may have a residence. Physical space may also mean Library it may also mean hallways lounges fine.

And then when we talk about virtual spaces this virtual social space, my space where I am utilizing my space for my online interaction. Then virtual public communication--- when you are having a conference virtually most of you might have been acquainted with virtual conferences and then we also have virtual space when we have our own chat rooms when we have our email and many more.

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Now when we have a look at the significance of online interactions. We find that the two features involved in it I mean we shall be talking about both the advantages and also the limitations the two most crucial features of social media nowadays are interaction and ubiquity. Many people also say it is a sort of any time anywhere learning or interaction. Now when you talk about ubiquity it actually refers to an idea that new media technology is impact everyone in the Societies in which they are used even though not everyone in the society may be its target audience.

Now here one question that can come to us is -------that are everyone for that matter having this affordability of these sort of online learning's maybe one can with the help of Android phones and many other gadgets have it. But can we really ensure that everyone can be covered in many of our experiences while having an online classes we might have felt several

glitches where our learners in the remote corners do not have this facility or even if they have the facility, they have certain obstacles.

Now when we talk about interactivity that is actually the difference between New Media and traditional mass media channels. And as Leah A. Lievrouw & Sonia Livingstone say---- "The second significant difference between New Media and traditional mass media channels and content is the interactivity associated with New Media channels that is the selectivity and reach accessibility that media technologies offer users in their choices of information sources and interaction with other people."

But having all the facilities, there is something that actually is to be understood is that despite the fact about several debates, about the quality of mediated communication maybe computer- mediated Internet mediated. Particularly, when we compare it with a face-to-face communication or interaction the presumed ideal mode of interpersonal communication, digital interactivity immediacy and responsiveness, has lately been accelerated a qualitatively and substantially distinct experience.

Of course, it has provided a new experience which all of us have felt over the last two years but then you will find that still there are certain limitations.
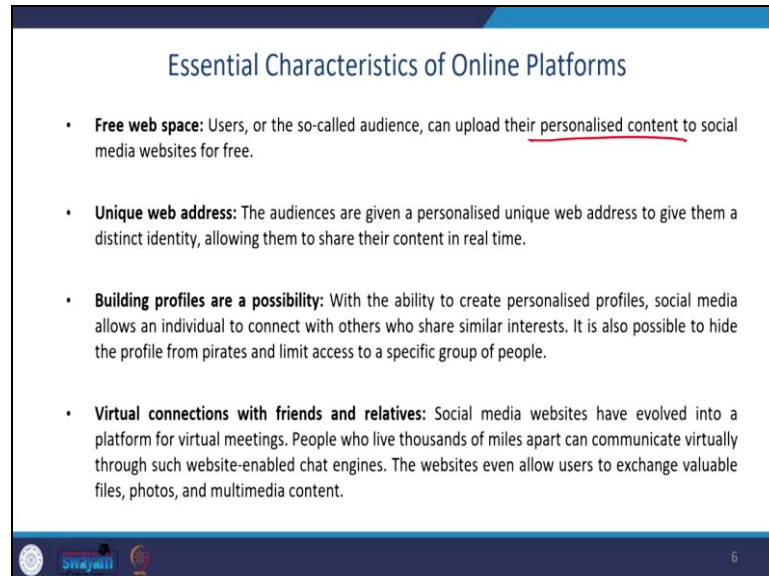
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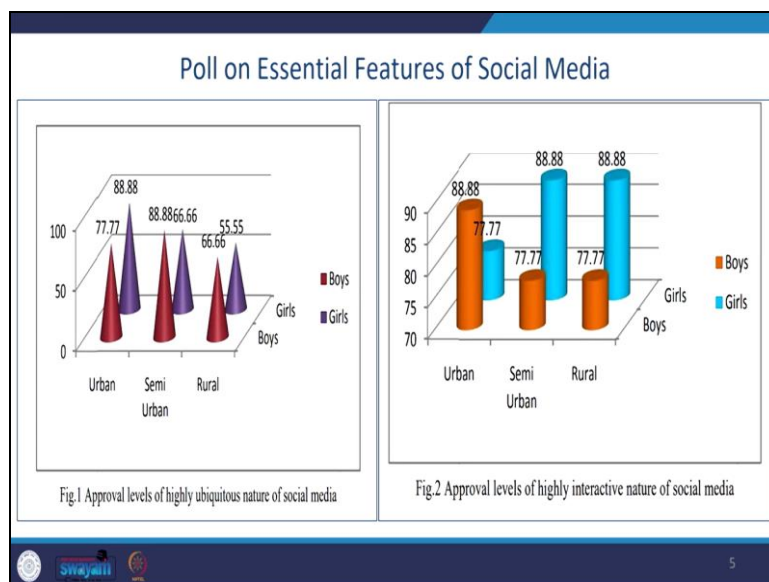
Here in this picture you can find that this is actually a reflection of the poll on essential features of social media where we find that as compared to if we make a comparison between boys and girls we can find that specially it varies from urban to semi urban and to rural areas.

We find that in urban areas and in rural areas, there is actually a gap as regards the accessibility and as regards the interactive nature of social media. But, of course, it has picked up.

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There are several online platforms, fine? Users-- the audience members in this online interaction they can upload their personalized content. Now when we say personalized content to social media websites for free many of them are posting it freely. But that is also hampering in a way and hampering what? Many of our receivers or learners they actually have preferred the online way and there is a limitation and the limitation is of authenticity, my dear friends, which we have been talking about in several lectures of ours.

Now another characteristic are given a personalized unique web address to give them a distinct identity. Now it is not about the identity we used to talk of in past years. Now everyone has got a unique identity and they can share their content in real time you know you have your own blogs is not it and you can freely this also has a given a new rise of those people who in face-to-face communication could not express themselves.

But in a way their introvert nature gets a sort of outlet on this web space. Now building profiles are a possibility with the ability to create personalized profiles. Social media allows an individual to connect with others who can share similar interests. People are more connected nowadays. Sometimes you may also find people going after likes and dislikes also. So, it is also possible to hide the profile from pirates and limit access to a specific group of people.

But my dear friends since you are providing your personalized content there is also a shot of caution as to who are going to access. At times we come across are some very evil consequences of it where the cases of duplicity are cases of cheat, cases of forgery are often heard to be on the rise. Now virtual connection has actually made a life easier because of having so, many friends and relatives being connected.

Because nowadays the geographical space is shrinking whereas are the online space is widening because of your online identity. So, social media websites have evolved into a platform for virtual meetings. Earlier, we used to have physical meetings face-to-face meetings for interviews for conferences for debates. Now are these actually have reduced fine the geographical hazards and people can appear online and they can share their thoughts they can convey their views.

I am also delivering this lecture online which you might be receiving at the other end of it. So, the websites even allow users to exchange valuable file photos and multimedia content but the need is to be very much wary of the need is to be very much aware of.

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Now what are actually the essential characteristics when you upload your content in real time because now time has become very difficult people have actually lost the respect for time you can get and uninvited unnecessary call at any odd hour. You can find people busy with their own identity and with their own time over web anytime. That is why any time anywhere communication.
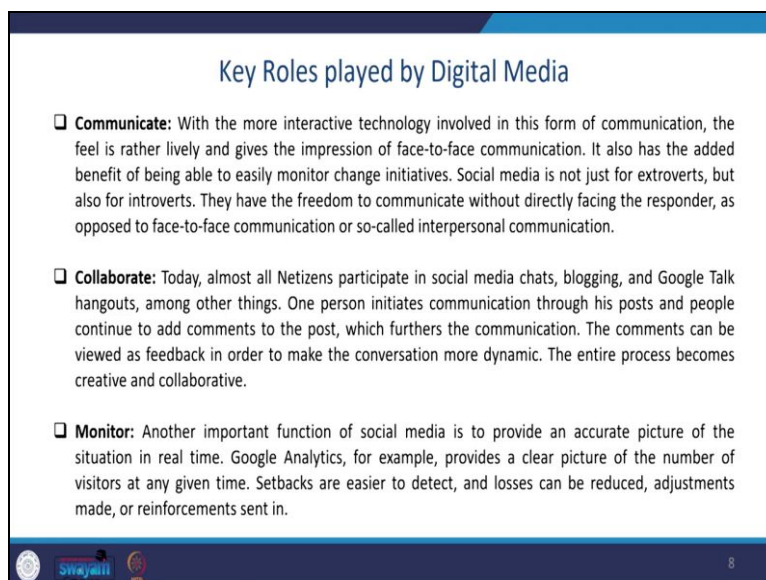
So, as the services are available throughout fine the audience can upload their personalized content or other files via social media. So, this has now become a new possibility, fine? You ask somebody earlier who used to seek something and that also in a very physical manner whether it was a letter or a document or a resume or a data sheet or whatsoever, fine. But now only because of this facility you can get things very easily and in no point of time.

So, this time stamp every post on social media has a time stamp this has actually led to another advantage. You can understand when a person sent you that message when the file watch uploaded. So, now the possibility of some lame excuses that people earlier used to have can be now ruled out, fine. So, the respondent may choose to respond or not based on the freshness of the post that is very important here you can find technology has facilitated more of a social interaction.

Now you never can feel yourself isolated provided you have a sort of connectivity, you have a sort of accessibility, fine. So, there is a better connection as I said earlier, people who are of introvert nature they also have got some space. They also have got something to share provided they can do it but then human nature as you all know is very difficult to be changed overnight.

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Key Roles played by Digital Media

❏ **Communicate:** With the more interactive technology involved in this form of communication, the feel is rather lively and gives the impression of face-to-face communication. It also has the added benefit of being able to easily monitor change initiatives. Social media is not just for extroverts, but also for introverts. They have the freedom to communicate without directly facing the responder, as opposed to face-to-face communication or so-called interpersonal communication.

❏ **Collaborate:** Today, almost all Netizens participate in social media chats, blogging, and Google Talk hangouts, among other things. One person initiates communication through his posts and people continue to add comments to the post, which furthers the communication. The comments can be viewed as feedback in order to make the conversation more dynamic. The entire process becomes creative and collaborative.

❏ **Monitor:** Another important function of social media is to provide an accurate picture of the situation in real time. Google Analytics, for example, provides a clear picture of the number of visitors at any given time. Setbacks are easier to detect, and losses can be reduced, adjustments made, or reinforcements sent in.

Now what do these digital mediums of instruction or learning provide you the very first thing is communicate people have become more communicative. So, the field is rather lively and it gives the impression of face-to-face communication. It has also added the benefit of being

able to monitor change initiatives and not only is it for extroverts but it is also for introverts. Now people can have collaborations online, fine, at times two organizations two institutions two groups they can collaborate together.

Somebody can initiate a topic a subject and then you can find there are number of responses depending upon the number of connections you have. So, one person initiates communication through his post and people continue to add comments to the post which actually furthers the communication process. And another function of social media is to provide an accurate picture of the situation in real time.

As I said Google analytics for example provides a clear picture of the number of visitors at any given time. Setbacks also are easier to detect and losses can be reduced, of course, it has also lent a very good initiative that people can now save a prices and finances which earlier were financial transactions were on the rise they can be reduced. Now many interviews also are take place online and the rigors and rigidities of offline interviews and all which used to cost a lot they have actually been reduced.

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Now what are the advantages in the 21st century in traditional learning but we cannot write off traditional learning fine right from schooling or to then a broadcast and then are the content, content earlier used to be isolated artificial context people used to write. Now in the 21st century, you find that the lecture that I am providing you it will be a sort of record, is not it? So, there is a facility of getting things recorded fine understanding wise also it is better.

Now because you can not only listen to the person as the person was in the physical classroom, but at the same time you can find that there is a use of multimedia is not it. As regards content you will find that if somebody is providing you the traditional information you will simply write them or him off because they are not in tune with the times. So, one has. Now in order to survive develop the contemporary skills which are actually needed in the 21st century.

You cannot now work in isolation, you have to be collaborative, you actually have to develop critical thinking you have to develop not only the emotional intelligence but you also have to have a sort of artificial intelligence which you come across every day. Now education---- in the education sector you find that there are opportunities galore provided you may have the required talent with you.

Now when something is very advantageous it may also have some amount of disadvantage, my dear friends. Since it is online learning, since it is anytime anywhere learning, maybe it can also invite some sort of troubles. Privacies are already over now no privacy now. So, we will talk about the advantages as well as the disadvantages.

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Challenges of Online Interactions

Advantages	Disadvantages
The area coverage through satellite transmission is quite large.	Technological Limitations preventing the deployment of large, high gain antennae on the satellite platform.
The laying and maintenance of inter-continental cable is difficult and expensive and this is where the satellite proves to be the best alternative.	Over- crowding of available bandwidths due to low gain antennae.
The heavy usage of inter-continental traffic makes this mode of communication commercially attractive.	The high investment cost and insurance costs associated with the significant probability of failure.
Satellite can cover large areas of earth, which is particularly useful for spatially populated areas.	High atmospheric uses above 30 GHz limit carrier frequencies.

Now the challenges of online interactions have got some advantages but they are not without disadvantages, my dear friends. The area coverage through satellite transmission is quite large we can listen to a lecture buy an eminent expert from a foreign country and you know that can be covered. Then, the maintenance of InterContinental cable is difficult and expensive. This is where the satellite proves to be the best alternative, fine.

Earlier we used to invite and then the person will come and all sorts of formalities will be there but now only with a sort of email invitation or a sort of approval from the other party. Now we can bring a good speakers effective speakers experts for our conference and all the heavy use of Inter-continental traffic makes this mode of communication commercially attractive. And then satellite can cover large areas of the earth which is particularly useful for specially populated areas, fine.

Nowadays life has become very easier but then what are the disadvantages. There are certain limitations which actually can prevent the deployment of large high gain antenna on the satellite platform sometimes no overcrowding also becomes very difficult. Overcrowding of bandwidths, they actually become very difficult and then the cost is too much, of course. The high investment cost and incidence cost associated with a significant probability may at times provide us some amount of disappointment as well.

High atmospheric uses above 30 gigahertz limit career frequencies. So, these are some of the disadvantages.

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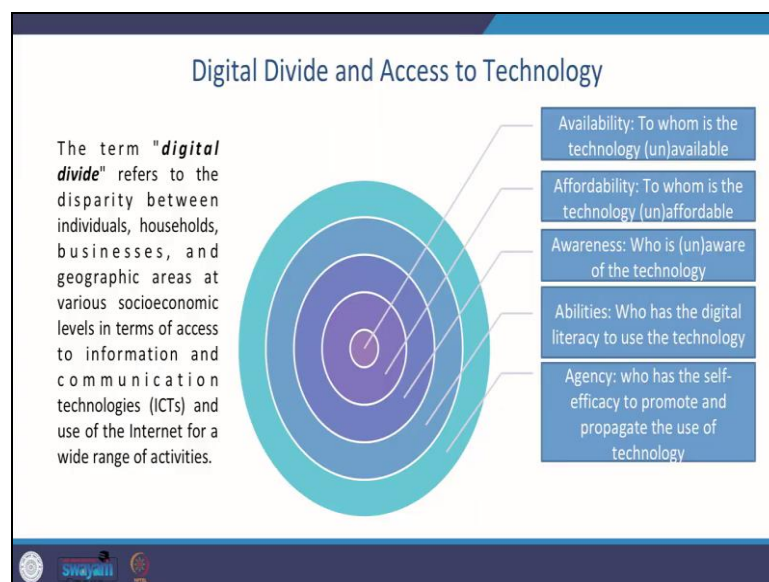
Now, all these advantages and facilities, there is actually a different sort of divide. What is this divide digital? Digital divide, fine? It actually brings a sort of disparity between individuals,, households businesses and Geographic areas at various socio-economic levels. At times many people you might have heard saying that there has been a problem of work life balance as I said earlier any time anywhere communication keeps everyone busy throughout.

So, there are certain valuable parts of our life which actually feel at times to be challenged. When we talk about the access of course we must talk about availability. Fine? How many people have got the access how many have got the affordability can everyone have this facility fine. I think in the years to come maybe majority of us will have this facility. Then how aware we are you have also heard that.

Because of this freedom of speech especially over the web. At times, many disastrous events have taken place fine and then whether the person using it is able has the ability and the agency who has the self-efficacy to promote and propagate the use of technology especially unless and until they have been digitally trained, I mean the masses have to be trained digitally in order to make our country our world a better place to live in.

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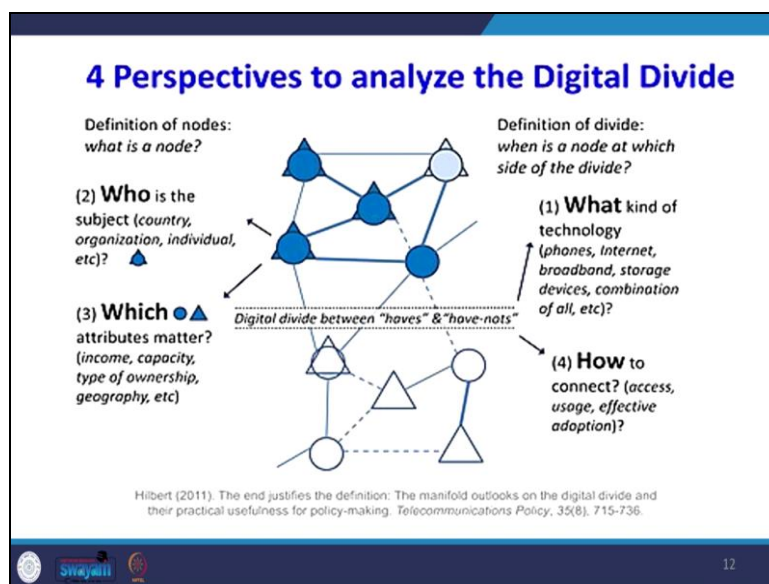
Now there are four perspectives to analyze the digital device. I mean who is the subject whether it is a person or a country organization individual in order to understand that everything is in right mode we also need to understand which attributes income capacity type of ownership. So, this is actually an observation by Herbert and then when we talk about this digital device we also must understand what kind of technology is being used phones, Internet Broadband storage or combination of all.

And then the most important thing is how to connect I mean the accessibility how often if people unless and until they have been provided with all these facilities unless and until they have it for free I think it will remain simply a dream because not everyone can afford as we

have been saying. Now how can we overcome this digital divide. As we said that there is a digital divide fine in many parts of your country or the place accessibility is a problem.

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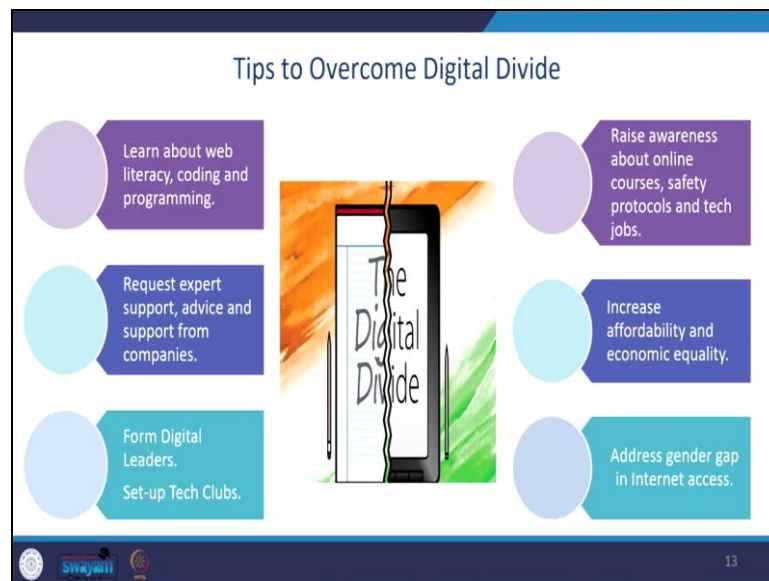
Now how to overcome this divide? First is---- learn about web literacy one has to be trained as you have been saying one has to be trained. One has to have a sort of digital literacy coding and programming then from time to time the help from the expert is needed. So, request expert support advice and support from companies every organization must see to it that their employees are trained.

Every institution must see to it that their students are acquainted with, because in the days to come in the years to come will have a different sort of learning and interaction. Now digital leaders are required and as we have many clubs, let there be many tech clubs which can from time to time train people and tell people for that a sort of awareness drive is required that is possible only when everyone has got this sort of accessibility and freedom.

So, raise awareness about online courses. Nowadays through our MOOC and NPTEL majority of the places in our country are being made to understand the importance of this sort of system of education, where people can learn at their own pleasure at their own leisure. They must also understand the norms of safety protocols and they must see to it that the age in which we are living we cannot survive unless and until we have a sort of technical competence.

Affordability has to be raised, increased and there needs to be a sort of parity not disparity economic equality. Nowadays, you might see that in one house the number of laptops and cell phones is rising day- by- day. Everyone needs a cell phone, everyone needs a laptop, everyone needs a sort of accessibility, because it has become a part of everyone's identity and then address gender gap in Internet access also.

I mean these are some of the tips which can help us understand the ways to overcome digital divide. Now what are the benefits or the advantages of these interactions. We find in earlier days we used to say how good is my child's handwriting. Now this handwriting has become a pastime affair. Majority of the people are trained to word process, fine.
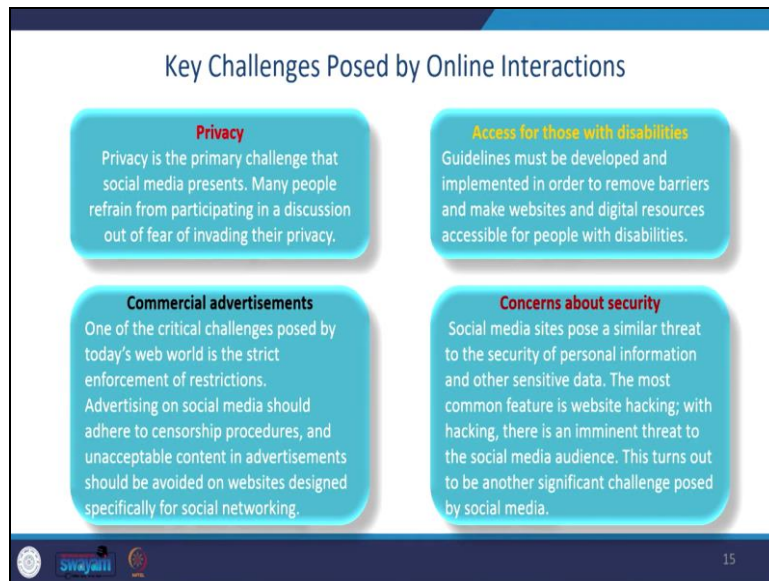
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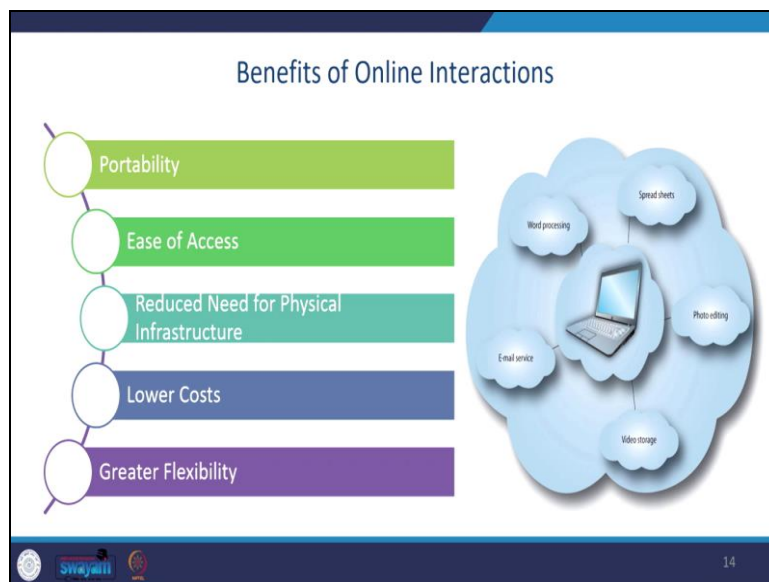
They are acquainted with e-mailing, fine, they know photo editing they also have spread seeds but then the portability is what matters the ease of access the reduced need of physical infrastructure these are some of the advantages and as regards cost when everyone will have this facility naturally the cost will come down and then flexibility which is the hallmark it is not only Hallmark but at times it also becomes detriment because sometimes you feel like writing a mail at midnight.

Sometimes you may feel the need of listening to a lecture at midnight. But at that time you need to practice some amount of mannerism or to see that other people are not affected, other people are not disturbed. There are certain key challenges---- what are these key challenges privacy as I have been saying.

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Key Challenges Posed by Online Interactions

Privacy
Privacy is the primary challenge that social media presents. Many people refrain from participating in a discussion out of fear of invading their privacy.

Access for those with disabilities
Guidelines must be developed and implemented in order to remove barriers and make websites and digital resources accessible for people with disabilities.

Commercial advertisements
One of the critical challenges posed by today's web world is the strict enforcement of restrictions. Advertising on social media should adhere to censorship procedures, and unacceptable content in advertisements should be avoided on websites designed specifically for social networking.

Concerns about security
Social media sites pose a similar threat to the security of personal information and other sensitive data. The most common feature is website hacking; with hacking, there is an imminent threat to the social media audience. This turns out to be another significant challenge posed by social media.

Now privacy has been compromised with privacy is actually the primary challenge that this social media presents. Many people only because their privacies are going to be sacrificed they try to refrain themselves from participating in a discussion either out of fear or of the fear of getting their privacy invaded. I have met some people who often tell me that they do not use WhatsApp. Now there are still people like one who says that they are either not on Facebook or on WhatsApp and they do not have much access to Internet.

There is another commercial advertisements, which actually pose a lot of problems nowadays we are living in an age where OTT is ruling the roost and many people you know the traditional mode of watching a movie is now a pastime affair. So, there is a even in terms of entertainment many people prefer to go to OTT but then through that you will find commercial advertisements are on the rise.
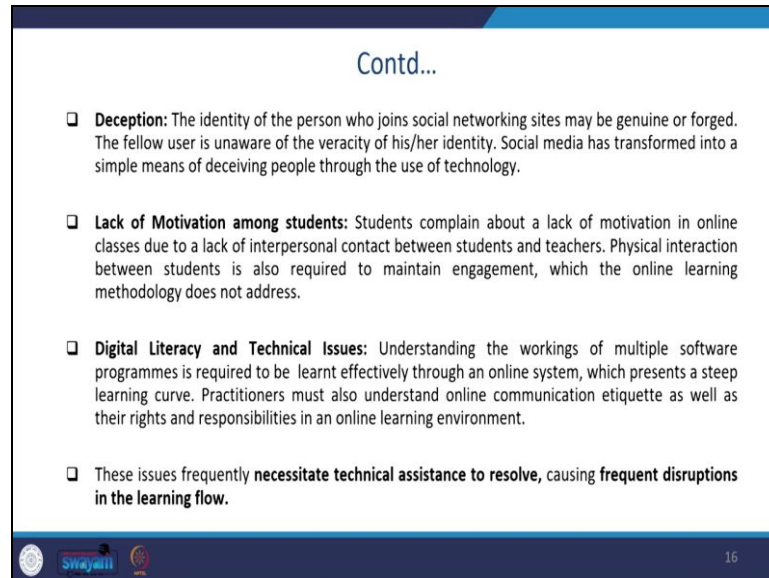
One of the critical challenges posed by the web world is strict enforcement of restrictions. Advertising on social media should also be censored and unacceptable content that you come across sometimes actually have to be reduced. Then, there are also people who may have some disabilities. So, let there be an access to those people. Guidelines must be developed and implemented in order to remove barriers and make websites and digital resources accessible for people with disabilities.

And then security is very important. You come across at times many people say my identity has been hacked, no? So, social media sites pose a threat to the security of personal information. Now every now and then getting many calls unnecessary rather of getting an

award of getting this facility sometimes free cards and all these they actually oppose a lot of misery to us. So, this turns out to be another significant challenge which is being posed by social media.

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 Deception is one of them fine. So, the identity of the person who joins social networking sites might at times be forced that is why there might be some strict regulations as to who is sometimes people may pose for somebody else on behalf of somebody else you often come across some doctored photos, fine. Some doctored news about somebody is not it. So, the user at times becomes unaware of the veracity of his or her identity.

So, this social media has transformed into a simple means of deceiving people and especially those here who are immature and trend and especially children who are very much enthusiastic about getting the access they often are deceived. And then the lack of motivation especially this is a very dangerous threat especially to the learning community especially students even though they have been provided with lots of facilities but reading things online has become a fashion.

Students also complain a lack of motivation now in their physical classroom. Sometimes because of the overuse of online classes this may also result in a sort of boredom and envy. So, physical interaction between students is also required to maintain engagement because the personal interaction has already been threatened because of this digital technology. So, digital literacy and technical issues that is another challenge.

Understanding the working of multiple software programs has to be learned effectively because unless you know it you cannot use it effectively. So, this brings a steep learning curve. Practitioners must also understand online communication etiquette the one that we had been talking that when you are in a conference please see to it. Sometimes I also have come across such situations when either delivering a talk or participating in a conference when the sound from somebody's houses, the sounds of several vehicles are coming because the other person did not mute himself.

So, I think this sort of awareness is required and people must be trained are to have all these regulations. So, if these issues which actually pose a lot of problem-- they actually have to be resolved because these things cause frequent disruptions in the learning flow, that is why a traditional classroom, if you have an experience, you can find that when a class was going on I think but then even in the classroom which was offline, the sounds, the musicality by phones of many of our learners also used to cause a lot of threat.

But then at least the teacher has the command. He can say switch off your phones. You have also witnessed many speakers requesting just in the beginning that can you all please switch off your phones so that I may talk to you freely, independently and in a very interactive manner. So, these are some of the civilities which actually needs to be practiced my dfera friends.

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Then there are abundant distractions lacks of discipline and then all these are only because of the lack of practical knowledge and many of us are still not adaptable we are not adept at. So,

at least the need of the hour are that we need to be aware because majority of the online courses Overlook the aspect of practical experience in favour of focusing solely on theoretical content, because we are delivering online what happens we focus much on theoretical part and the application is, at times, left untouched and that poses a lot of difficulty.

Then students at time have been found struggling to adjust to online learning environment immediately and retain their focus even if the threats of pandemic are over but there are still many who find that it is already seeded into their mind. So, the need is to bring them or to provide them a sort of concentration by allowing or by following some traditional classroom learning environment.

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Now there are certain decorum, my dear friends when you are in a video meeting. So, please as I have been saying that you need to maintain some decorum, you need to maintain some etiquettes what are they checking the audio and video on your device before you join the meeting fine once a try to restrain oneself from cluttered background say to it that there is a proper ambience that actually is not going to distract.

And then choose an appropriate screen name. I mean one or sometimes it has been seen that people are using somebody else's device and then the name that appears is of somebody else. So, that is again a sort of difficulty or impediment. So, it is better that you mention your name. And one thing that is very important that since conferences workshops and classes are

guided by time it is always better for those who are going to join, they must join on time either five minutes before that is better.

Because you know the speaker feels great if people or audience members are waiting for them. So, mute yourself when you are not talking and when your time comes please unmute fine. So, that is very important and speaks in a manner the way you do in offline ones as well but here you need to check because you have checked your voice. And nowadays there are several ways even your own platforms tell you can check your own voice and your visibility as well.

My dear friends, we are living in an age where we cannot rule out the possibility of online education, online learning, online interaction online talks, online presentations, online interviews the time has come that we developed ourselves we trained ourselves to the requisites and the expectations of the online mode. Before we come to end this talk my dear friend let me make a mention of a quote by Rasheedd Ogunlaru,

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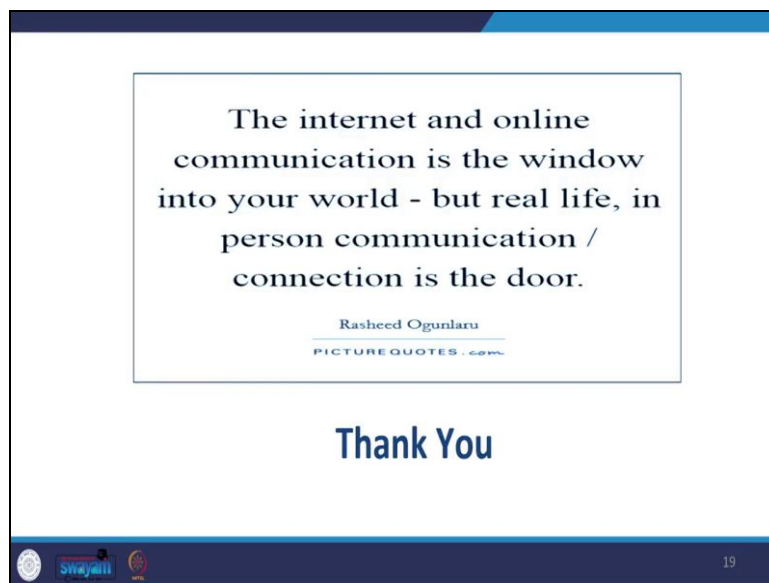
who says---" The Internet and online communication is the window into your world but real life in person communication connection is the door." Now it totally depends, my dear friends upon you how you try to maintain those connections whether online or offline because ultimately you are emerging as an effective public speaker. And you know the nuances and the subtleties, the style the tone the delivery, fine.

The pitch, the variations and all these are going to help you become an effective public speaker. With this, please permit me to end this talk on this note with a lot of optimism till we meet for the next lecture in the next class. Thank you very much. I wish you all a good day.