New Media and Intercultural Communication in a Networked Society

Mihaela Sedlar
University of Zagreb
Faculty of Organization and Informatics
Vukanci 13, 49251 Mače, Croatia
msedlar24@foi.student.hr

Abstract. *The aim of this study was to examine the use of new media and users' perceptions of their role in intercultural communication in a networked society. The research focused on the role of social media, digital platforms, and streaming services in connecting people from different cultural backgrounds, as well as on the opportunities and challenges that arise from digital communication.*
The study was based on a review of relevant academic literature and a quantitative survey conducted among 92 respondents. The questionnaire consisted of 28 questions, including demographic questions and Likert-scale statements related to media use and intercultural communication. The collected data were analyzed using descriptive statistics and two chi-square (χ^2) tests.
The results showed that new media are widely used, with most respondents spending between one and three hours per day using digital media. Most participants perceived new media as beneficial for communication and unerstanding between different cultures and frequently reported using the Internet to learn about other cultures. At the same time, many respondents recognized the presence of misinformation about cultures on social media and did not consider new media to be a completely reliable source of information. A chi-square test examining the association between gender and self-perception of excessive social media use showed no statistically significant relationship. In contrast, the chi-square test assessing the association between age and the use of streaming platforms revealed a statistically significant relationship, with younger respondents reporting more frequent use of streaming services.
The findings suggest that respondents perceive new media as an important tool for supporting intercultural communication, while also emphasizing the importance of digital literacy and critical evaluation of online content.

Keywords. New media, intercultural communication, networked society

Acknowledgments

The author would like to express sincere gratitude to Prof. dr. **Violeta Vidaček-Hainš** for her valuable guidance, support, and constructive feedback throughout the preparation of this research. The author also thanks all respondents who voluntarily participated in the survey.

References

Mučalo, M., & Šop, S. (2008). Nova publika novih medija. *Informatologia, 41*(1), 51–55.

Sefo, M. (2020). Medijski aspekt nastanka i razvoja međukulturalne komunikacije. *Pregled: Časopis za društvena pitanja, 61*(3), 29–41.

Shuter, R. (2012). Intercultural new media studies: The next frontier in intercultural communication. *Journal of Intercultural Communication Research, 41*(3), 219–237.

Shuter, R. (2017). Intercultural communication and new media. In Y. Y. Kim (Ed.), *The International Encyclopedia of Intercultural Communication*. Wiley-Blackwell.

Valković, J. (2024). Digitalna antropologija: Kako komunikacija u digitalnom okruženju utječe na čovjeka? *Diacovensia, 32*(2), 271–289.