

Mediated by Web. The social bias of Internet addiction

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Date: 2013.09.10

ABSTRACT

The gradual exclusion from social contact offline in favor of the Internet has worried scientists around the world. One issue that has sparked numerous studies aiming to understand the choice of the individual for the net of interpersonal contact. The movement of immersing in virtual communities, either through computers or mobile phones to seek interaction.

The central objective of this analysis is to encourage reflection regarding the perception of individuals about the reliance on Internet. An action mediated through screens and has promote unpleasant effects when it comes to face-to-face communication. Of the growing migration of individual postmodern to the virtual communities for the relationships predicated on weak ties.

In methodological terms, we chose to use the hypothetical-deductive method, with empirical scope (quantitative and qualitative), through questionnaire surveys online and documental review. Being an analysis of theoretical and practical scope, the study aims to promote the attention for a new "social gaze" about individuals who choose to withdraw into their own "worlds" and expunge foreign relations in favor of the Internet.

Key-words: Internet; Mediation; Addiction, Communication, Perception, Interpersonal relationship