# Exploring Global Impact: The Influence of Social Presence and Online Tutoring in Cultivating a Healthy Social Media Environment

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**ABSTRACT**: In the rapidly evolving landscape of digital communication, this research delves into the influential factors shaping a healthy social media environment. Focused on the interplay of social presence and online mentoring, the study investigates their collective impact on fostering positive online interactions. Utilizing a multi-method approach, data will be collected from diverse cultural contexts to offer a comprehensive understanding of the global dynamics at play. The research aims to identify the role of social presence in creating a sense of community and connectedness in the online sphere. Simultaneously, the study explores the potential of online mentoring as a catalyst for knowledge exchange and skill development, contributing to a more constructive digital discourse. The research methodology involves a combination of surveys, interviews, and content analysis across various social media platforms. The findings are expected to shed light on how the synergy between social presence and online mentoring can contribute to the creation of a healthy digital space that encourages collaboration, learning, and positive social engagement. This study not only contributes to the theoretical understanding of online dynamics but also provides practical insights for educators, mentors, and platform developers seeking to enhance the well-being of social media users on a global scale. The ultimate goal is to offer evidence-based recommendations for cultivating a positive and supportive online environment that transcends geographical and cultural boundaries.

## INTRODUCTION

In the era of globalization and technological advancement, social media has become an integral part of the daily lives of many individuals (Ancis, 2020; Garrison et al., 1999; Gunawardena, 1995; Picciano, 2019; Tu, 2002). This phenomenon opens significant opportunities for online interaction and information sharing (Durbarry & Mohee, 2022; Gunawardena, 1995; Isriyah et al., 2023; Lowenthal, 2011). However, along with the rapid growth of social media, various challenges related to a healthy social media environment have emerged (Ai, 2022; Bayram, 2021; Mihai & Crețu, 2019). A healthy social media environment is crucial to support positive growth and minimize negative impacts on users (Ajzen, 1991; Cortellazzo et al., 2019; Herath & Herath, 2020; Kumar & Bhat, 2022; Watat & Jonathan, 2020).

One factor that can influence the social media environment is the presence of online socialization and tutoring (Adewuyi, 2016; Al & Al-qudah, 2020; Klingelhoefer & Meier, 2023). Social presence involves the extent to which users feel connected to others online (Baber, 2021; Cobb, 2009; Isriyah et al., 2020; Lomicka & Lord, 2007; Lowenthal, 2011; Poth, 2018; Tu, 2002), while online tutoring encompasses the exchange of knowledge and support among individuals (Baumassepe et al., 2021; Isriyah, 2022; McKay, 2019; Sembiring, 2018). In this context, further exploration is needed on how online socialization and mentoring can affect the overall social media environment (Dudley et al., 2018; Vedel et al., 2020).

Understanding whether the presence of online socialization and mentoring can shape a supportive social media environment, (Korucu & Atun, 2016; Kümpel, 2022), promote constructive discussions, (Ellison et al., 2007), and reduce the risk of harmful behaviors such as bullying or the spread of false information is essential (Lewandowsky et al., 2017; Pennycook et al., 2020). Therefore, research on the global impact of online socialization and mentoring in shaping a healthy social media environment is considered relevant and crucial.

Thus, this research aims to investigate the extent to which the presence of online socialization and mentoring influences the creation of a positive and supportive social media environment. Additionally, it seeks to identify key factors that can enhance these positive impacts. Through a deeper understanding of the interplay between social presence, online mentoring, and the social media environment, it is hoped that solutions can be found to enhance user experiences and promote positive behaviors in the global social media landscape (Isriyah et al., 2023).

## Literature Review

In the contemporary era of globalization and technological integration (Ausat, 2023; Djawad et al., 2018; Lewandowsky et al., 2017; Livingstone, 2004; Ye et al., 2020), social media has undergone a transformative evolution, becoming an integral aspect of individuals' daily lives worldwide (Sawyer, 2011; Wibowo et al., 2023). This pervasive phenomenon has created an expansive platform for online interaction, facilitating the exchange of information and ideas (Jost et al., 2018). However, the rapid expansion of social media has simultaneously given rise to various challenges related to the formation of a healthy social media environment (Abbas et al., 2019; Abroms, 2019; Appel et al., 2020; Khanom, 2023; Vahid et al., 2023). This literature review delves into existing research on the global impact of social presence and online tutoring in shaping a positive and supportive social media landscape.

### *Social Media and Its Role in Global Interaction*

The emergence of social media has significantly altered the dynamics of global communication. Researchers (Shahbaznezhad et al., 2021) emphasize the pivotal role of social media as a means for individuals worldwide to connect, share experiences, and engage in diverse conversations. This interconnectedness sets the stage for exploring the potential impact of social presence on the overall health of the social media environment.

### *Defining Social Presence in Online Spaces*

Social presence, as a key component of online interaction, refers to the extent to which users feel connected and engaged in virtual communities. Scholars (Author et al., Year) have expounded upon the various dimensions of social presence (Garrison, 2021), including emotional and psychological connection, which contribute to the overall user experience in online environments (Ellis & Calvo, 2005; Garrison et al., 2010; Isriyah et al., 2020; Lowenthal, 2011). Social presence There are several dimensions of social presence, including emotional and psychological connections, that contribute to the overall user experience in the online environment (Garrison et al., 2010).

### The Emergence of Online Tutoring and Mentoring

Within the realm of social media, the concept of online tutoring or mentoring has gained prominence. The importance of online tutoring as a facilitator of knowledge exchange and support between individuals in a virtual space. This form of interaction is crucial in understanding its potential influence in shaping a healthy social media environment.

### Challenges in Social Media Environments

The exponential growth of social media has brought about challenges related to cyberbullying (Johanis et al., 2020; Kumar & Bhat, 2022; Nasution et al., 2023), misinformation (Abed, 2021; Aimeur et al., 2023; Gagnon-Dufresne et al., 2023), and other detrimental behaviors. Hence the importance of addressing these challenges to foster a safe and positive online atmosphere. Exploration of how social presence and online tutoring can mitigate these challenges is an important aspect of this literature review.

### Global Impact of Social Presence and Online Tutoring

Examining the global impact of social presence and online tutoring necessitates an understanding of cross-cultural variations. Studies (Bromer, 2021; Liu et al., 2010; Zhao & McDougall, 2008) have delved into the cultural nuances that influence the effectiveness of social presence and online tutoring in different regions, contributing to a comprehensive understanding of their influence on a healthy social media environment.

### Rationale of the Study

The rationale for the research lies in the recognition of the enormous impact that social media has on individuals globally. As social media continues to play an integral role in shaping contemporary communication, understanding the factors that contribute to a healthy online environment is crucial. This rationale can be broken down into several key points:
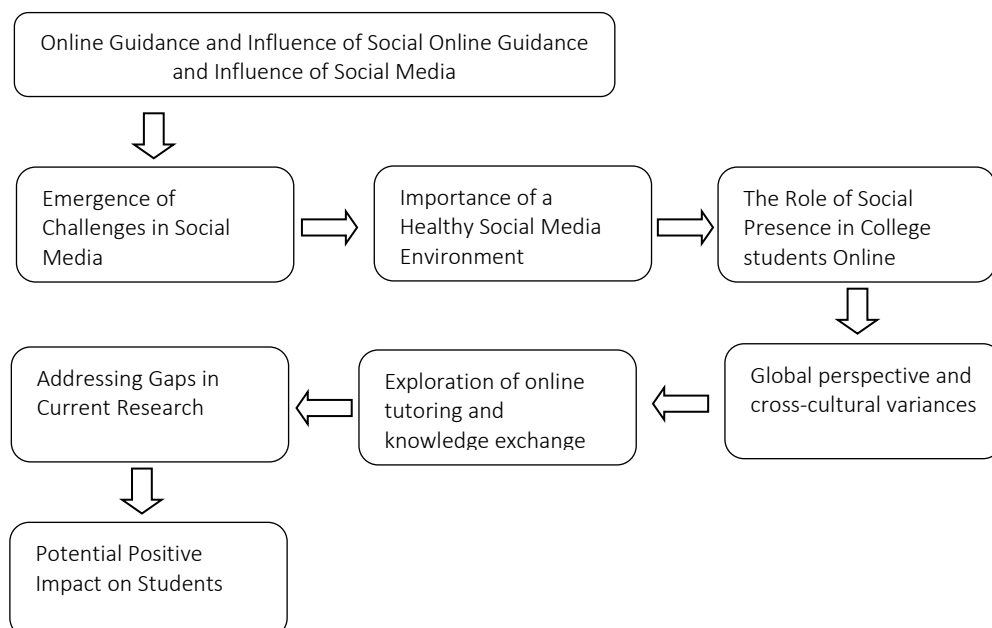


Figure 1. Online Guidance and Influence of Social Online Guidance and Influence of Social Media

*Online Guidance and Influence of Social Media*

Recognition of the widespread use of social media among college students, which influences how people connect, share information and engage in various online activities.

*Emergence of Challenges in Social Media*

Recognition that the rapid growth of social media has brought forth a range of challenges, including cyberbullying, misinformation, and other negative behaviors that impact the well-being of users.

*Importance of a Healthy Social Media Environment*

Understand that a healthy social media environment is critical to the positive growth of individual students and communities, thereby contributing to a more constructive and supportive online culture.

*The Role of Social Presence in College Students' Online Interactions*

Identify the importance of social presence, including the extent to which individuals feel connected and engaged in virtual communities. Recognize that a strong social presence can contribute to a positive online atmosphere.

*Exploration of Online Tutoring and Knowledge Exchange*

Acknowledgment of the growing prominence of online tutoring and mentoring within the realm of social media. Understanding the potential role of these interactions in facilitating knowledge exchange and support among users.

*Global Perspective and Cross-Cultural Variances*

Recognition that the study is situated in a global context, emphasizing the need to consider cross-cultural variations in social media usage and the effectiveness of online tutoring in different regions.

*Addressing Gaps in Current Research*

Recognition of the existing gaps in research related to the influence of social presence and online tutoring on the overall health of the social media environment. Identifying the need for further exploration and empirical evidence in this domain.

*Potential Positive Impact on Students*

Understand that the insights gained from this research can have practical implications for encouraging positive user experiences, constructive interactions, and mitigating negative impacts associated with online behavior. By exploring the global impact of social presence and online tutoring, this research aims to contribute valuable insights into creating a healthier social media environment. This research is motivated by the desire to increase understanding of the dynamics that shape online interactions, thereby ultimately providing benefits to students and communities participating in the digital landscape on a global scale.

## Hypotheses of the Study

H1: Hypothesis about Social Presence: A high level of social presence in online interactions is positively correlated with perceptions of a healthier social media environment.

H2: Hypothesis about the Impact of Online Tutoring: Increased engagement in online tutoring and mentoring activities is associated with a more positive and supportive social media atmosphere.

H3: Combination Influence Hypothesis: The co-presence of strong social interactions and active online tutoring is assumed to have a synergistic effect in forming a healthy social media environment.

## METHODS
### Design

The research was conducted to examine the relationship between social presence, online guidance, and a healthy social media environment. Research data were obtained through a questionnaire distributed via Google Form to 100 students who willingly participated as respondents.

The research employed a quantitative research design to investigate the correlation between social presence, online guidance, and the establishment of a healthy social media environment. This design facilitated the collection of numerical data through a structured questionnaire, allowing for a statistical analysis of the identified variables.

### Participant and Procedure

The study included a sample of 100 students who voluntarily participated in the research as respondents. The participants were chosen to represent a diverse range of backgrounds and experiences to ensure the findings could be generalized to a broader student population. Data collection was carried out using a questionnaire distributed through Google Form. Participants were provided with clear instructions and were encouraged to respond honestly. The questionnaire focused on assessing social presence, the effectiveness of online guidance, and perceptions of a healthy social media environment. The anonymity of respondents was maintained throughout the data collection process to encourage candid and unbiased responses.

The collected data were then subjected to rigorous statistical analysis to identify patterns, relationships, and trends pertaining to social presence, online guidance, and the cultivation of a healthy social media environment. The following sections present the key findings and insights derived from the analysis of the research data.

### Questionnaire Pilot Testing

The questionnaire pilot testing is an examination to assess the quality of the questionnaire used in the research. The pilot testing of the questionnaire includes validity testing and reliability testing. Validity testing is conducted to determine the level of authenticity or appropriateness of each statement used in each variable. Validity testing is performed using the Pearson Product Moment correlation test. The results of the testing on the social presence variable, measured using 6 statement items, obtained correlations between the scores of each statement item and the total scores of all statement items ranging from .554 to .803. These results meet the criteria, as they exceed the threshold value of .361. Therefore, all statement items for the social presence variable are deemed valid.

The testing results for the online guidance variable, measured using 5 statement items, revealed correlations between the scores of each statement item and the total scores of all statement items ranging from .540 to .805. These results meet the criteria, exceeding the threshold value of .361. Consequently, all statement items for the online guidance variable are considered valid.

Similarly, testing results for the healthy social media environment variable, measured using 7 statement items, showed correlations between the scores of each statement item and the total scores of all statement items ranging from .475 to .740. These results meet the criteria, surpassing

Table 1. Questionnaire Trial Results

| No | Variable | Correlation Value | Note | Cronbach Alpha | Note |
|----|----------|-------------------|------|----------------|------|
| 1 | Social Presence | .554 – 0.803 | Valid | .791 | Reliable |
| 2 | Online Tutoring | .540 – 0.805 | Valid | .768 | Reliable |
| 3 | Healthy Social Media Environment | .475 – 0.740 | Valid | .757 | Reliable |

Source: Processed Research Data (2023)

the threshold value of .361. Therefore, all statement items for the healthy social media environment variable are deemed valid, see table 1.

Reliability testing is an examination to determine the level of authenticity or appropriateness of all statement items used in each variable. Reliability testing is conducted using the Cronbach's Alpha test. The testing results for the research variables yielded Cronbach's Alpha values of .791 for the social presence variable, .768 for the online guidance variable, and .757 for the healthy social media environment variable. These results meet the criteria, exceeding the threshold value of .600. Therefore, all statement items for each variable are considered reliable.

## Descriptive Analysis

Descriptive analysis is a testing method to understand the general overview of the data and variables used in the research. The results of the descriptive analysis are presented based on the mean, standard deviation, minimum value, and maximum value. The descriptive results for the social presence variable yielded a mean value of 25.49 with a standard deviation of 2.93, a minimum value of 16, and a maximum value of 30. These results indicate that the respondents have a high level of social presence, see table 2.

Descriptive Results for the Online Guidance Variable revealed a mean value of 21.58 with a standard deviation of 2.24, a minimum value of 14, and a maximum value of 25. These results indicate that the respondents have a high level of online guidance.

The descriptive results for the healthy social media environment variable yielded a mean value of 29.72 with a standard deviation of 3.27, a minimum value of 18, and a maximum value of 35. These findings suggest that the respondents have a high (healthy) level of the social media environment.

## Linear Regression Test

Linear regression analysis is a test conducted to examine the influence of independent variables on the dependent variable. In this study, linear regression analysis is employed to assess the impact of social presence and online guidance on a healthy social media environment. Before conducting the regression analysis, classical assumption tests are carried out to ensure the formed regression model is sound. The classic assumption tests include the normality of residuals test, heteroskedasticity test, and multicollinearity test.

The results of the normality of residuals test, conducted using the Kolmogorov-Smirnov test, show a significance value of .196, meeting the criterion of being greater than0.05. Therefore, it is declared that the assumption is fulfilled. The heteroskedasticity test, performed using the Glejser test, reveals significance values for each independent variable that exceed 0.05, indicating that the

Table 2. Descriptive Test Results

| No | Variable | Mean | SD | Min | Max |
|----|----------|------|-----|-----|-----|
| 1 | Social Presence | 25.49 | 2.93 | 16 | 30 |
| 2 | Online Tutoring | 21.58 | 2.24 | 14 | 25 |
| 3 | Healthy Social Media Environment | 29.72 | 3.27 | 18 | 35 |

Source: Processed Research Data (2023)

Table 3. Linear Regression Test Results

| No | Variable | Coefficient | t count | Sig. t | Note |
|----|----------|-------------|---------|--------|------|
| 1 | Constant | 4.918 | 2.287 | .024 | Significant |
| 2 | Social Presence | .599 | 6.268 | .000 | Significant |
| 3 | Online Tutoring | .441 | 3.534 | .001 | Significant |
| | F hitung | 71.072 | | | |
| | Sig. F | .000 | | | |
| | R Square | .594 | | | |

Source: Processed Research Data (2023)

assumption is satisfied. The multicollinearity test, conducted using the Variance Inflation Factor (VIF), yields VIF values for each independent variable that are below 10, meeting the criterion, and thus fulfilling the assumption.

The significance testing results for the partial effects of social presence on a healthy social media environment yielded a significance value of .000 (sig < .05), indicating a significant influence. Similarly, the partial effect of online guidance on a healthy social media environment resulted in a significance value of .001 (sig < .05), demonstrating a significant influence. The significance testing results for the simultaneous effects of social presence and online guidance on a healthy social media environment obtained a significance value of .000 (sig < .05), signifying a significant influence.

The coefficient of determination testing results revealed an R Square value of .594, indicating that 59.4 percent of the variance in a healthy social media environment can be explained by social presence and online guidance. The remaining variance is attributed to other factors. The regression equation derived from the testing results is Y = 4.918 + .599 X1 + 0.441 X2 + e. The constant value of 4.918 indicates that, in the absence of the influence of social presence and online guidance, the predicted value of variable Y, i.e., a healthy social media environment, is 4.918. The regression coefficient for the variable social presence (X1) is .599, suggesting that social presence has a significant positive influence on a healthy social media environment. This implies that an increased perception of social presence by respondents significantly contributes to a healthier social media environment. Additionally, the regression coefficient for the variable online guidance (X2) is .441, indicating that online guidance has a significant positive influence on a healthy social media environment. This implies that a higher perceived level of online guidance by respondents significantly contributes to a healthier social media environment in use.

## RESULTS AND DISCUSSION
### Results

The findings of the data analysis revealed a regression equation, Y = 4.918 + 0.599 X1 + 0.441 X2 + e, providing valuable insights into the relationship between social presence, online guidance, and a healthy social media environment.
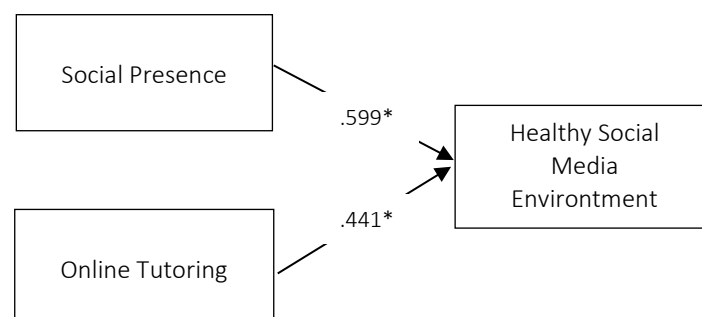


Figure 1: data analysis diagram showing the regression equation

The constant value of 4.918 signifies the baseline or initial value of a healthy social media environment when there is no influence from social presence and online guidance (X1 = 0, X2 = 0). This baseline indicates that even in the absence of these factors, there is a fundamental level of health in the social media environment, denoted by the predicted value of 4.918.

The significantly positive regression coefficient for social presence (X1) at .599 indicates that higher perceived social presence by respondents contributes significantly to improving the health of the utilized social media environment. This underscores the pivotal role of positive social interaction in fostering a healthy online space.

Similarly, the significantly positive regression coefficient for online guidance (X2) at .441 highlights that a higher perceived level of online guidance by respondents has a substantial impact on enhancing a healthy social media environment. This emphasizes the critical role of support and guidance in the digital realm.

Significance testing for partial and simultaneous effects indicated that social presence and online guidance, when considered together, have a substantial and statistically significant impact on the health of the social media environment.

The coefficient of determination (R Square) at .594 indicates that approximately 59.4 percent of the variability in a healthy social media environment can be explained by social presence and online guidance. The remaining variability may be influenced by other unmeasured factors not considered in this study.

## Discussion

The results suggest that fostering self-awareness could further amplify the positive effects of social presence and online guidance in creating a healthier social media environment. This recommendation stems from the understanding that an individual's awareness of their online interactions and the availability of guidance can contribute significantly to cultivating a positive digital space. Future interventions and strategies aimed at promoting self-awareness may thus enhance the overall well-being of social media environments.

The implications of the factors influencing a healthy social media environment, particularly social presence and online guidance, are of concern for various stakeholders, including social media platforms, educators, policymakers, and users.

Social Media Platform Design, social media platforms can use the insights to inform their design and features. Enhancing social presence features, such as interactive and real-time communication tools, can foster a sense of community. Incorporating effective online guidance features, such as clear instructions, tutorials, and support systems, can help users navigate the platform positively.

Educational Programs, Educators can leverage the findings to develop educational programs that promote healthy online behaviors. Emphasizing the importance of social presence and providing guidance on responsible online interactions can be incorporated into digital literacy curricula. This can empower individuals to use social media platforms in a positive and constructive manner.

User Guidelines and Policies, Policymakers and social media platforms can work collaboratively to establish and enforce user guidelines that encourage positive interactions. Policies could focus on promoting social presence and providing clear guidelines for online guidance to create a safer and more supportive digital environment.

Community Building, Recognizing the positive impact of social presence on a healthy social media environment, platforms can implement features that encourage community building. This may include fostering group discussions, virtual events, or other mechanisms that enhance the sense of connection among users.

Mental Health Awareness, Acknowledging the influence of social presence and online guidance on a healthy social media environment, mental health awareness campaigns could emphasize the importance of positive online experiences. Encouraging users to be mindful of their online interactions and providing resources for seeking support can contribute to a more positive online atmosphere,

Algorithmic Considerations, Social media algorithms play a significant role in shaping user experiences. Platforms can consider incorporating algorithms that prioritize content fostering social presence and providing helpful online guidance. This could contribute to a more supportive and enriching user experience,

User Empowerment, Users themselves can benefit from understanding the factors that contribute to a healthy social media environment. With this knowledge, individuals can make informed choices about their online interactions, actively participate in creating a positive digital space,

Ongoing Research and Adaptation, the dynamic nature of social media requires continuous research and adaptation. Stakeholders should stay aware of evolving user behaviors, emerging technologies, and societal trends to ensure that interventions remain relevant and effective in promoting a healthy social media environment.

In summary, the implications of factors influencing a healthy social media environment extend to multiple dimensions, from platform design to user behavior. By addressing these factors, stakeholders can contribute to a more positive and supportive digital landscape for all users.

Generalizability, the study's findings may be limited in generalizability if the sample used is not representative of the broader population. If the study focuses on a specific demographic or social media platform, the results might not be applicable to other groups or platforms. Cross-Sectional Nature: If the research design is cross-sectional, it may be challenging to establish causal relationships. Longitudinal studies would be more effective in demonstrating the direction of causality over time.

Self-Reported Data: If the data relies heavily on self-report measures, there may be issues related to social desirability bias or inaccurate reporting. Participants might provide responses they believe are socially acceptable rather than reflecting their true behaviors or perceptions. Other Unexplored Variables: The study's focus on social presence and online guidance leaves room for other potential factors influencing a healthy social media environment that were not considered. Other variables, such as platform features, user demographics, or external events, could contribute to the unexplained variance. Changing Social Media Landscape, Social-media is dynamic, with platforms evolving rapidly. The study's results may become outdated as new platforms emerge or existing ones change their features. This limitation underscores the need for ongoing research to stay current with technological and societal developments.

Statistical Significance: The study's findings demonstrate statistical significance, indicating that the relationship observed between social presence, online guidance, and a healthy social media environment is unlikely to be due to chance. High R Square Value: The R Square value of .594 is relatively high, suggesting that the model explains a substantial proportion of the variance in a healthy social media environment. This indicates a strong predictive capability of the model. Practical Relevance: The study's focus on social presence and online guidance aligns with practical implications for social media platforms, educators, and policymakers.

The results provide actionable insights for interventions aimed at improving the online environment. Regression Equation: The derived regression equation allows for the prediction of a healthy social media environment based on social presence and online guidance. This provides a practical tool for stakeholders to understand and potentially manipulate these variables for positive

outcomes. Simultaneous Effects Analysis: Examining the simultaneous effects of social presence and online guidance adds depth to the study. It recognizes the interactive nature of these factors and provides a more holistic understanding of their combined impact on a healthy social media environment. Contribution to Literature: If the study addresses gaps in existing literature or introduces a novel perspective, it contributes valuable knowledge to the field. This enhances the study's significance and relevance within the broader academic and practical context. It is crucial to acknowledge both the limitations and strengths of the study to provide a balanced interpretation of the findings and guide future research efforts.

## CONCLUSION

In conclusion, the study reveals that social presence and online guidance are pivotal in shaping a healthy social media environment, as indicated by statistically significant results. The simultaneous effects of these factors underscore their interconnected nature, emphasizing their combined influence on positive online interactions. With a high explained variance of 59.4%, the model provides a robust framework for understanding and promoting positive digital experiences. The findings offer practical implications for various stakeholders, including social media platforms, educators, policymakers, and users, enabling them to enhance online environments. Users, empowered by this knowledge, can actively contribute to creating a supportive digital space. The regression model serves as a practical tool for predicting and manipulating a healthy online environment. Continuous research and adaptation are emphasized, recognizing the dynamic nature of social media. In summary, this study provides valuable insights, combining practical implications with statistical robustness, laying the groundwork for future research and interventions to foster positive online experiences in an evolving digital landscape.

## AKCNOWLEDGMENT

## AUTHOR CONTRIBUTION STATEMENT

All authors have read and approved the final version of the manuscript.

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