

The Analysis of Digital Innovation in Cross-Cultural Communication and its Influences on Sociable and Unsociable People

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Abstract: Anyone who travels from one country to another one may be confused and perplexed or even will experience overwhelmed fluctuations, which is called cultural shock. For anyone who works or lives abroad, this cultural shock is an inevitable and a normal phenomenon.^[1] Cultural shock is not a mental illness, but a natural, or an uncomfortable response to a new environment. With the rapid development of the times and the explosion of information, people's understanding of other countries and cultures has also risen to a new level. Correspondingly, with the advancement of science and technology, the way of people's communication has gradually shifted from traditional communication to the current form of digital communication. For example, in the past, people often communicated face-to-face, but now people mainly communicate by digital modes, such as We Chat and QQ. In addition, there are more and more channels for people to retrieve information. In the past, people used to retrieve information mostly by reading books and newspapers, but now the developed network enables people to search and get the information they want easily and quickly. And big data will also recommend relevant information for users according to personal preferences. With the development of digital networks and the popularization of digital communication, the number of netizens has also exploded. In recent years, two kinds of people became popular in the network society, one is those people who are sociable, and the other is those people who are afraid to communicate with people. This article will take the cross-cultural innovation--digital communication as the background to analyze how this phenomenon exerts influences on the virtual life of those who are good at socializing with others and those who are afraid of doing so in real life.^[2] This article will analyze the following parts: who are those people good at socializing and who are the ones bad at it ; the reasons why the era of digital communication came; the "freedom of speech" brought by social applications in the era of digital communication; the speech platforms the digital communication provided; the job opportunities provided by the era of digital communication; the impact of the era of digital communication on social anxiety in real life; the impact of the era of digital communication on social anxiety in online life; and a summary of this research.

Keywords: digital communication; sociable people; social phobia; influence

1. Introduction

Different from the young people of other eras, our generation grew up with the development of Internet. Therefore, the new social roles require us to constantly perform world affairs in real life. We can gather under the umbrella of "social phobia" to seek shelter at a certain stage, but with the development of society and the transformation of our roles, we need to become as the backbones of the society. So we participate, disseminate, and comment. The transition of social orientation reflects the psychology of young people in social communication, and it is their call to social interaction from the heart. Whether it is the resonance of "social phobia" or the identification of "social mania", the key solution is to return to reality, return to society and return to responsibility. The "Medium and Long-Term Youth Development Plan (2016-2025)" issued by the Central Committee of the Communist Party of China and the State Council pointed out that it is necessary to "guide young people to be self-esteem, self-confidence, rational, peaceful and positive, and cultivate good psychological and will quality. And it is also important to promote the harmonious development of young people's mind and body, and guide them to correct dealing with the relationship between the individuals and others, between the individual and the collective, and between the individual and the society." This points out the direction and provides a guide for the young people's social view. On the one hand, the young people should embrace the convenience brought by social media. And on the other hand, they should

embrace the negative influences brought by social media. We should call on young people to establish an authentic self-identity, and then use this as a starting point to issue a confident invitation to the society to establish real social connections, high-quality interpersonal connections and healthy interactions.

2. The definition of sociable people and unsociable people

With the progress of the times and the development of network technology, people around the world communicate more and more, and the distance between people is getting closer and closer. Since different countries have different cultures, there is also a certain degree of cultural conflicts between different races, and the languages used by different races are also quite different, which hinders the communication and information sharing between people. This is also one of the problems that leads to gaps between countries and races. However, with the rapid development of online social platforms, people from different countries have a convenient and fast way to understand each other's culture. And with such digital communication methods, in recent years, two hot words have emerged on the Internet: "sociable people" and "unsociable people", which are two opposite words representing two kinds of people.

Sociable people will behave and perform themselves in an unburdened and unscrupulous ways in public places or even in front of unfamiliar people, which is totally different from those who are unsociable. Sociable people have a good psychological quality, do not care about being the focus of the crowd, and do not worry about being laughed at and left out. On social networks, more and more people are labeled as sociable people who seem to be very good at socializing. But sometimes this kind of overly sophisticated social skills may not produce good social effects, because it will leave people with a noisy, hypocritical, flashy impression, and it may even be possible to offend others.^[3]

On the contrary, those who are not good at socializing may have social phobia which refers to an individual's excessive fear of one or more social situations, the fear of being judged negatively by others. In the first half year of 2021, the Chinese Academy of Social Sciences and other institutions jointly conducted a survey on more than 4,000 young people between the ages of 18 and 35, and found that 40.2% of them said they had different degrees of social phobia. Among them, 52.7% believed that they lacked social skills, and 55.6% were not confident enough and lived too depressed.^[4] People with social phobia dare not make a high profile to attract the attention of others, dare not affirm themselves, and even dare not express their thoughts and emotions in public. When they meet someone they know on the road, they will try to hide themselves, and they can't wait to put on an invisibility cloak immediately. Whenever they muster up the courage to go to a party, they will only see others talking and laughing. Although they really want to join them, what they can do only is to accompany others with an embarrassing smile. While the sociable people are completely different. When interacting with people, they will have no psychological burden and are not afraid of the eyes of others. They shoot videos in public, confess their true feelings to others in public, and do something that people with "social phobia" can't imagine. They can get to know everyone by themselves, chatting with passers-by in the same elevator at any time, and quickly mingling with strangers. For people with social mania, there are no topics that can't be talked about in this world, and there are no circles that they are not familiar with. Not only can they chat with anyone, but they can also pick up on anything. Regardless of whether the content of the conversation has anything to do with them, whether it is entertainment and gossip, or the recent popular variety shows and TV series, they can all chat these things with others, and what they talk may sound reasonable. In fact, things related to social stress are easy to attract widespread attention. The popularity of the sociable people is because that these people show a high level of emotional quotient and social skills, which makes people feel very relieved. Whether it is asking for directions, bargaining or confessing, it can be done at their fingertips. To a certain extent, sociable people have a delicate mind and high EQ. They like to let others see their true self, and by doing so will gain more recognition than concealing oneself.^[5]

Sociable people and those who have social phobia seem two totally opposed kinds of people, but they are actually two melons growing from a vine, that is, two different states of an unconfident psychology. "Social phobia" is because of lack of self-confidence and fears that others will find out that they are not doing well or wrong, so they hope that others will try not to pay attention to themselves. And the result of the lack of self-confidence of the sociable people is that they fear others will not recognize them, so they will show themselves hard in order to attract the attention of the people around them.

Studies have shown that the critical period for the formation of being sociable is in childhood. A study by Swiss developmental psychologist Jean Piaget found that children of preschool age (4-6 years old) will have a "self-centered period", believing that the world should adjust according to their own needs. American psychologist David Elkind proposed that adolescence (13-17 years old) children will experience a "personal deification period", thinking that their every move will be paid special attention by others.^[6] What these two periods have in common is the feeling of being the focus and center of the whole world. This is easy to explain why many children are good at socializing. For example, they don't feel shy when they recite poems and sing in front of relatives during New Years and other festivals. Adolescent children are more willing to behave or perform themselves when there are more people, in which they will have fun.

3. Sociable and unsociable people in real life

In our daily life, we can always find that there are some outgoing friends, classmates or colleagues around us. They are very good at socializing and are willing to show themselves in front of everyone, whether in life, study, or work. They are always generously and decently performed themselves. While there are also some people who are not good at socializing, or are unwilling to express themselves. They do not want any of their movement or word to attract the attention of others, and what they only hope is that they can be "transparent people" quietly. Because they will feel very uncomfortable to attract the attention of others. But apart from these "normal people", we have to pay attention to some special groups, such as the deaf people or other people who are with physical or mental disabilities. These groups are often discriminated, prejudiced, and even excluded by some people in real life.^[7] When these special groups are in this unfavorable environment for a long time, they will gradually become inferior and lonely. As a result, they don't like to communicate with others.

But with the digital communication and the social platforms, it's a great platform for them to express themselves very well. In the virtual internet world, no one knows that their disabilities, and no one will mock or ridicule them for any reason. On social platforms, they can say what they want to say, watch the videos they want to watch, and make friends with like-minded netizens.

4. Sociable and unsociable people in virtual life

In the virtual cyberspace, people have a great right to express themselves. I found that some friends around me who are very sociable in real life do not like to express their opinions or share their life on the Internet. Because they think that the Internet is a virtual world and their life should be realized in real life, but not shared with strangers on the Internet. But there are also other people who are afraid of expressing their opinions, afraid that what they say and do is not good enough, and afraid that others will judge them. Therefore, some of the emotions and opinions they have accumulated in real life will be released on some social platform, and most of them will choose to express their true inner thoughts in this way. In addition, there are some people who regard the online society as a place where they can do everything that they want to. They think that there are no rules or regulations in the virtual world. Furthermore, these people will make many anti-society comments or strongly criticize other people or things happened on the internet, no matter these things are good or bad. And such people are called "keyboard warriors" by netizens, that is, people who stand on the moral highland and express "personal sense of justice" and "personal comments". "Keyboard warriors" are mainly those people who usually avoid social situations. And once they are separated from the crowd, face the computer keyboard alone or use their mobile phone for online comments and chats, they can chat and laugh without scruples, and comment on all aspects of the society. They will be easy to blindly follow the trend and be taken advantage of by others.^[8]

5. The reasons why the digital communication came

As an old saying goes, the new things will eventually replace the old ones. If something or some idea is outdated and does not meet the needs of the times and the people, then it will be knocked out of the world, and something new will take its place and do better than it in this position. The innovation of communication mode is a signal of social development and advancement. With the development of the times, the Internet has entered people's lives, and smartphones have become an indispensable part of most people's daily lives. And since the end of 2019, the coming of COVID-19 suddenly broke into people's life and stole the time and the opportunity for people to communicate offline. Therefore, the

online communication has become a necessity in people's daily life. During the pandemic, most of people's activities are held online, including online schooling, online work and online meetings. It is of no exaggeration to say that this pandemic has greatly facilitated the development of online digital communication.

In the era of digital communication, network communication has helped people overcome the limitations of time and space. Now, as long as they use the Internet, they can meet and communicate with others instantly, even if they are thousands of miles away, which is impossible for traditional communication modes, such as writing letters. Digital communication breaks the limitation that knowledge cannot be shared in a convenient and quick way. Now some useful knowledge and information can be shared on the Internet for all the people who need it. And digital communication allows enterprises to get more valuable opinions, and consumers can directly publish their comments online, which can save human cost, material resources and costs for enterprises. However, traditional communication methods will cost double time to get the results that the enterprises want. Digital communication is relatively free and there is less constraints. While there are many constraints in traditional communication, and most of the time people cannot directly express their true thoughts. Fortunately, many applications now have developed the function of calling and sending text messages online, and these functions have gradually replaced those of the mobile phone itself, which brings great convenience to people's lives.

6. "Speech freedom" brought by digital communication

Digital communications can be "anonymous" or "identifiable," whether in written, oral, or video forms. But anonymity, possibly without real identification, is far more prevalent in digital communication than in face-to-face communication. Therefore, without being recognized by others, people, whether they are sociable or unsociable in real life, are expressing more and more remarks on social platforms. To a certain extent, it can be said that social software has brought people the "freedom" of speech. For example, the recent "Tangshan BBQ restaurant bully incident", which caused a great disturbance on the Internet, has also involved more relevant news due to the violent and negative nature of this incident. Gradually, many people came out with their real names to disclose the bullying they had suffered in the local area.

When these people were bullied at the time, no one helped them, and everything they have done was controlled by "an invisible hand". Therefore, they couldn't express their innermost thoughts to the outside world. But now they can choose to speak out those things in the online world which is a great platform for people who are being bullied to speak out.

But there are also some of them who will use "virtual identity" or "anonymous identity" to do something that goes against morality or common sense, or even violates disciplines, regulations and laws. For example, some people will publish false information on the Internet to slander others, especially when some big events occur, some "anonymous accounts" will come out to "control the direction of public opinion", or some celebrities will publish some ideological issues that violate the nation on social media. The above problems all show that social platform is a double-edged sword. We must grasp the degree of it when using it, otherwise it will cause harm to others and ourselves.

7. The job opportunities provided by digital communication

With the advent of the Internet, all fields of life and work have been connected, information can be quickly disseminated through the Internet, and the information brought by the Internet is also very rich, which has a great attraction to people's spiritual life. The Internet era has brought new opportunities and challenges to our work.

The occupations and industries created by the Internet are also very diversified. Nowadays, the short video industry is very popular among people, and it is also an important way for many people to earn extra income after work. The threshold for this way of making money is relatively low, so some people even can take short video as their main occupation, and they accumulated a lot of money from it, thus attracting more people to invest in the short video industry.

In addition, the globalization, knowledge, informatization, digitization and networkization of the world economy have gradually moved itself into a new boardless economic era. Driven by the continuous development and wide application of global information technology, e-commerce has also

become an important form of information communication and trade activities among many enterprises and consumers, which also changed people's way of life. This situation has had a strong impact on the business and marketing methods of enterprises, and the way of global enterprises has changed as a result.

However, the risk of the Internet industry is also very high. If you are not careful enough, you may fall into many traps. Therefore, it is very important to choose the right industry to do, and you can't blindly follow the trend. Don't just follow the trend, but seize the time and the chances, and bear it in mind that will be no pie but traps in the sky.

8. The influences digital communication exerted on unsociable people in real life

With the advancement of technology and the acceleration of the pace of life, our generation is living in an era where there are a great number of Internet platforms and various electronic devices. And we are becoming more and more open-minded. In this Internet era, the communication between people is reduced gradually, but they are more willing and eager to express their opinions on the Internet. According to statistics, there are currently more than 20 million young people living alone in our country, and the phenomenon of being alone offline and being lively online has gradually become normal. According to the report of "2020 Insights Report on the Life of Youth Living Alone", 64.83% of the respondents chose to make new friends through social software, and making friends online is a "must option" for many young people living alone to relieve their loneliness.

8.1. Influences on their daily life

For those who have social phobia, they are afraid to communicate with others in daily life, and they will feel fearful when they communicate with others. If one needs to give a speech in public or on the stage, then one will have insomnia the night before the speech, and will feel very nervous. One will feel very scared when on the stage and will want to escape the situation immediately. But with the digital communication, the social willingness of those people who are afraid to communicate with others will increase to a great extent, and it can also improve their social skills.

In such an environment, they will be willing to communicate with others and share information with each other. For example, the current Meitu software can make your skin white and flawless and your body bumpy and voice changing software can make your voice full of charm and even completely change it. These applications that allow the self to "become excellent" can help people have social phobia build self-confidence, and they can slowly overcome communication barriers or low self-esteem in real life in the future.

8.2. Influences on their daily work

Almost everyone in the world cannot escape work, or live without work. Most people always need a job to earn a living, or to achieve self-worth. During the work time, communication with colleagues and leaders is inevitable. If we deliberately avoid this kind of communication, it will be likely to cause some contradictions or misunderstandings. But this happens to be one of the situations that the unsociable people are very afraid of. Whenever this kind of situation happens, they will be very contradictory, because they are afraid of communication, but at the same time they are afraid of losing their jobs. However, with the development of the era of digital communication, people are gradually using some convenient office software at work, and colleagues can contact each other in WeChat groups or other software groups. This is undoubtedly a huge benefit for those people who have social phobia. For example, when a leader asks someone who happens to have social phobia to contact a colleague from another department to check the information, then this unsociable person can communicate other through office software. If the problem cannot be solved, then these two colleagues can solve the problem in a face-to-face way. And since they have contacted each other through the network, they will be less embarrassed when talking to each other face to face. Therefore, considering that online communication can be used to reduce the degree of social phobia or social embarrassment, such unsociable colleagues can devote more energy and better devote themselves to their work, rather than need to be afraid to communicate with other people all day long.

8.3. Influences on their emotional life

As we all know, opportunities are reserved for those who are prepared. No matter when is in friendship or in love, you will have more opportunities if you take the initiative. On the contrary, if you keep waiting, it will be difficult to get the results that you want or you need. In real life, people have social phobia are already very afraid of communicating with others, let alone taking the initiative to get to know or to build relationships with others. However, with the development of network technology, many dating software or dating platforms have also been developed, such as WeChat and blogs. People can find like-minded people on the Internet according to their interests, hobbies and personal preferences. On this basis, they can communicate with each other without embarrassment, they can express their inner thoughts at will, and they can show their literary talent, personality, and thoughts and any other fortes they have through words. At the same time, this way of making friends can also reduce the expenses of hanging out with friends, thereby saving some money. This method not only enables people have social phobia to actively communicate with others, but also improves the scope and efficiency of making friends. Therefore, communication in the digital age, in terms of emotional communication, is of great convenience to the unsociable people in real life. But it cannot be neglected that there are many people who defraud money or emotions in online communication. We must protect ourselves in this regard, do not release our important information, have our own judgment, and should not be controlled by others.

8.4. Influences on their mentality

Nowadays, the whole world is one united family, so it is difficult to avoid interacting with others in our daily life. But in real life, if a person suffers from social phobia for a long time, is afraid of the evaluation of others, and cannot express himself, then one will become more and more inferior, and may even be unable to keep up with the development of the times, and finally be knocked out of the world by the society. According to psychiatrists, if a person with social phobia will experience a depressive mind stage when facing social groups or socializing with others. If one i in a bad mood for a long time, one can feel tense, anxious or worried, and eventually can't control the condition and cause more serious and depressive danger. Digital communication provides people with an opportunity to "participate in society" and to "create the society", which means that they can find their own position in virtual online life, let off their emotions and confide their difficulties so as to alleviate their emotional problems that they won't say in real life.

8.5. Influences on their physical conditions

It is well known that good relationships will bring many benefits, such as a better health, fewer illnesses, longer lifespans, more open minds, and more happiness. Aristotle stated in "Politics": "Human nature is a social animal, and those individuals who are born to live in isolation are either not worthy of our attention, or are not human." Although this is an absolute and extreme statement, in recent years Scientists' research on the brain has proved that the need for social interaction is as basic as the need for food and shelter. Therefore, digital communication is an antidote to social phobia.

9. The influences digital communication exerted on sociable people in real life

In real life, we are surrounded by friends who are very good at socializing. These people are not afraid of others' opinions and dare to express themselves. In today's life, with the fast development of social software and the flood of information, people who are good at socializing are labeled on the Internet as people who have social mania. The existence of social mania promotes the speed of people's communication and also increases the frequency of people's communication.

9.1. More communication in daily life

For ordinary people who are neither sociable nor sociable, the people who have social mania in real life are full of energy and curiosity and seem to be inexhaustible. Sociable people can have an absolute advantage in interpersonal communication, and most of them can also lead the direction of topics in communication. Since the beginning of the era of digital communication, sociable people seem to have opened up a shortcut to widen their social circles. In the online community, sociable people can use their active social skills and advantages to match and find more like-minded friends

through network technology. These friends may be unsociable in real life, but this is no longer important. The important thing is that they can communicate and understand more in the virtual world. From another perspective, perhaps sociable people can help those who have social phobia overcome social barriers in real life and then they gradually become confident and no longer be afraid to communicate with others in real life, through which these sociable people can realize more self-value.

9.2. High efficiency at work

For sociable people, they can well plunge themselves into a new environment and be well adapted to a new social circle. Therefore, at work, they can adapt to various working environment and pace of different types of colleagues, and are not afraid to show their strengths and weaknesses, which can promote teamwork and improve work efficiency. Of course, they will not be afraid of doing something wrong or exposing their shortcomings to others. On the contrary, when their shortcomings are exposed or their performance is not admitted by others, they can adjust themselves well and correct their mistakes in time in order to form a harmonious and efficient team with everyone. Therefore, in the workplace, compared with those who have social phobia and who are submissive at work and do not speak much, most leaders are more likely to appreciate the sociable people who dare to express themselves, and colleagues are more willing to work with the them too. In addition, sociable people will be smoother at work and are more likely to get promotion opportunities. In today's digital communication era, as mentioned above, due to the development of office software, unsociable people can reduce their fear of social interaction at work and devote more energy to the work itself. It is because of such a change that sociable people will get along more easily with those unsociable colleagues at work. Moreover, sociable people don't have to worry about whether their strength-being sociable- will cause burden on others. In this way, in the background of digital communication, the mentality change of sociable people and unsociable people at work can allow them to better contribute to their work, thereby improving work efficiency.

9.3. Reduction of burden on others

Sometimes, some of the social advantages of sociable people are considered as showing off or means to deliberately attract the attention of others, and sometimes they may even disturb others' lives. Therefore, digital communication is a good way that can reduce the burden on sociable people themselves and others. Through this way of communication, everyone can communicate in a very relaxed condition when communicating. However, whether in real life or in the virtual online world, sociable people should control themselves and pay attention to the degree of "active communication", because an appropriately active communication is more acceptable.

10. Conclusion

Netizens have different understandings and interpretations of sociable people. Some people think that they are undoubtedly worth promoting, because it is more conducive to encouraging people to socialize boldly. For some unsociable people, to become sociable is their desire. However, there are also some people who think that in social interaction, being sociable may actually be more to cause discomfort to others. From another point of view, there is no right or wrong between sociable people and unsociable people, so there is no need to feel pressure. To be sociable is to find your most comfortable state, to be able to accept your character, and to live the life you want. The world is so big and there are so many interesting and valuable things to do and to see. Since every single one just has one chance to live, you don't have to care too much about other people's opinions or judgements, and you don't have to live according to other people's wishes. In fact, under the premise of not disturbing others, it is the most valuable and meaningful to love yourself and live a good life in the way you like.

In the era of digital communication, both sociable people and unsociable people are exerting their own strengths. The core of social mania and social phobia is socialization, which aims to improve social relations. Normal social interaction is the basic needs of human beings, and it is also a prerequisite for young people to make a difference.

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