



**THE INFLUENCE OF SOCIAL MEDIA EXPOSURE AND INTERPERSONAL
COMMUNICATION INTENSITY ON THE EFFECTIVENESS INTERPERSONAL
COMMUNICATION OF COLLEGE STUDENTS WITH FAMILY COMMUNICATION
PATTERNS AS MODERATORS**

UNDERGRADUATE THESIS

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By:

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The Influence of Social Media Exposure and Interpersonal Communication Intensity on the Effectiveness Interpersonal Communication of College Students with Family Communication Patterns as Moderators

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Abstract

This study aims to examine the influence of social media exposure and interpersonal communication intensity on the effectiveness of college students' interpersonal communication, with family communication patterns as a moderating variable. Utilizing a quantitative approach, data were collected from 185 college students using a closed-ended questionnaire and analyzed through statistical techniques including multiple regression and moderated regression analysis (MRA). The findings reveal that both social media exposure and interpersonal communication intensity significantly influence the effectiveness of interpersonal communication. Furthermore, family communication patterns were found to moderate these relationships, although their presence slightly reduced the model's explanatory power, indicating a weakening moderation effect. These results suggest that while digital engagement and communication habits play crucial roles, the family environment still holds a significant, albeit complex, influence in shaping students' interpersonal communication effectiveness.

Keywords: interpersonal communication, social media exposure, communication intensity, family communication pattern

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Cikarang, 15 August 2025

A handwritten signature in black ink, appearing to read 'Delvira' with a stylized flourish at the end.

Delvira Novianti Tatipikalawan

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