EFFECTS OF SOCIAL MEDIA ON RELATIONSHIPS

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CHAPTER-1

INTRODUCTION:

Anyone can use social media to communicate with long-living relatives and friends, as well as with their spouses, kids, and health professionals. Social media use, on the other hand, might result in less quality in-person interaction with dear ones and marital discontent. These flaws could be the result of pre-existing relational problems or psychiatric illnesses.

Social media is a computer based technology widely used to ideas, views, opinions and thoughts across the world through the virtual networks and communities. It is a part of mass media which was unknown to many people for years. It is a new medium of keeping people engaged in their leisure. The concepts such as liking of posts, sharing them and number of followers and connecting with new people have gained great significance. Social Media doesn't only helps people connect but also engages people in a lot of other things like shopping etc. Social Media allows people to keep an update about the lives of their near and dear ones by sharing pictures and personal information. They can also modify the privacy level and share their personal information in their private circle. Through social media, people can improve their communication skills as social media allows them all source of communication, through chats using stickers, gifs etc. This gives people time to formulate right words which might not be possible in in-person conversations.

Social Media also has a lot of negative impacts on relationships as interacting a lot on social media reduces a lot of face-to-face interactions which impacts a lot of our existing relationship and also affects the ability of people to form new relationships. Social Media decreases uses up a lot of people's time which they could have spent their family members. Ultimately social media leads to conflicts among the family members, parents and kids, husband and wife etc. In various studies done by other researchers, it is found that social media and the time tracking capability of various social media app helps in establishing a connection between various social media apps and relationship satisfaction. It is found that an increase in social media usage has led to relationship satisfaction and an increase in fights, conflicts and misunderstandings

between people. There is also the issue of snubbing a person while sitting with them in person and focussing on your social media account. Various researchers have proved that snubbing people is kind of a rude behaviour and goes against societal norms. The people who have faced phubbing don't connect so much emotionally, lack empathy and harms personal trust among people. Social media increases a feeling of jealousy and discomfort between partners giving rise to dissatisfaction in relationship. We can lead a happy life by balancing the usage of social media and giving sufficient time to our personal relationships. People can do this by allowing a little bit of changes to their daily habits by keeping their phones away while sitting along with family and spend time together, plan some activities in which everyone can take part, not allowing them any screen time, try sleeping without their smartphones. Social Media not only pulls you away from your relationships but also has a very negative impact on you and your closed ones health. It affects mental health and leads to various concerns like depression, anxiety etc. Social Media spreads quite a lot of misinformation related to health issues. Social Media leads to reduction in outdoor activities and destroys sleep cycle which in turn leads to a lot of health issues.

CHAPTER-2

LITERATURE REVIEW:

In the Journal Article "The Influence of Young Children's Use of Technology on Their Learning: A Review[i]" [1]the author explains how social media has affected younger generation and caused a lot of wastage to their time and influenced them.

In a book chapter "Does social media make people happier[2]?" the author explains how the usage of social media has an emotional impact on people and how the usage of social media has made their leisure time happy and interesting.

In the book chapter "Social Media and social relationships[3]" the author tells us how social media impacts "relationships by decreasing attention and quality time spent together. The

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[1] Ching-Ting Hsin, Ming-Chaun Li, & Chin-Chung Tsai. (2014). The Influence of Young Children's Use of Technology on Their Learning: A Review. Journal of Educational Technology & Society, 17(4), 85–99.http://www.jstor.org/stable/jeductechsoci.17.4.85

[2] Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Spyer, J., Venkatraman, S., & Wang, X. (2016). Does social media make people happier? In How the World Changed Social Media (1st ed., Vol. 1, pp. 193–204). UCL Press. https://doi.org/10.2307/j.ctt1g69z35.20

[3] Wang, X. (2016). Social media and social relationships. In Social Media in Industrial China (1st ed., Vol. 6, pp. 97–126). UCL Press. https://doi.org/10.2307/j.ctt1g69xtj.9

negative effects of social media usage on relationships are distraction, irritation and decreased quality time".

In the Journal Article "Online Communication and Adolescent Relationships[4]" the author explains how online communication has a lot of pros and cons as it allows people to talk to other people freely and develop relationships but at the same time so much involvement in social media allows couples to spend less quality time together and further leads to dissatisfaction and emotional detachment and high level of depression and anxiety.

CHAPTER-3

IMPORTANCE OF TOPIC:

Social Media and People have a close relation that can be useful as well as harmful. There are various people who are actually realising the harmful effects of social media and quitting it whereas there are people who are addicted to social media and are unable to pull themselves apart from it. Social Media has taken a toll on the lives of people and is affecting their mental sanity. This problem is not being faced in some parts of the world but has spread wide across the world. Social Media also has good side to it as it allows people highlight certain issues and help people gain correct knowledge about it, encouraging, empowering and motivating them. After the outbreak of the Covid-19 pandemic, social media has attracted a lot of public and the users have tremendously increased. Therefore, this research is conducted to make people aware of both the upsides and downsides of the connection between social media and celebrities.

AIMS AND OBJECTIVES:

The aims and objectives of formulating this research paper are as follows:

1] To understand the effect of social media on various relationships.

2] To study the positive and negative impact of social media.

3] To understand about the addiction of people to social media.

4] To suggest healthy balance between social media and relationships.

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[4] Subrahmanyam, K., & Greenfield, P. (2008). Online Communication and Adolescent Relationships. The Future of Children, 18(1), 119–146. http://www.jstor.org/stable/20053122

HYPOTHESIS:

There is a strong dependence of people on social media which affects their relationships. This dependence has both advantages and disadvantages, such as they get to connect to more people, they get exposure. However, it has certain drawbacks such as getting detached from closed ones, health issues etc. There is a need to create a right balance between social media and relationships in order to ensure a healthy, peaceful and positive environment for everyone.

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RESEARCH METHODOLOGY:

The researcher has used both the doctrinal method of research as well as the non-doctrinal method of research. The research paper makes use of research papers, articles and journals to get the required information. A survey has also been conducted to get the required data for the research. Some online sources and blogs have also been referred to for collecting information regarding the topic.

AREA OF STUDY:

The area of study for this particular research paper is instances in different parts of the world.

RESEARCH DESIGN:

Research design is a framework of research methods and techniques used to integrate the "different components of the research in a coherent and logical way. The research design" of this paper is descriptive and analytical. The research paper utilises the details in articles and journals, and analyses them to understand the inter-relation between social media and celebrities and their impacts on each other. An online survey by means of a questionnaire was also conducted. The results of the survey were analysed to understand what the people at large think about the relation between social media and celebrities, and how this relationship impacts the society at large. Through details of the study, the research paper tries to highlight the importance of maintaining a proper balance between social media and celebrity, amongst people across the world.

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SAMPLING PROCEDURE:

The sample size is confined to 18 individuals which includes people from various age groups from teenagers to adults.

DATA COLLECTION METHOD:

The research involves the use of "both primary as well as secondary data collection methods". The necessary information is collected through an online survey. The data is also collected from literary works such as articles and journals of renowned authors. The reliance is also placed on online resources like verified, reliable websites and blogs authored by experts.

DATA ANALYSIS AND INTERPRETATION:

The required details and information is collected, after which it is analysed using statistical techniques. The interpretation of this data is done manually and by means of a computer.
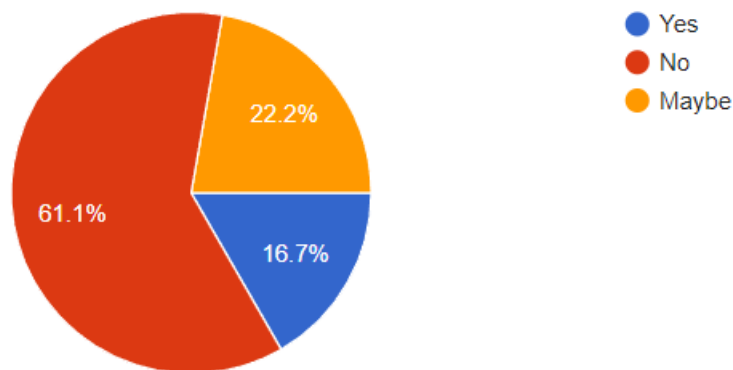
1. **Do you have an account on any social media platform?**
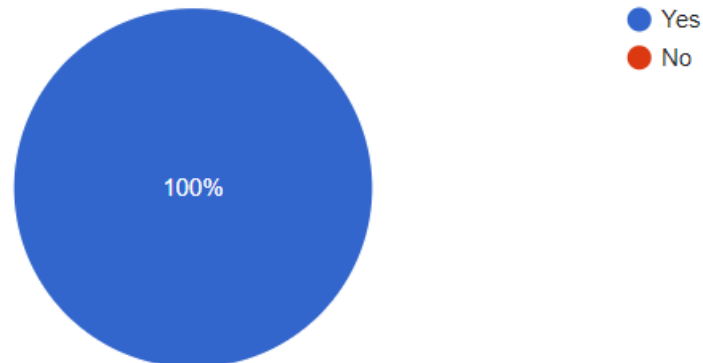
Sr. No.	Response	No. of Responses	Percentage%
1.	Yes	18	100%
2.	No	0	0%
Total			**100%**

According to the chart, 100% of the respondents have an account on social media and there is no one such who doesn't have an account on any social media platform.

2. Are you someone who is addicted to social media?

Sr. No.	Response	No. of Responses	Percentage
1.	Yes	3	16.7%
2.	No	11	61.1%
3.	Maybe	4	22.2%
Total			**100%**

According to this chart, 16.7% of the respondents truly believe that they are addicted to social media while 61.1% of the respondents think that they are not at all addicted to the social media and 22.2% of the respondents believe that they maybe addicted to the social media. From this we can infer that quite a lot of the respondents are not sure if they are addicted to the internet or not.

3. What is the average time you spend on social media per day?
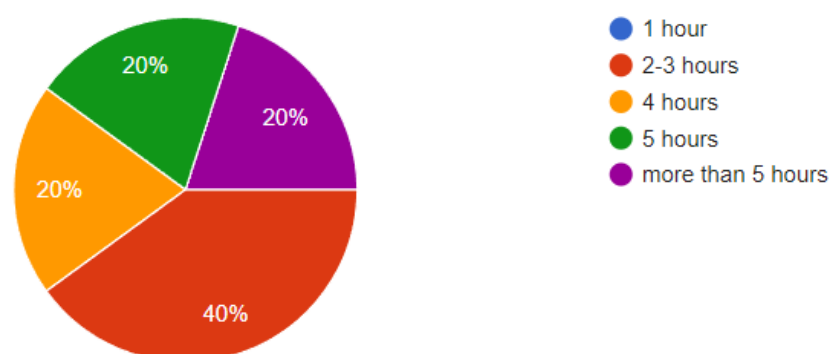
Sr. No.	Responses	No. of Respondents	Percentage%
1.	1 hour	0	0%
2.	2-3 hours	9	40%
3.	4 hours	3	20%
4.	5 hours	3	20%
5.	More than 5 hours	3	20%
Total			**100%**

According to this chart, none of the respondents spend 1 hour on social media, while 9 that is most of the respondents spend mostly 2-3 hours on social media and 3 of the respondents spend 4 hours on social media, 3 of the respondents spend almost 5 hours on their phone and 3 respondents spend more than 5 hours on social media on social media.

4. **Has Social Media influenced the quality of your interpersonal relationship?**
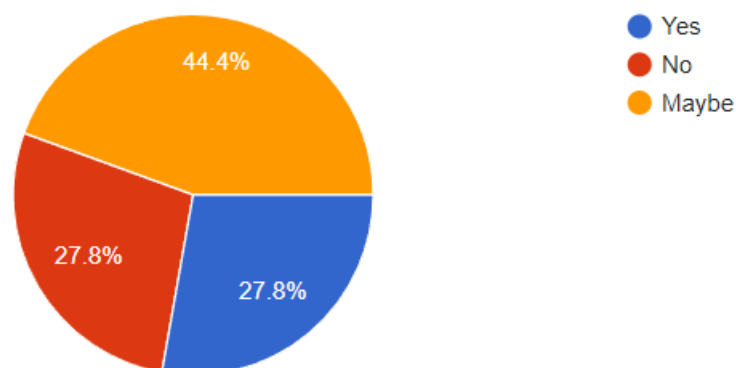
Sr. No.	Response	No. of Responses	Percentage%
1.	Yes	5	27.8%
2.	No	5	27.8%
3.	Maybe	8	44.4%
Total			100%

According to the chart, 27.8% of the respondents think that their "inter personal relationships are affected by the usage of social media, 27% of the respondents think that their inter personal relationships are not affected by the usage of social media" and most of the respondents that is 44.4% of the respondents think that maybe social media has affected the quality of their inter personal relationships. Hence, it can be figured out that most of the respondents believe that social media affect the quality of their inter personal relationships.

5. **How do you think you can maintain a balance between social media usage and your relationships?**

1.	I think social media helps people to build their relationships to some extent. For example, amid covid all we had is social media to talk to people, get to know and make friends. However, if we consider our relationship with our parents or family, we can maintain a balance easily if we set a boundary of time for our social media usage everyday so that you get to use social media, interact with people across the globe simultaneously spend time with your family and peers.
2.	A balance between social media and relationships can be maintained by reducing screen time and making sure you spend enough time with your loved ones too. Also it is very important to be aware of the reality and not get flown away with the superficial and high standards of expectations created about relationships through social media. It should be understood that such unhealthy burden and pressure on other individuals will have a negative impact on relationships.
3.	Being more present, reducing screen time , refreshing social media accounts and only consume what's needed , setting up a time table distinguishing social media usage time and personal relations.
4.	We can do that by taking out time for everything and managing our schedule likewise.

5.	It is sometimes difficult to manage time between social media and relationships sometimes but yes we have to pay more attention our relationships rather than being on social media always.
6.	We should be giving importance to relationships more than social media.
7.	We canq balance out everything by limiting social media usage and prioritising relationship over social media.
8.	We should first have self control and use social media in a limit. By doing that we can give equal time to our work as well as enjoy with family.
9.	First of all, we should not compare our social life with our personal life because that's the foremost thing that affects our relationships.
10.	We should have a particular screen time and devote time to social media platforms only during that particular time. This would help manage relationships quite easily.
11.	We get easily distracted by social media but we should control ourselves and save time with our family and loved ones.
12.	We should know giving priorities to things in life that would automatically allow us to manage everything automatically.
13.	By balancing out social media activity and real life interactions.
14.	We should initiate more face to face conversations rather than being on chats all the time.
15.	By not getting bothered of what has happened in social media life and avoid dragging social media frustration into your personal life.
16.	We can try finding new hobbies and spend more time with our loved ones, by that we can learn a new thing as well as give time to our relationships.

17.	By maintaining a correct balance between both of them
18.	Most often, we should try taking social media breaks mostly called as social media detox.

According to this table, it can be interpreted that most of the respondents find that social media has a negative impact on us and our relationships. It can be understood that there are both negative and positive implications of social media but mostly negative. Social Media allows us more access to entertainment as well as worldly affairs, however at the same time it consumes a lot of our precious time and patience. This raises insecurities among you and your closed ones. Social Media can do a lot at the same time. The usage of social media can be beneficial as well as detrimental at the same time.

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CONCLUSION:

This research looked at how users' mental well-being and offline interpersonal relationships are affected by their use of social media. It is natural for us to desire to interact with those around us as human groups, and social media has undoubtedly made this easier. However, as this study has demonstrated, social networking isn't without drawbacks. The subjective findings of this research, which are substantiated by statistical data, give persuasive proof that demonstrate that social media use has more bad repercussions than positives. The evidence suggests that unless we take steps to become more conscious as to how our social media use affects us and what we can do to address those concerns, we are more likely to establish harmful habits and then further immerse oneself into a condition of greater emotional turmoil by letting our health and relations to worsen.

The research not only verifies earlier research on the interpretive paradigm, social media effects, and relationship problems, but it also adds to the body of knowledge by demonstrating that social media play a role in the development of addictive behaviours. It's very likely that social media is fostering a society of junkies. How can we know whether our social media use is too excessive, or if it's becoming an addiction for us? This is a question that every social media user should ask themselves. This may necessitate taking a break from the internet for a short period of time and taking stock of our daily life in order to fully understand what needs

social media has satiated, and then deciding whether to continue using social media to fill some of these needs or to seek out more enduring references of satisfaction.

SUGGESTION:

One can retrieve themselves from using social media by stopping themselves from scrolling through social media all day and by avoiding picking up phone in small intervals. Although, social media platforms allows us to use various helpful resources but they ultimately lead to jealousy, mental health issues and unrealistic expectations in relationships. Adding on to it, being a lot into social media distracts your attention and causes a lot of damage to you and your personal relationships. One should wisely distribute their leisure time between social media and their relationships.

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