

Impact Of Social Media Use On Family Relationships Among Multan's Youth

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Abstract

The globe is becoming a global community thanks to social media. Although social media sites like Facebook, Instagram, and What Sapp now provide a variety of services, their growing popularity has damaged family ties and sibling relationships. This study looked at the effects of rising social media use on young people's family relationships. Data was gathered via Google Forms from 201 respondents, who were chosen through convenient selection and ranged in age from 18 to 30, using a quantitative technique that included percentages and inferential values described as well. SPSS software was used for the analysis, which included chi-square tests, correlations, and percentages. The majority of respondents, the researcher discovered, concurred that the relationship between the youth of Multan and their families is being negatively impacted by excessive use of social media. Individuals spend more time on social media than with their loved ones. They were able to forge closer bonds on social media than they did with their loved ones. The study discovered that social media use was causing a physical and emotional gap between young people and their families. The researcher also offered some recommendations for reducing or resolving these social problems.

Introduction

According to Jim P., "Human relationships serve as a guide for our studies in order to better understand ourselves. It makes us consider how we fit within the family, the community, and the wider world. Geology, sociology, or even poetry could be used to explain the end result. The familial ties of young people have been affected by significant social change. Fiedler (1997) pointed out that these changes can have either good or harmful effects. Family and relationship relationships have also been impacted by the growth of easily available communication channels.

This paper explores the function of social media in Multan, pointing out that social networks are largely responsible for change and that no social institution is impervious to it. Users who have equal access to social media can communicate and exchange information, which causes media consumption to shift from desktop computers to mobile devices for more face-to-face interaction. Here, "family relationships" refers to any interactions—direct or mediated—that are independent of a person's formal marital status. People's opinions and sentiments can now be accessed through social media, giving researchers access to a multitude of personal information that was previously only available through surveys. Overuse of the internet can result in addiction and less time spent with family, which frequently causes anxiety and loneliness (Gross et al., 2002; Valkenburg et al., 2006). According to research, spending more time online results in less in-person engagement, which weakens friendships and family ties (Campanelli, 2008; Sanders et al., 2000). Research demonstrates that greater online interaction might result in isolation (Kraut et al., 1998) and that internet users have poorer relationships with their parents and friends (Anderson, 2001). According to surveys, family communication is negatively impacted by regular internet connections with non-family members (Kraut et al., 2000). Internet use generally tends to increase the risk of social exclusion and reduce social contact (Kiesler, 1999; Nie 2001; Nie & Erbring, 2000). Even during social gatherings, mobile phones enable speedy connections, but individuals frequently put them ahead of in-person family time, weakening traditional family ties.

Social media use's beneficial effects on family ties.

Social media helps spouses stay in touch while being physically separated since it makes it simple for them to share and monitor each other's activities. This has a good effect on family connections. In order to be aware of their worries and provide assistance, it also enables parents to stay in regular contact with their grown children who are enrolled in college or living on their own. Families can develop common interests by preserving and sharing memories of trips and beloved locations. Because family members may stay in touch with each other's social circles, social media also provides a sense of security. Divorced families also gain since children can continue to communicate with both parents on a regular basis, which enables parents to remain active in their children's life even when scheduled visits are not possible.

Social media use's detrimental consequences on familial ties.

Family life can be greatly impacted by social media, which frequently encourages addiction that makes in-person communication challenging. Many feel obligated to check their alerts all the time, which causes families and even couples to communicate less directly as they prioritize online activities over in-person interactions. People compare their life to the romanticized highlights that others provide, which frequently leads to discontent. Among the adverse consequences are lying about social media use, physical health problems, and a preference for virtual communication over face-to-face relationships (Şeker et al., 2020). Social media can also worsen depression, particularly in teenagers, which puts further strain on family ties.

Outlining the Research Issue

According to the Pew Internet & American Life Project (2009), 46% of American adults utilized social networking sites in 2009. Farmers, shopkeepers, and other broad audiences were drawn to social media, which also sparked investments. For example, News Corporation paid \$580 million to acquire Myspace in 2005, while venture capitalists gave Facebook \$25 million (Rosenbush and Mullaney, 2006; Vara, 2007). Due in part to an advertising agreement with Microsoft, Facebook made \$150 million in 2007 while Myspace produced \$125 million in Q4 2006 (Havenstein, 2007; Vara, 2007). Although there are still few peer-reviewed evaluations of social media's effects, its rise has generated a lot of curiosity (Raacke & Bonds-Raacke, 2008). In light of the increased interest from both students and marketers, this study investigates the reasons underlying college students' use of social media. Prior studies looked at how often and how long people used social media, but there was disagreement over the most effective way to quantify it (Tidwell and Walter, 2002; Walther, 1992, 1996). This study makes a distinction between the amount of time spent on social media and the frequency of visits. According to a 2008 Pew Research survey, despite hectic schedules, technology—such as phone conversations, emails, and texts—helps families stay in touch. Over-reliance on digital communication, however, can erode family relationships and reduce chances for social and communication skill development. Social media can obstruct real, nonverbal communication in relationships even while it promotes a sense of connectedness. Direct face-to-face interaction between parents and children is beneficial, according to studies, but too much screen time—including on phones, TVs, and video games—can encourage bad habits. According to research, children who are surrounded by media seldom welcome their parents when they return home—just 30% of the time—and many say they feel abandoned after their parents use social media. Children between the ages of 8 and 18 spend more than seven hours a day, or over fifty hours a week, on the internet, which diminishes important social contacts, according to the Kaiser Family Foundation. Overuse of screens has been connected to relationship problems, obesity, and visual problems. Psychologists see that both positive and negative dynamics are impacted by the ongoing disruption of family communication caused by technology.

An overview of the research problem.

According to the National Task Force for Information Technology (NTFIT), early education in the knowledge age is considered to be crucially dependent on technology such as computers and internet education. However, in nations like Pakistan, where false information on social media platforms stokes political and social instability, social media abuse has sparked violence. Ajewole, Olowu, and Fasola (2012) and other studies show that social media negatively affects relationships because users spend too much time online, which strains relationships. According to a poll conducted in Australia, relationship problems are exacerbated by digital communication problems such as cybersex, privacy invasion, and internet addiction. Furthermore, too much internet use interferes with family time; approximately 50% of men and women say that it has harmed their relationships. With sites like Facebook and Twitter providing rich data on users' social behaviors and affiliations, social media's abundance of personal interaction data helps researchers examine unresolved emotions and societal beliefs. Social media promotes identity, group relationships, and behavioral impacts across a range of interests, including politics,

religion, and entertainment, despite parental concerns. The study highlights how important it is to comprehend these fundamental mechanisms in order to address the influence of social media. This study also looked at the effects of media marketing, product categories, family structure, purchasing patterns, and family size on the domestic economy, particularly as the cost of necessities like healthcare and education increases. SPSS 25 was used to analyze the survey results from a sample of 397 married people. Significant correlations between variables were found using relationship analysis and Sobel tests, demonstrating how family dynamics and purchasing habits affect household financial hardship.

The evolving definitions and customs of friendship

The results cast doubt on the idea that excessive or infrequent usage of social media is arbitrary and instead imply that social networks and media platforms are becoming necessary for improving relationships. Research suggests that social media sites like Facebook, Myspace, and Friendster contribute to the reshaping of relational notions by creating new kinds of intimacy and communication. Research demonstrates how social media can strengthen relationships between people. Facebook, for instance, has a defined marketing strategy and seeks to be present in users' personal life while strengthening friendships and family bonds. Additionally, this technology strengthens links with family and close friends by fostering "weak ties" between coworkers, neighbors, acquaintances, and those who share interests (Morgan, 2009).

Damage to Social and Mental Health

Social media platforms, which have advantages like fostering social, emotional, and mental development but also create problems, have been the focus of recent books on youth issues. Young people frequently turn to social media for approval and connection, but this reliance can backfire. With little control over material, risks including identity theft, cyberbullying, and harassment are nevertheless common. Social media is occasionally used by employers during the employment process, which has unintended consequences for people's privacy. Overuse of social media has been connected to internet addiction, which can impact academic performance and mental well-being while heightening social anxiety and loneliness (Espinoza & Juvonen, 2011). Despite being educational, social media can exacerbate psychoneurotic damages for people who aren't aware of the long-term effects.

Research Hypothesis

H0: Overuse of social media has a detrimental impact on family connections

H1: Overuse of social media has a favorable impact on family relationships

Research Objective

The youth of Multan were the subject of this study. It looked into the alleged effects of rising social media use on young people's family ties today.

Research Goals:

Examine respondents' socioeconomic backgrounds;

Look into how social media affects young people.

- To investigate the effects of excessive social media use

- To uncover the alterations brought about by the separation of family and individual Suggestions.

LITURATURE REVIEW

The development of technology via the internet offers insights into many facets of life in addition to extensive access to information. People's capacity to communicate has been greatly enhanced by social media, a web-based technology that makes it simple to share ideas, emotions, and private content with large audiences, such as pictures and videos (Lusk, 2010). Increased media consumption causes the generation gap by making many people forget their culture and customs, claim Livingstone and Rober (2003). According to Brady, Holcomb, and Smith (2010), students gain from using media for e-learning, and journalists have developed successful platform methods. According to Lusk (2010), students use social media to further their learning objectives, communicate more effectively, and hone their study techniques. A survey containing both closed-ended and open-ended questions was sent to participants using a search engine optimization methodology. Due to the study's basic sampling technique, only 20 of the 30 dispersed questionnaires received responses. The results showed that, when employed properly, user expectations for technology communication can have a big impact on interpersonal interactions. In order to collect more thorough information on electronic communication and its impact on relationships, the researcher suggested conducting a larger study. In order to comprehend how contemporary technologies affect family life today, Roman et al. (2017) investigated the connection between interpersonal interactions and modern family technology.

. They conducted systematic interviews with hundreds of respondents from Punjab's Faisalabad, Multan, and Rawalpindi to collect data. Modern technology is widely used in homes, which has a detrimental impact on family unity by reducing the amount of time and effort spent engaging with one another, according to analysis done with the Statistical Package for Social Sciences (SPSS). Similar to this, Ulusoy and Atar (2020) investigated the relationship between family communication and news addiction, paying particular attention to the effects of social media addiction on family relationships. 110 Istanbul residents participated in the study, which used questionnaires intended to evaluate family communication and social media addiction.

To investigate the connection between family communication habits and social media addiction, ten people were interviewed. A standardized measure of social media addiction created by Aydın & Yac (2017) was used to compare two researches. Participants' experiences of social media addiction were assessed using a 5-point Likert scale in two dimensions: virtual communication and virtual tolerance. Cronbach alpha coefficients verified the instrument's reliability. With a 97% response rate, Shabir et al. (2014) surveyed 300 youths to investigate the impact of social networks on teenagers. The most popular platform was Facebook, followed by Skype and Twitter, according to the analysis, which revealed a range of preferences for media websites.

Social media encourages unsuitable content and immorality, which has a detrimental effect on young people's education. Saleem et al. (2014) investigated how youth's overuse of social media increases their interactions with strangers while erecting obstacles between them and their intimate relationships. 306 inhabitants of Lahore, ages 18 to 30, participated in the survey, which was examined using SPSS-16. The findings demonstrated that excessive use of social media negatively impacts family relationships and clearly linked social isolation to SNS use.

Rotilles (2016) examined how social networking sites affected respondents, mostly unmarried women (70%) between the ages of 15 and 70, in terms of their academic performance and social network addiction. 72% of those surveyed were enrolled in a Bachelor of Secondary Education program, and the majority of them had 10–49 Facebook friends. Despite using social media for almost an hour each session, 66% of respondents said they were not addicted. With 853 high school students participating, the study found that YouTube was the most popular site, followed by Facebook, and that users utilized it more for entertainment and sharing than for self-expression. According to Mustafa and Erdoan (2017), students usually used social media for educational and recreational purposes for one to three hours every day. Watt (2016) conducted a correlational study with 185 social media users to examine family communication, discovering that opinions on family communication were influenced by age. Social media use in family interactions did not, however, significantly correlate with age, gender, race, education, or occupation. Compared to older individuals, younger adults thought social media was a more significant but less influential instrument in family interactions.

Tariq et al.'s (2021) systematic review examined research on the connection between social media use and family peace conducted between January 2010 and April 2020. The assessment concluded that although certain social media platforms improve family ties, others undermine deep connections, underscoring the need for more study in this field. New media technologies can both promote socialization and increase isolation, according to McGrath's (2012) analysis of their effects on family interactions. Four case study results demonstrated how essential these tools are to family life. Han, Olfson, and Mojtabai (2016) highlighted that while using a mobile phone can lead to more stress, social media also offers a forum for community and self-expression, which enhances access to health information and builds relationships, all of which have a beneficial impact on well-being. Kennedy (2019) investigated the benefits and drawbacks of YouTube, Instagram, Snapchat, and Facebook among teenagers in 14 communities focused on well-being. With a weak positive association between perceived advantages and time spent on YouTube, a study using SPSS determined that YouTube was the most beneficial site for young people, while Instagram was the most destructive. Significant relationships between college students' use of social media, communication abilities, and self-concept were observed by Sponcil and Gitim (2013), indicating the need for more research. Nnamene (2021) highlighted how social media has a dual effect on family dynamics and urged families to encourage constructive behavior while reducing negative use. Academic achievement across grade levels was not significantly correlated with social media use, according to Tarek and Yasmin (2015). According to Ranjitha et al. (2021), 70% of teenagers routinely use social media sites like Facebook and Instagram, which has a detrimental effect on academic achievement and family connections, especially in urban youth. Uma and Padmalosani (2019) emphasized how social media can divert young people from worthwhile pursuits and result in addiction. According to Abbas et al. (2019), social media has a range of context-specific effects on university students' attitudes and actions. In order to lessen FOMO and feelings of inadequacy, Kusuma (2020)

emphasized the significance of training responsible use. Different demographic groups saw different impacts of media exposure on anxiety, according to Aydin et al. (2021). Teenage texting and social media use have significantly increased, according to Lenhart (2012), which has an impact on social relationships. Palermo (2016) found that social networking has both positive and negative effects on teenage social and emotional development. According to Waqas et al. (2016), excessive social media use in Pakistan has a detrimental impact on cultural norms and student achievement. Putri and Khairunnisa (2019) linked teenage social media addiction to family functioning. In order to preserve family ties, Mohamed et al. (2018) underlined the importance of keeping an eye on social media use. Dimitrov and Nongkynrih (2017) conducted a quantitative assessment of the influence of social media on college students. Sultana (2017) discovered that among young people in Dhaka, family cohesion suffered as a result of increased use of social networking sites.

The Internet has a complicated effect on family dynamics because it can both strengthen and weaken bonds within the family. Devices like televisions, video games, and cell phones have been shown to affect family communication and conflict. While instructional Internet use may still cause difficulty in family relationships, teen recreational Internet use frequently conflicts with parental expectations (Mesch, 2003). Additionally, family time is diminished by internet use, which affects the quality of relationships. Using Weiss' bimodal theory, Eric (2001) discovered a correlation between increased online engagement and increased loneliness, indicating that Internet use may negatively impact social relationships and quality of life.

According to Ho et al. (2016), by encouraging family dinners, the Happy Family Kitchen project in Hong Kong enhanced family well-being and communication. While Tomczyk et al. (2020) found that 40% of Polish adolescents had symptoms of Problematic Internet Use (PIU), Al Saif (2009) expressed concerns on the Internet's influence on customs and mental health. Social media has conflicting effects on college students' academic performance and familial relationships, according to Barnett & Cothorn (2011). Malo-Cerrato et al. emphasized links between social media use, anxiety, and family relationships, while Mwangi et al. (2019) emphasized the significance of a pleasant social environment. Gok (2016) and AlGhamdi et al. (2018) focused on balanced online-offline connections and investigated the conflicting impacts of social networking on learning. Parents were advised by Moawad et al. (2016) to supervise their children's media consumption. In contrast, Vidales-Bolaos & Sádaba-Chalezquer (2017) talked on the difficulties in digital dialogue. Long-term media use has been linked to detrimental effects on families, according to Mahmoud and Shafik (2020), while Farooq & Ahmed (2021) emphasized the transforming potential of social media for young people.

Research Methods(definitions)

There are two sorts of research techniques: qualitative and quantitative. The operational uniqueness of concepts, hypotheses, and observation techniques is where the difference lies, according to Mouton and Marais (1990). These methods, however, might be seen as relative points on a continuum rather than as mutually exclusive. Preliminary findings from qualitative research may help guide further quantitative investigations (Leedy, 1993). While quantitative

analysis classifies, counts, and creates statistical models to explain observations, qualitative analysis concentrates on providing thorough descriptions using words, images, or objects (Price, 2001; Hurley et al., 2007; Ton et al., 2008). A quantitative research strategy, which entails gathering numerical data or statistics, will be used for this examination.

Research Design A research design includes the methods and procedures for gathering and evaluating information on the variables of the study. Using a quantitative technique and a questionnaire to collect data, this study takes a descriptive survey approach. A written list of questions makes up a questionnaire, which participants read, consider, and then reply to appropriately.

Study Population

Male and female university students who are willing to participate make up the population; Mugenda et al. (2003) characterize this group as those who have similar traits.

The study's sample

According to K.S. Sindhu (2002), a sample is a portion of the population that has been selected for observation. The target population for this study consisted of 201 respondents from Multan.

Method of Sampling

Using a handy sample procedure, the researcher chose volunteers who were thought to be the most representative of the population as a whole.

Instruments

The demographic sheet includes the age, gender, income, education, standard of living, and socioeconomic status of the respondents. Scale of Social Media Addiction (SMAS-SF): This 29-item measure, which was created by Çahin (2018), uses a five-point Likert-type format. Its Cronbach's alpha of .93 indicates that it is highly reliable. Ayaz Lale (2019) developed the Family Communication Scale, a four-point measure that evaluates family communication in seven different ways. The communication dimension was the focus of this study, and it has a reliability of 0.71. Impact of Social Media on Family Relationships: This scale, which was modified from Alolyan (2015), likewise employs a four-point Likert scale.

Instrument for Gathering Data A Google form was used to disseminate a Likert-scale questionnaire used to gather data. By giving their informed consent, participants guaranteed the confidentiality of their data.

Research Instrument Validity and Reliability

Validity: Verifies that the instruments measure what they are supposed to by using scale questions for pre-validation.

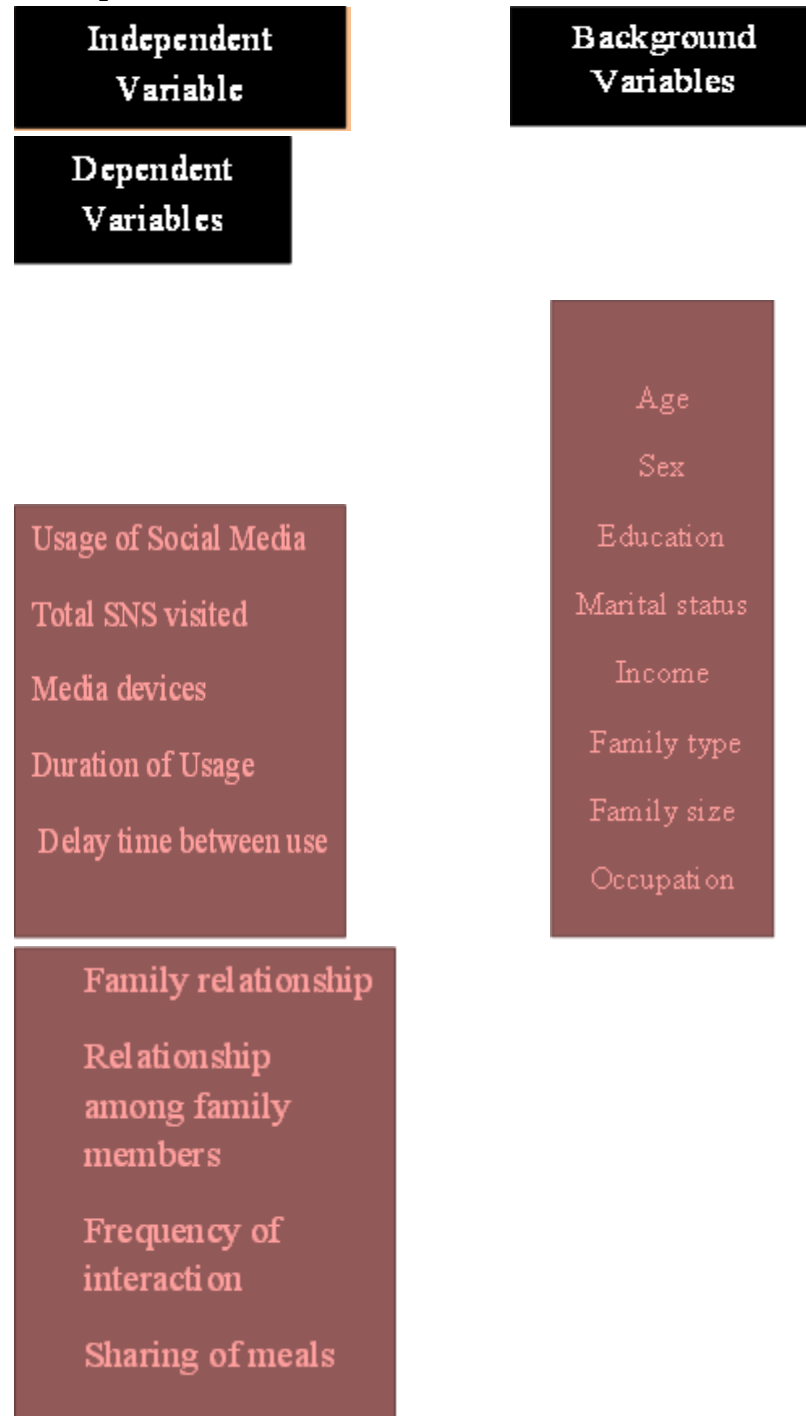
Dependability: Defined as a research instrument's consistency by Mugenda et al. (1999). Cronbach's coefficient and SPSS will be used to evaluate the dependability; a correlation value of 0.5 or above is considered satisfactory (Fraser et al., 2012).

Analysis of Data SPSS was used for data analysis in order to categorize, tabulate, and reassemble evidence in support of the study's claims.

Taking Ethics into Account Informed consent was acquired before the study began, and

participant anonymity and voluntary participation were guaranteed by upholding ethical norms.

Conceptual framework



OUTCOMES AND CONVERSATIONS

The study's goals about the effect of growing social media use on childhood family ties are examined here, which focuses on data analysis, presentation, and interpretation. Google Forms was used to collect the data, and SPSS version 23 was used for analysis. This allowed for the calculation of descriptive statistics, such as percentages and frequencies. Cronbach's alpha coefficients were used to evaluate the reliability of the different study variables, and correlation and chi-square tests were used to quantify the associations between the variables. Rate of Reaction By dividing the entire sample by the number of completed responses, the response rate—which Fowler (2004) defines as the percentage of the target population represented in the dataset—was determined. There were 201 participants in this survey, and the response rate was 100%.. The 91.25% response rate is confirmed to be robust for the study's objectives by Babbie (2002), who states that a response rate greater than 50% is sufficient for analysis.

Descriptive analysis

Gender of the respondent

Table: Gender of the Respondent

Categories	Frequency	%
Male	62	30.8
Female	139	69.2
Total	201	100.0

The purpose of this study was to evaluate the participants' gender distribution. As shown in Table, the results showed that women made up a considerable majority (69.2%), while males made up 30.8%. Despite this gender imbalance, the study was not compromised because the research focus was not skewed toward men, making any gender-related differences acceptable. An expectation of gender equality in attitudes between the sexes evolved since the replies to the research questions were mostly based on attitudes and perceptions.

The respondent's living space

Table: Respondent's living space

Categories	Frequency	%
Urban	124	61.7
Rural	77	38.3
Total	201	100.0

Information on respondents' dwelling areas was included in the study. According to Table Household Income of the Respondent, the majority of respondents (61.7) lived in urban areas, while the remaining 38.3% did so in rural areas. (Every month)

Table: Respondent's household income. (Every month)

Categories	Frequency	%
Up to 2000	57	28.4
20001-40000	31	15.4
40001-60000	38	18.9
60001-80000	31	15.4
Above 80000	44	21.9
Total	201	100.0

The respondents' monthly household income is displayed in the table. 28.4% of respondents said they made up to \$20,000, 21.9% said they made over \$80,000, 18.9% said they made between \$40,000 and \$60,000, and 15.4% said they made between \$20,000 and \$40,000 and \$80,000 or more.

Status of the Respondent's Marriage

Table: Respondent's Marital Status

Categories	Frequency	%
Married	31	15.4
Unmarried	169	84.1
Divrcee	1	.5
Total	201	100.0

The respondents' marital status was included in the study. According to the table, the majority (84.1%) is single, 15.4% are married, and only 0.5% are divorced.

The respondent's age

Table: The respondent's age

Categories	Frequency	%
18 to 20	38	19.0
21 to 23	76	37.7
24 to 26	57	28.4
27 to 29	25	12.5
30 and above	5	2.5
Total	201	100.0

The degree of maturity is measured among other factors by age. The findings also suggest that the respondent's awareness and social media activity are proportional to age 61. The table has revealed that 19.0% respondents were between 18-20 years of age, 37.7% respondents were between 21-23 years of age, 28.4% between 24-26 years and 12.5% respondents were 27-29 years old and only 2.5% of the respondents are more than 30 years.

The respondent's family type

Table: The respondent's family type

Categories	Frequency	%
Nuclear	108	53.7
Joint	82	40.8
Extended	11	5.5
Total	201	100.0

Household bonding is directly impacted by family structure because of the number of individuals and how they interact. According to the table, just 5.5% of respondents had an extended family system, whilst the majority (53.7%) had a nuclear family structure and the remaining 40.8% had a joint family structure.

The respondent's educational background may be seen in the table:

The respondent's level of education

Categories	Frequency	%
Primary	1	.5
Secondary	5	2.5
Intermediate	32	15.9
Graduation	83	41.3
Masters	55	27.4
MPhil	25	12.4
Total	201	100.0

A person's education or qualifications help them gain information that helps them form ideas and make wise decisions regarding their use of social media. The plurality of respondents (41.3%) were graduates, according to the table; 27.4% had master's degrees, 15.9% had intermediate degrees, 12.4% had MPhil degrees, 2.5% had secondary degrees, and just 0.5% had a bachelor's degree. were the main scale for social media addiction

Table: Social media is something I'm eager to use.

Categories	Frequency	%
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Strongly agree	62	30.8
Agree	99	49.3
Neither Agree nor Disagree	27	13.4
Disagree	12	6.0
Strongly Disagree	1	.5
Total	201	100.0

To determine the respondents' degree of social media addiction, questions were posed to them. According to the table, 49.3% of respondents said they agreed, 30.8% said they strongly agreed, 13.4% said they were neither in agreement nor disagreement, 6.0% said they disagreed, and just 0.5% said they definitely disagreed with the comments about how eager they were to use social media.

Table: Even during family get-togethers, I search for internet access.

Categories	Frequency	%
Strongly agree	46	22.9
Agree	71	35.3
Neither Agree nor Disagree	46	22.9
Disagree	32	15.9
Strongly Disagree	6	3.0
Total	201	100.0

Self-survey results 35.3% – agree, 22.9- neither agree or disagree, 22.9- strongly agree, 15.9- disagree, 3.0- severely disagree as the results shown in the above table.

Table: When I get up in the morning, my first action is to check social media.

Categories	Frequency	Percent
Strongly agree	54	26.9
Agree	79	39.3
Neither Agree nor Disagree	33	16.4
Disagree	30	14.9
Strongly Disagree	5	2.5
Total	201	100.0

Regarding the question, "My first action when I wake up in the morning is to check social media." 39.3% of respondents said they agreed, 26.9% said they strongly agreed, 16.4% said they were neither in agreement nor disagreement, 14.9% said they disagreed, and 2.5% said they severely disagreed.

Table: I view social media as a way to avoid dealing with family matters

Categories	Frequency	%
Strongly agree	39	19.4
Agree	71	35.3

Neither Agree nor Disagree	47	23.4
Disagree	34	16.9
Strongly Disagree	10	5.0
Total	201	100.0

According to the table, 35.3% of respondents said they "agree," 23.4% said they "do not agree," 19.4% said they "strongly agree," 16.9% said they disagreed, and 5.0% said they "strongly disagree." Whether or whether social media is used as a means of escape was indicated by this remark. According to the responses, the majority of individuals concur with two statements.

Table: For me, a life without of social media is pointless.

Categories	Frequency	Percent
Strongly agree	36	17.9
Agree	47	23.4
Neither Agree nor Disagree	57	28.4
Disagree	46	22.9
Strongly Disagree	15	7.5
Total	201	100.0

In response to the account, 28.4% said that they "neither" agree nor disagree; 23.4% said they agree; 22.9% said they disagree; 17.9% said they 'definitely' agree, and 7.5% said they strongly disagree. This statement made the audience ask themselves if social media is a part of their existence.

Table: Despite having siblings nearby, I still prefer to utilize social media.

Categories	Frequency	%
Strongly agree	40	19.9
Agree	52	25.9
Neither Agree nor Disagree	52	25.9
Disagree	41	20.4
Strongly Disagree	16	8.0
Total	201	100.0

If the same question was asked about the statement on using social media when sibs are present, 25.9% agreed with it, 20.4% disagreed with the statement, 19.9% strongly agreed and 8.0% of the respondents strongly disagreed.

Table: Compared to friendships in real life, I prefer those on social media.

Categories	Frequency	Percent
Strongly agree	26	12.9
Agree	32	15.9
Neither Agree nor Disagree	57	28.4
Disagree	48	23.9

Strongly Disagree	38	18.9
Total	201	100.0

The table provides insight into the respondents' answers on their preference for online friends over in-person companions. As mentioned, 23.9% disagree, 18.9% strongly disagree, 15.9% agree, but 12.9% highly agree. 28.4% were neither in agreement nor disagreement.

Table: I communicate more effectively with people on social media than with my family.

Categories	Frequency	%
Strongly agree	31	15.4
Agree	53	26.4
Neither Agree nor Disagree	56	27.9
Disagree	44	21.9
Strongly Disagree	17	8.5
Total	201	100.0

Thus, percentage values are as follows: 26.4% of the respondents agreed with this statement; 21.9% disagreed; 15.4% strongly agreed; 8.5% strongly disagreed; 27.9% parties neither agreed nor disagreed.

Table: As I would like to see on social media, I am

Categories	Frequency	%
Strongly agree	44	21.9
Agree	68	33.8
Neither Agree nor Disagree	44	21.9
Disagree	37	18.4
Strongly Disagree	8	4.0
Total	201	100.0

33.8% of respondents selected "agree," followed by "strongly agree," "neither agree nor disagree," 18.4% selected "disagree," and 4.0% selected "strongly disagree" under the "same in real as on wanted to have appeared on social media" question.

Table: Social media is typically how I choose to interact with others.

Categories	Frequency	Percent
Strongly agree	39	19.4
Agree	84	41.8
Neither Agree nor Disagree	34	16.9
Disagree	36	17.9
Strongly Disagree	8	4.0
Total	201	100.0

The data shows that 41.8% of respondents like using social networking sites to communicate with others, 19.4% strongly prefer, 17.9% do not prefer, 16.9% neither prefer nor do not prefer, and 4.0% strongly do not prefer.

Table: I can't stop using social media, even though my family disapproves of it.

Categories	Frequency	%
Strongly agree	17	8.5
Agree	41	20.4
Neither Agree nor Disagree	72	35.8
Disagree	52	25.9
Strongly Disagree	19	9.5
Total	201	100.0

Even if their relatives had stopped using social media, respondents were asked if they were too accustomed to stop using it. The results showed that 20.4% agreed, 9.5% strongly disagreed, 8.5% highly agreed, 25.9% disagreed, and 35.8% neither agreed nor disagreed.

Table: When I'm by myself, I want to spend time on social media.

Categories	Frequency	%
Strongly agree	71	35.3
Agree	82	40.8
Neither Agree nor Disagree	23	11.4
Disagree	21	10.4
Strongly Disagree	4	2.0
Total	201	100.0

This is a tabular presentation of survey results carried out with a view of establishing the nature of impact of the social media on feelings of loneliness. As people pointed out the comments most of the people stated that it is normal or have got used to it. In response to the questionnaire, 40.8% opted for agree while 35.3% opted for strongly agree; 11.4% chose the neutral response, 10.4% for disagree and 2.0% strongly disagreed.

Table: I would rather communicate virtually on social media than spend time with my family.

Categories	Frequency	%
Strongly agree	21	10.4
Agree	50	24.9
Neither Agree nor Disagree	53	26.4
Disagree	47	23.4
Strongly Disagree	30	14.9
Total	201	100.0

When asked if they preferred netizens on family vacations, 26.4% of respondents did not agree or use the antonym. On the preference for netizens, 24.9% of respondents agreed, 23.4% disagreed, 14.9% strongly disagreed, and 10.4% strongly agreed.

Table: My family life is impacted by social media activity.

Categories	Frequency	Percent
Strongly agree	21	10.4
Agree	45	22.4
Neither Agree nor Disagree	70	34.8
Disagree	47	23.4
Strongly Disagree	18	9.0
Total	201	100.0

The distribution of respondents according to their attitude towards the above statement is presented in the table: The statement 'is rather neutral' was chosen by 34.8% Does not apply /neutral, 23.4% disagreed, 22.4% agreed, 10.4% strongly agreed, 9.0% strongly disagreed.

Table: Since I am often online, I don't focus on my studies.

Categories	Frequency	Percent
Strongly agree	29	14.4
Agree	45	22.4
Neither Agree nor Disagree	56	27.9
Disagree	45	22.4
Strongly Disagree	26	12.9
Total	201	100.0

According to this table, 27.9% of respondents are undecided, 22.4% skip assignments because they are social media-surfing, and the same 22.4% don't. 12.9% strongly disagree with carrying out this conduct, while 14.4% strongly agree.

Table: If my family has me cut back on my social media usage, I feel horrible

Categories	Frequency	Percent
Strongly agree	30	14.9
Agree	45	22.4
Neither Agree nor Disagree	63	31.3
Disagree	46	22.9
Strongly Disagree	17	8.5
Total	201	100.0

Using the averages recorded in the table it can be seen that 31.3% of respondents are in the neutral category on the statement about feeling awful as their family members get stressed due to having lesser time on social media. About it 22.9% of the respondents have the opposite opinion, 22.4% have the same, 14.9% have the same opinion very much, 8.5% have the opposite opinion very much.

Table: Not using social media makes me unhappy.

Categories	Frequency	Percent
Strongly agree	23	11.4

Agree	52	25.9
Neither Agree nor Disagree	51	25.4
Disagree	54	26.9
Strongly Disagree	21	10.4
Total	201	100.0

Statistics on the claim that "I feel unhappy when I am not on social media" are shown in the table. Of the respondents, 26.9% reported disagreeing, 25.9% agreed, 25.4% selected neither agree nor disagree, 11.4% strongly agreed, and 10.4% strongly disagreed.

Table: I get more excited about social media than about family get-togethers

Categories	Frequency	Percent
Strongly agree	21	10.4
Agree	39	19.4
Neither Agree nor Disagree	55	27.4
Disagree	53	26.4
Strongly Disagree	33	16.4
Total	201	100.0

I prefer social networks more than the meetings with families and tables as sources contain the information. It also revealed that 27.4% of the respondents opted for "neither agree nor disagree" option while 26.4% opted for "disagree," 19.4% for "agree" 16.4% for "strongly disagree" and 10.4% for "strongly agree."

Table: I neglect my family because I use social media so much.

Categories	Frequency	Percent
Strongly agree	21	10.4
Agree	34	16.9
Neither Agree nor Disagree	51	25.4
Disagree	62	30.8
Strongly Disagree	33	16.4
Total	201	100.0

With a percentage of 30.8, the numbers show that the majority of respondents disagree with the statement as it is presented. In contrast, 25.4% of respondents choose "neither agree nor disagree," followed by 16.9% who agree, 16.4% who strongly disagree, and 10.4% who definitely agree.

Table: I'm always drawn to the enigmatic realm of social media.

Categories	Frequency	Percent
Strongly agree	36	17.9
Agree	62	30.8
Neither Agree nor Disagree	60	29.9
Disagree	32	15.9

Strongly Disagree	11	5.5
Total	201	100.0

Preliminary analysis of the data demonstrates that 30,8% of respondents chose the answer “agree;” 29,9% chose “neither agree nor disagree;” 17,9% chose “strongly agree;” 15,9% chose “disagree;” and 5,5% chose “strongly disagree.”

Table: When I'm on social media, I'm not even aware that I've missed my mealtime.

Categories	Frequency	Percent
Strongly agree	24	11.9
Agree	42	20.9
Neither Agree nor Disagree	47	23.4
Disagree	51	25.4
Strongly Disagree	37	18.4
Total	201	100.0

The prevalent practice of missing meals when absorbed in social media is clearly illustrated in the table, which also explains that 25.4% of respondents disagree with this opinion, 23.4% are neither in agreement nor disagreement, 20.9% agree, 18.4% strongly disagree, and 11.9% definitely agree.

Table: I've noticed that social media has reduced my productivity.

Categories	Frequency	Percent
Strongly agree	32	15.9
Agree	52	25.9
Neither Agree nor Disagree	59	29.4
Disagree	41	20.4
Strongly Disagree	17	8.5
Total	201	100.0

Here, 29.4% of the respondents have opted for “Neither Agree Nor Disagree,” 25.9% have opted for “Agree” 20.4% for “Disagree” a further 15.9% ‘Strongly Agree’ while only 8.5% chose ‘Strongly Disagree’.

Table: My use of social media has caused behavioral problems for me.

Categories	Frequency	Percent
Strongly agree	21	10.4
Agree	45	22.4
Neither Agree nor Disagree	50	24.9
Disagree	54	26.9
Strongly Disagree	31	15.4
Total	201	100.0

The statistical values pertaining to statement 4.32, "I have behavioral issues because of social media usage," are included in the table. 26.9% of respondents selected "disagree," 24.9%

selected "neither agree nor disagree," 22.4% selected "agree," 15.4% selected "strongly disagree," and 10.4% selected "strongly agree."

Table: Even when I'm out on the road, I use social media.

Categories	Frequency	Percent
Strongly agree	22	10.9
Agree	35	17.4
Neither Agree nor Disagree	49	24.4
Disagree	51	25.4
Strongly Disagree	44	21.9
Total	201	100.0

The percentage distribution on the hypothesis 4.31 strongly disagree is 21.9% while agreeing with it is 17.4% and highly agreeing with it is 10.9% disagreeing with it is 25.4%, and finally, they are neutral about it, with 24.4%.

Table: I enjoy using social media to stay up to date on current events.

categories	Frequency	Percent
Strongly agree	61	30.3
Agree	90	44.8
Neither Agree nor Disagree	28	13.9
Disagree	16	8.0
Strongly Disagree	6	3.0
Total	201	100.0

In relation to hypothesis 4.32, the responses were as follows 44.8% agreed 30.3% strongly agreed 13.9% were neither in agreement or disagreement 8.0% disagreed and 3.0% strongly disagreed.

Table: I use social media to stay up to date on what groups on social media are sharing.

Categories	Frequency	Percent
Strongly agree	42	20.9
Agree	93	46.3
Neither Agree nor Disagree	36	17.9
Disagree	20	10.0
Strongly Disagree	10	5.0
Total	201	100.0

With a percentage of 46.3, the respondents who selected "agree" for this statement received a clear distinction. On the other hand, those who selected "strongly agree" came in second place with a percentage of 20.9. Respondents who selected "strongly disagree," "disagree," and "neither agree nor disagree" had respective percentages of 17.9, 10.0, and 5.0.

Table: I spend more time on social media to find ideas for family-friendly special occasions.

Categories	Frequency	Percent
Strongly agree	35	17.4
Agree	80	39.8
Neither Agree nor Disagree	45	22.4
Disagree	31	15.4
Strongly Disagree	10	5.0
Total	201	100.0

According to the table, 39.8% of respondents agree with the conclusion, 22.4% are neither sure, 17.4% strongly agree, 15.4% disagree, and 5.0% severely disagree.

Table: I use social media constantly to stay up to date on what my friends and family are posting.

Categories	Frequency	Percent
Strongly agree	41	20.4
Agree	73	36.3
Neither Agree nor Disagree	39	19.4
Disagree	36	17.9
Strongly Disagree	12	6.0
Total	201	100.0

According to the table, 36.3% of respondents agree with the aforesaid conclusion, 20.4% strongly agree, 19.4% neither agree nor disagree, 17.9% disagree, and 6.0% severely disagree.

Family Communication Table: Other family members are aware of the cause of someone's sadness at home.

Categories	Frequency	Percent
Strongly agree	51	25.4
Agree	88	43.8
Neither agree nor disagree	44	21.9
Disagree	14	7.0
Strongly Disagree	4	2.0
Total	201	100.0

According to the table, the percentages of respondents who selected "agree," "strongly agree," "neither agree nor disagree," "disagree," and "strongly disagree" are 43.8, 25.4, 21.9, 7.0, and 2.0, respectively.

Table: It can be challenging to infer someone's feelings about their home from their social media posts.

Categories	Frequency	Percent
Strongly agree	40	19.9
Agree	100	49.8
Neutral	36	17.9
Disagree	17	8.5

Strongly Disagree	8	4.0
Total	201	100.0

According to the table, the percentage of respondents who selected the options for "agree," "strongly agree," "neither agree nor disagree," "disagree," and "strongly disagree" is 49.8, 19.9, 17.9, 8.5, and 4.0, respectively.

Table: Every member of our family posts whatever they want on social media.

Categories	Frequency	Percent
Strongly agree	23	11.4
Agree	74	36.8
Neutral	57	28.4
Disagree	38	18.9
Strongly Disagree	9	4.5
Total	201	100.0

According to the portrait, the percentage of respondents who chose to indicate "agree," "neutral," "disagree," "strongly agree," and "strongly disagree" is 36.8, 28.4, 18.9, 11.4, and 4.5, respectively.

Table: Positive emotions like love and affection are hard for us to express to one another.

Categories	Frequency	Percent
Strongly agree	40	19.9
Agree	74	36.8
Neutral	46	22.9
Disagree	25	12.4
Strongly Disagree	16	8.0
Total	201	100.0

36.8% of respondents marked "agree," 22.9% marked "neutral," 19.9% marked "strongly agree," 12.4% marked "disagree," and 8.0% marked "strongly disagree," as this table clearly illustrates.

Table: Social media use has made face-to-face conversation more pleasant for everyone at home.

Categories	Frequency	Percent
Strongly agree	46	22.9
Agree	82	40.8
Neutral	45	22.4
Disagree	21	10.4
Strongly Disagree	7	3.5
Total	201	100.0

Since the table is an explicit view, that choice is limited. 40.8% of respondents agree, 22.4% are neutral, 22.9% are strongly agree, 10.4% are disagree, and 3.5% are severely disagree.

Table: We typically express ourselves differently on social media than we do at home.

Categories	Frequency	Percent
Strongly agree	46	22.9
Agree	82	40.8
Neutral	47	23.4
Disagree	23	11.4
Strongly Disagree	3	1.5
Total	201	100.0

The figures based on the table above include the agree, neutral, strongly agree, disagree and strongly disagree which stood at 40.8%, 23.4%, 22.9%, 11.4%, and 1.5% respectively.

Table: When we talk about social media issues, we upset one another.

Categories	Frequency	Percent
Strongly agree	32	15.9
Agree	61	30.3
Neutral	52	25.9
Disagree	41	20.4
Strongly Disagree	15	7.5
Total	201	100.0

According to the table, 30.3 percent belong to the agree category, 25.9 percent to the neutral category, 20.4 percent to the disagree category, 15.9 percent to the strongly agree category, and 7.5 percent to the strongly disagree category.

Social media's effects on family relationships

Table: When we talk about social media issues, we upset one another.

Categories	Frequency	Percent
Strongly agree	32	15.9
Agree	61	30.3
Neutral	52	25.9
Disagree	41	20.4
Strongly Disagree	15	7.5
Total	201	100.0

Agree garnered 30.3% and the respondents who fall under the neutral basket got 25.9%, disagree got 20.4%, strongly agree got 15.9%, and strongly disagree garnered 7.5% based on the table.

Table: Do you consider yourself to be involved with your family?

Categories	Frequency	Percent
Always	94	46.8
sometimes	79	39.3
Rarely	20	10.0

Never	8	4.0
Total	201	100.0

With a distinct differential of 46.8%, this table shows that respondents have strained the choice "always." However, 39.3% of respondents select "sometimes," 10.0% select "rarely," and 4.0% select "never."

Table: Do you voice your thoughts during family conversations?

Categories	Frequency	Percent
Always	95	47.3
sometimes	79	39.3
Rarely	26	12.9
Never	1	.5
Total	201	100.0

From the table it is seen that 47.3 percent of the respondents chose the option 'always' 39.9 percent chose the option 'sometimes; 12.9 percent chose the option 'rarely' and 0.5 percent chose 'never'.

Table: Do you allow more time to be spent on a media device, do you consider the relationships with your family as strong?

Categories	Frequency	Percent
Always	87	43.3
Sometimes	63	31.3
Rarely	39	19.4
Never	12	6.0
Total	201	100.0

The responses of the respondents are explicitly described in the table. 43.3% selected "always," 31.3% selected "sometimes," 19.4% selected "rarely," and 6.0% selected "never."

Table: Do you think spending time with your family is duller than using social media?

Categories	Frequency	Percent
Always	30	14.9
Sometimes	57	28.4
Rarely	56	27.9
Never	58	28.9
Total	201	100.0

According to the table, 28.4% of respondents said they would rather choose sometimes. In contrast, 14.9% selected always, 27.9% selected rarely, and 28.9% selected never.

Table: Is there a family member you can confide in about your problems?

Categories	Frequency	Percent
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Always	94	46.8
Sometimes	59	29.4
Rarely	29	14.4
Never	19	9.5
Total	201	100.0

The table shows that 46.8% of the total respondents have noticed the option. However, 29.4% of the total answers have marked it occasionally, 14.4% have marked it infrequently, and 9.5% have never marked it.

Table: Do you feel at ease sharing your thoughts and opinions with your family on social media?

Categories	Frequency	Percent
Always	69	34.3
Sometimes	82	40.8
Rarely	36	17.9
Never	14	7.0
Total	201	100.0

Given that 40.8% of the total mass has detected it, this table puts pressure on the "sometimes" option. With 34.3%, the option "always" comes in second. With 17.9% of respondents choosing to mark it, the choice "rarely" comes in third on the streak. However, with a 7.0% choice, "never" is the last to finish.

Table: Do you think social media is less significant than family gatherings?

Categories	Frequency	Percent
Always	114	56.7
Sometimes	68	33.8
Rarely	18	9.0
Never	1	.5
Total	201	100.0

According to the table, 56.7% of the vast majority of respondents selected the option "always," followed by "sometimes" (33.8%), "rarely" (9.0%), and "never" (0.5%).

Table: Do you think that you and your family have a lot in common?

Categories	Frequency	Percent
Always	93	46.3
Sometimes	75	37.3
Rarely	24	11.9
Never	9	4.5
Total	201	100.0

According to the table, 46.3% of all replies selected the "always" option, 37.3% selected the "sometimes" option, 11.9% selected the "rarely" option, and 4.5% selected the "never" option.

Table: Do you think that you spend more time on the internet than with your loved ones?

Categories	Frequency	Percent
Always	43	21.4
Sometimes	96	47.8
Rarely	40	19.9
Never	22	10.9
Total	201	100.0

According to the table, 47.8% of respondents selected "sometimes," 21.4% selected "always," 19.9% selected "rarely," and 10.9% selected "never."

Table: Do you think social media has caused a rift between you and your family members?

Categories	Frequency	Percent
Always	24	11.9
Sometimes	91	45.3
Rarely	49	24.4
Never	37	18.4
Total	201	100.00

According to this table, 45.3% of respondents selected "sometimes," followed by "rarely" (24.4%), "never" (18.4%), and "always" (11.9%).

Table: Do you spend less time with your family as a result of technological improvements like cellphones, tablets, etc.?

Categories	Frequency	Percent
Always	75	37.3
Sometimes	80	39.8
Rarely	33	16.4
Never	13	6.5
Total	201	100.00

According to the table, 39.8% of respondents selected "sometimes," 37.3% selected "always," 16.4% selected "rarely," and 6.5% selected "never."

Table: Do you believe that the ability to communicate with people worldwide through technological improvements makes life busier?

Categories	Frequency	Percent
Always	106	52.7
Sometimes	63	31.3
Rarely	25	12.4
Never	7	3.5
Total	201	100.0

According to the table, 52.7% of respondents selected the option "always," 31.3% selected "sometimes," 12.4% selected "rarely," and 3.5% selected "never."

INFERENTIAL STATISTICS

Hypothesis: Concerning, the relationship between the increase of social media use and family dynamics

Table: Link between Increasing Social Media Activity and Family Connections

		sm1	family communication scale	impact of social media
sm1	Pearson Correlation	1	.451	.291
	Sig. (2-tailed)		.000	.000
	N	201	201	201
family communication scale	Pearson Correlation	.451	1	.362
	Sig. (2-tailed)	.000		.000
	N	201	201	201
impact of social media	Pearson Correlation	.291	.362	1
	Sig. (2-tailed)	.000	.000	
	N	201	201	201

In total, Pearson's r correlations and t-test values for both variables are presented in the table; = Correlation is significant at the 0.01 level (2-tailed).

Family relationship and social media usage were found to have a positive correlation ($r = 0.451^*$; $n = 201$; $p = 0.000$). According to the research, those social networks negatively affect family relationships, and the frequency of their usage only increases.

SUMMARY

Platforms for user interaction, sharing, and information exchange are all included in social media. The Communications and Marketing Office is responsible for overseeing important sites such as YouTube, Instagram, LinkedIn, Facebook, and Twitter. Youth can improve their learning and hobbies by using social networking to interact with like-minded people and explore interests. Social media is essential for decision-making, information sharing, and social engagement in today's society. Overuse, however, can weaken family ties by causing disputes between parents and teenagers as well as a decline in social skills. The purpose of this study was to investigate how young people's family ties are impacted by growing social media use. Social media can obstruct real family engagement even though it provides a platform for information and self-expression.

The study was quantitative in nature, collecting data from 201 individuals between the ages of 18 and 30 through surveys administered through Google Forms. Using SPSS software, the analysis

comprised chi-square tests, percentages, correlations, and descriptive statistics. The findings showed that most respondents were between the ages of 21 and 30 and lived in cities, with a preponderance of female participants—especially single women. The results indicated that family bonding was negatively impacted by social media use, with respondents frequently placing a higher value on virtual interactions than on relationships with family. Numerous respondents indicated that they preferred social media use to customary family meals and get-togethers, suggesting that the appeal of social media frequently overshadows in-person relationships. The study found that social media significantly affects family relations and offered solutions to these problems.

Conclusion

The research paper also discovered that, since more people prefer online relations than blood relations, social networking is destructive to family relations. This over-dependency could easily precipitate a contamination of relationship quality through family quarrels. The potential findings indicate that there is presence of trend which considers computer related interactivity as better than face-to-face family relationships which can cause a divide within the family.

Key Findings

Demographics:

Women made up 69.2% of the responses.

61.7% of them were city dwellers.

The household income of 28.4% was up to \$20,000.

84.1% were single.

Ages 24-26 accounted for 28.4%.

The percentage of nuclear households was 53.7%.

Graduates made up 41.3%.

Social Media Involvement:

49.3% expressed a strong desire to interact on social media.

35.3% of people looked for internet access when they were with their families.

Social media was the first thing 39.3% of people did in the morning.

Social networking was seen by 35.3% as a way to avoid family problems.

Family Dynamics:

According to 28.4% of respondents, life would be pointless without social media.

Social media contacts were favored over family time by 30.8% of respondents.

30.8% of respondents said they were attracted to the "mysterious" realm of social media.

43.8% of respondents thought that family members frequently used social media to understand one another's feelings.

Quality of Relationships:

Despite using media more frequently, 43.3% of people believed that their relationships remained solid.

46.8% of respondents said they have a family member with whom to talk about problems.
40.8% of respondents felt that social media has an impact on the comfort level of face-to-face conversation.

Suggestions

Balanced Use: Make sensible use of social media while giving family time first priority.

Time management: Learn how to efficiently manage your time to ensure that you are productive when using social media.

Positive Engagement: Use social media to your advantage and in line with your own needs.

Family Prioritization: Give your family more importance than online communication.

Impact Awareness: Pay attention to how family relationships and interactions are impacted by social media.

Seek Balance: To promote healthier relationships, strike a balance between your personal and social lives.

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