

**The Role and Impact of Social Networking  
Sites on Family Relationships across Different  
Ethnicities**

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## ABSTRACT

Recently, many researchers have explored the positive and negative effects of Facebook (FB) usage by considering various factors and analysing various dimensions, however, few studies have explored the impact of social media usage i.e. Social Networking Sites (SNS) and Social Networking Apps (SNA) on Family relations. Therefore, there is a requirement to analyse the association between SNS/SNA and family relations. This study aims to explore the role and impact of social methods like Facebook (FB), WhatsApp, Twitter, Instagram, LinkedIn, Viber, Telegram etc. on family relations across different ethnicities.

In this study we have identified and reconnoitred the recent developments in the research. A quantitative methodology is employed to analyse the case study of EMU and Doğa college students and their families for this research. Through Non Proportional Stratified Random Sampling population sample is chosen comprising of 75 respondents each from 4 major ethnic groups. 300 Questionnaires are distributed to participants ranging from an age group of 13 years to more than 50 years old.

An objective analysis of data revealed that respondents like their family members to be connected through social media but they do not like an invasion of their personal privacy therefore they use different privacy setting while connecting with family. Across all ethnicities, impact of social media on family relations is considered helpful to strengthen family relations in todays' world.

**Keywords:** Family Relationships, different ethnicities, Social Media, Social Networking Sites. Facebook

## ÖZ

Son zamanlarda, birçok arařtırmacı Facebook kullanımının olumlu ve olumsuz etkilerini çeřitli faktörleri de göz önünde bulundurarak incelemiřler ve analiz etmiřlerdir. Buna karřın, Sosyal Ađ Sitelerini ve Sosyal Ađ uygulamalarında aile iliřkilerini etkisini inceleyen çok az çalıřma yapılmıřtır. Bu sebeple, Sosyal Medya Sitelerinin ve Sosyal Medya uygulamalarının aile iliřkileri üstüne etkilerini arařtırmak bir zorunluluk haline almıřtır. Bu çalıřma, Facebook, WhatsApp, Twitter, Instagram, LinkedIn, Viber, Telegram vb. gibi uygulamaların, farklı etnik kültürde olan ailelerin iliřkilerine olan rolünü ve etkilerini incelemeyi hedefler.

Bu çalıřma için, son zamanlardaki arařtırmalar incelenmiřtir. İncelemenin sonunda bu arařtırmayı Dođu Akdeniz Üniversitesi ve Dođa Koleyinde okuyan öğrenciler ve aileleriyle, nicel arařtırma metoduyla yapılması uygun görülmüřtür. Tabakasız ve tesadüfi örnekleme kullanılarak, 75'erli gruplardan oluřan 4 farklı etnik kökenli aileden bilgi toplanılmıřtır. 15 ile 50 yař arası toplam 300 kiřiye anket dađıtımı yapılmıřtır.

Arařtırmanın sonucunda, her aile bireyinin sosyal medya ile bađlantısı olduđu, ancak, kiřisel bilgilerinin aile bireyleri haricinde birinin kullanmasından hořlanmadıkları, bu yüzden aile bireyleriyle olan iletiřimlerinde birbirine olan güvenlik ayarlarını deđiřtirdikleri ortaya çıkmıřtır. Bütün etnik gruplar arasında, sosyal medyanın aile iliřkileri üzerindeki etkisi, řimdiki dünyamızda aile iliřkilerini güçlendirdiđini göstermiřtir.

**Anahtar Kelimeler:** aile iliřkileri, farklı etnik kökenler, sosyal medya, sosyal ađ siteleri, Facebook.

# DEDICATION

I would like to dedicate this thesis to my husband Dr. Qasim Zeeshan

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## **LIST OF ABBREVIATIONS**

SNA	Social Networking Applications
SNS	Social Networking Sites

# Chapter 1

## INTRODUCTION

At the outset of the 21st millennium, Social Networking Sites (SNS) and Social Networking Applications (SNA) have become significant in family relations. This current research pursues to explore impact of social media on family relations for university students who study at the Eastern Mediterranean University and Doğa College in 2018 and belong to different ethnicities.

Effect of SNS is not confined to any particular society or country. In fact, different nations and ethnicities use this technology to stay connected with each other across the world. Today we are living in a world full of technology which provides us many benefits as well as disadvantages. Internet has converted the world into a global village (McLuhan 1964) as well as made people busy with smart phones and gadgets so much so that they are not being able to give time to relations in real time. With increasingly networked environment we have many ways to communicate with each other through various modes of social networking sites (SNS) and Social Networking Apps (SNA) like Facebook, Youtube, WhatsApp, Instagram, Twitter, LinkedIn, Viber, Telegram, etc. Consequently the traditional ways of developing and maintaining relationships have been modified due to the extensive usage of the SNS. Over the years, numerous researchers have explored the positive and negative impact of SNS usage by considering various factors and analysing various dimensions. No matter how much developed technology gets, the need to maintain healthy



relationships and live happily as a family unit is still the foremost priority among humans.

Family is a very important institution. It is said that we do not choose our family; it is a gift from God. We all need close knitted family and their love and support to survive as well as to be successful in this fast paced world. Family support is needed throughout life. Family relationships are maintained and nurtured with love and care. Relationships need time and attention. The question is that in today's fast paced world does technology help us to maintain these relations which are dear to our heart or does it keep us away from our family? Are these new ways of social networking making the relationship and family ties stronger than ever or are they disturbing the family life?

Nowadays people on social networks like Facebook have more than millions of friends with whom they try to maintain friendship in the virtual world but when it comes to real world they might not have many friends physically around them so much so that they neglect their family to stay connected to these virtual friendships. The question that needs to be probed is to find out how social media affects family ties. Is Facebook or Telegram, WhatsApp, Instagram, etc. helping individuals to maintain good family relations or is it affecting it in a negative way. The present study aims to investigate the impact of SNS and SNA on family relations focusing on the students belonging to various ethnicities and studying in EMU.

## **1.1 Background of the Study**

Since its inception social media have been tremendously popular globally. In 2003 social Networking Sites (SNS) like MySpace and in 2004 Facebook originated. Later

in July 2006, the microblogging web application Twitter gained popularity. SNS are web sites that allow individuals who use it to have an opportunity to create their profile and connect through their profile to other individuals who use the same website. As a result of this, a personalized network is generated (boyd,2006).

While the interface and features of SNS may differ, they have the following common features: (1) they enable the users to create a profile which displays personal information. Through this profile the users aim to find or being found by other users; (2) usually all these sites provide an opportunity for anyone to join the network but one needs users' permission, prior as request for friendship connections; and (3) once an individual joins these social networking sites ,being a new member the user has to provide personal information including his or her name, gender, age and email address, along with his or her photo which is displayed as profile picture and a brief self-description (Young, 2008).

### **1.1.1 Web1 and Web2 Technologies**

Web 1 is readable only whereas in Web 2 user can write and comment as well. In the world of social media “users” actively participate to create content. They have the freedom to like or dislike as well as comment on the available content. Even the links to content can be forwarded or shared with other users. This is different from the way information was used, produced, and shared in Web 1.0, where users can interact and engage in a limited manner only.(Bruns, 2008). Kaplan and Haenlein (2010) believe that to define social media, we must understand two basic concepts which are Web2 and User-Generated Content (UGC). These two concepts are usually linked together. The users engage with social networking sites and services on the platform known as Web 2.0.It represents the content which the end-users generate and it is available

publically. It is produced at no cost, without professional and conventional ways of corporate environment (Brown & Quan-Haase, 2012; Kaplan & Haenlein, 2010).

Social media refers to a number of sites, services, and applications that are assembled on the technical foundations of Web 2.0. It provides the users an opportunity to produce content allowing them to share this content as well as like or dislike it (Lin, 2001; Bruns 2008; Asur & Huberman, 2010; Kaplan & Haenlein, 2010).

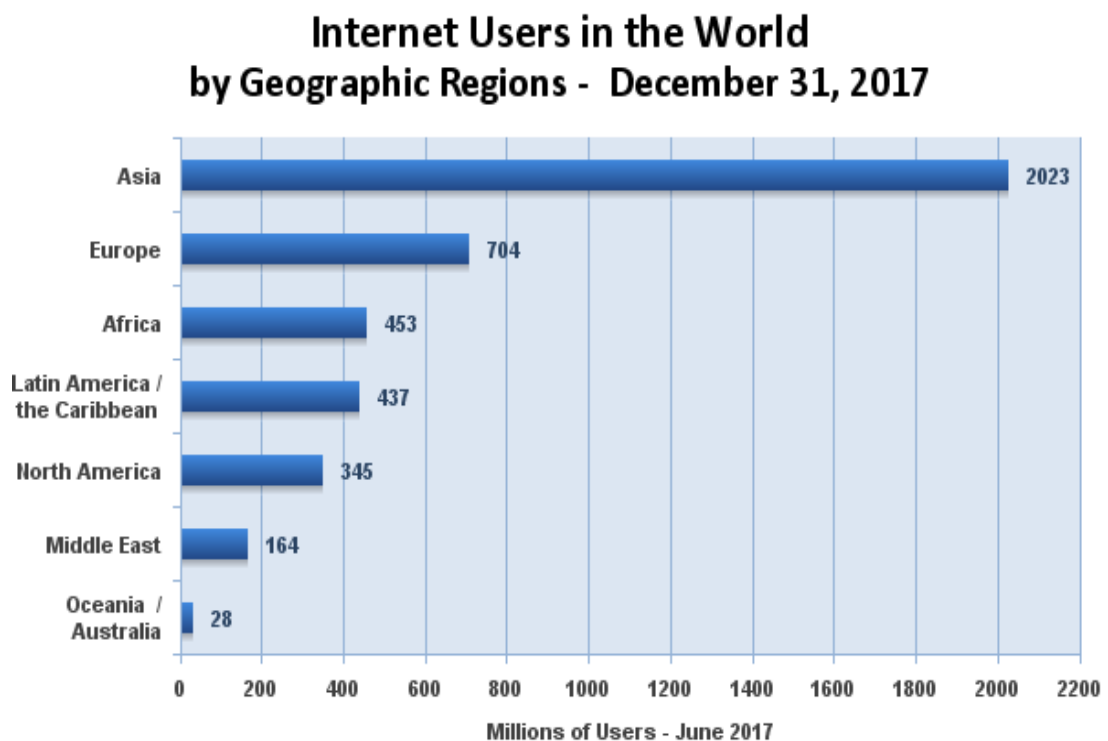


Figure 1.1: Geographic regions of the world indicating Internet Users, Internet World Statistics (2017)

Source: Internet World Stats –[www.internetworldstats.com/.htm](http://www.internetworldstats.com/.htm)

Availability of free Wi-Fi almost everywhere in schools, colleges, universities, offices, cafes, shopping malls etc. has provided the SNS users an opportunity to be continuously in touch with their dear ones. This easy access to Wi-Fi technology and smart phones has changed the concept of relationships as well as lifestyle. Heavy use

of social media might lead to addiction and this results in user's ignoring immediate family relations. Using SNS has become our daily routine. Our day seems incomplete if we are unable to connect on SNS due to no Wi-Fi or any other reason. Today even the mobile companies' offer installed Facebook or WhatsApp and Viber sites. With the developments in computer technology there is a change in communication styles and technologies. Facebook is one of the most prominent examples of this. The development of computer technology during the late 1990's, led to a change in communication behaviour of people especially in the young adult's social behaviours. Today because of availability of free Wi-Fi, smart phones play a noteworthy role in daily communication of the students. Among the heavy users of communication technology, particularly Facebook, young adults or teenagers are most prominent. Thus today the use of internet in a healthy and functional manner becomes more important than ever. In fact excessive or unhealthy, problematic use of the Internet is called Internet addiction. For some individuals this internet addiction becomes pathological or compulsive (Kesici & ğahin 2010, p.185). In 1996 Kimberly S Young used the term "addiction" for the first time in American Psychological Association's Annual Conference. He called the habitual compulsion to do some activity or make use of some ingredient as addiction. All this is done without realizing the devastating effects it can have on a person's physical, social, spiritual, mental, and financial welfare (Young, Yue, Ying. 2011).

According to the Global Digital Report 2018 by Kemp (2018), the use of social media around the world is more than 3 billion monthly. 9 out of 10 users access their favourite platforms by using mobile devices. In 2018 internet usage reaches around 4.021 billion people while use of social media reaches 3.196 billion. The mobile phone users in 2018 are

5.135 billion. It is expected that these numbers will increase along with the increase in usage and purchase of mobile devices and social networking sites.

### 1.1.2 Facebook

Facebook is the most famous and widely used platform of online communication, in comparison of the previously prevalent email, instant messaging and online chatting. In 2012, Facebook had 900 million users whereas 175 million users used Twitter worldwide (Goldman, 2012; Anabel Quan-Haase and Alyson L. Young, 2014). According to the Facebook information website, as of December 31, 2016, monthly active users of Facebook have reached to 1.86 billion (Facebook.2017). Considering the number of active users Facebook is the biggest nation in the world as it has more population than India and China.

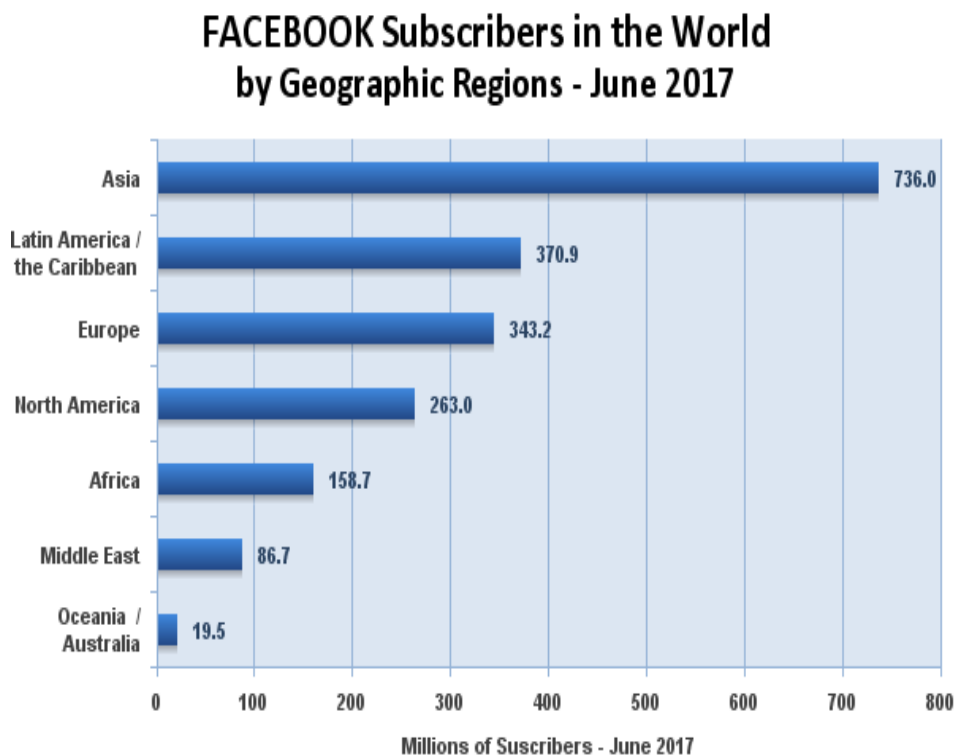


Figure 1.2: Facebook Subscribers in the World by Region Internet World Statistics (2017)

Source: Internet World Stats –[www.internetworldstats.com/facebook.htm](http://www.internetworldstats.com/facebook.htm)

## Facebook, Internet and World Population Comparison - June 30, 2017

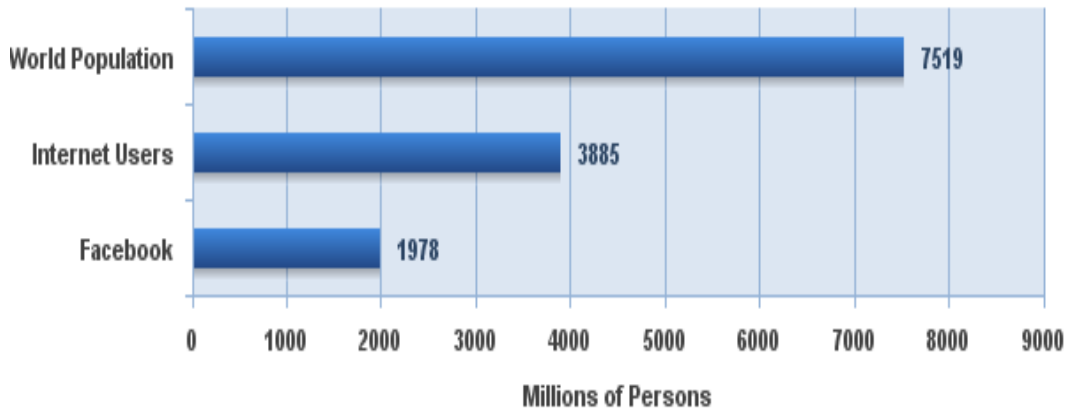


Figure 1.3: Facebook, Internet and World Population,  
Internet World Statistics (2017)

Source: Internet World Stats –[www.internetworldstats.com](http://www.internetworldstats.com)

It is evident for the recent data shown in figure 1.1, 1.2 and 1.3 that almost half of the world's population is using internet and almost half these users are subscribers to Facebook. Today Facebook has become a synonym for SNS. According to a survey conducted from of 1,520 adults by Pew Research Center on March 7-April 4, 2016, shows that by large America's most famous SNS is Facebook. According to the results of this survey almost 79% online Americans use Facebook. It is more than double the people who use Twitter that is 24% Americans, 31% Pinterest whereas Instagram is used by 32% and LinkedIn 29% (Pew Research Center, 2016). Facebook's aim is to provide people the opportunity to connect with more people all around the world making the world more open. Facebook allows its users to stay updated about what is happening in the world, allowing them to discover the world around them while staying connected with their family as well as friends. It provides them a chance to share and express whatever is important to them (Facebook, 2017).

As SNS and particularly Facebook usage remains a major part of our daily life, researchers are trying to understand and explore about the social and psychological impact of using Facebook (Xiaomeng Hu et al 2017). Various researches have been conducted till now which focus on Facebook exploring five issues: description of Facebook users, motivation behind the use of Facebook, identity presentation, the impact of the use of Facebook on social communication, and confidentiality issues or information leak (Wilson et al., 2012).

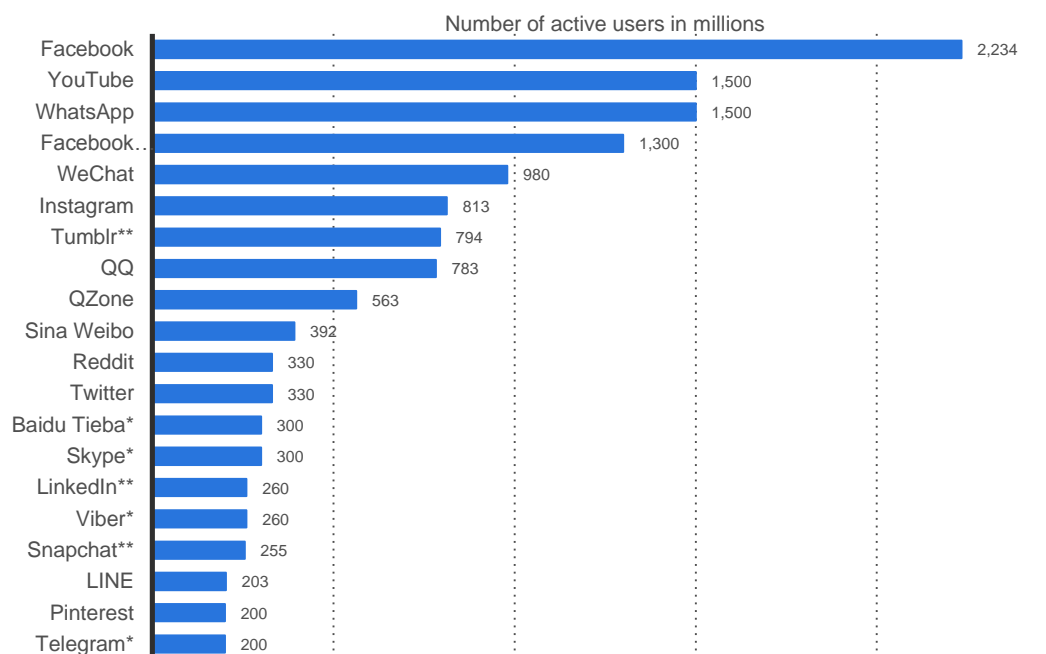


Figure 1.4: Most popular SNS worldwide as of April 2018 categorized according to the number of active user (in million) We Are Social (2018)

Figure 1.4 shows according to the number of active accounts Facebook is the most famous network worldwide as of April 2018. Facebook has surpassed 1 billion registered accounts and has 2.2 billion monthly active users. Instagram has over 800 million active accounts monthly and thus it is ranked 6th as a photo sharing application.

Instant messaging (IM) is a form of online chat. It allows real-time text transmission through internet. Since the appearance of smart cellular phones and the consequent outburst of mobile applications, inexpensive or free chat and social messaging apps like Twitter, WhatsApp, Skype, Viber, SnapChat etc. have grown as an alternative to text messaging. Many IM apps allows group chats, the exchange audio and video messages along with the option of stickers or emoticons.

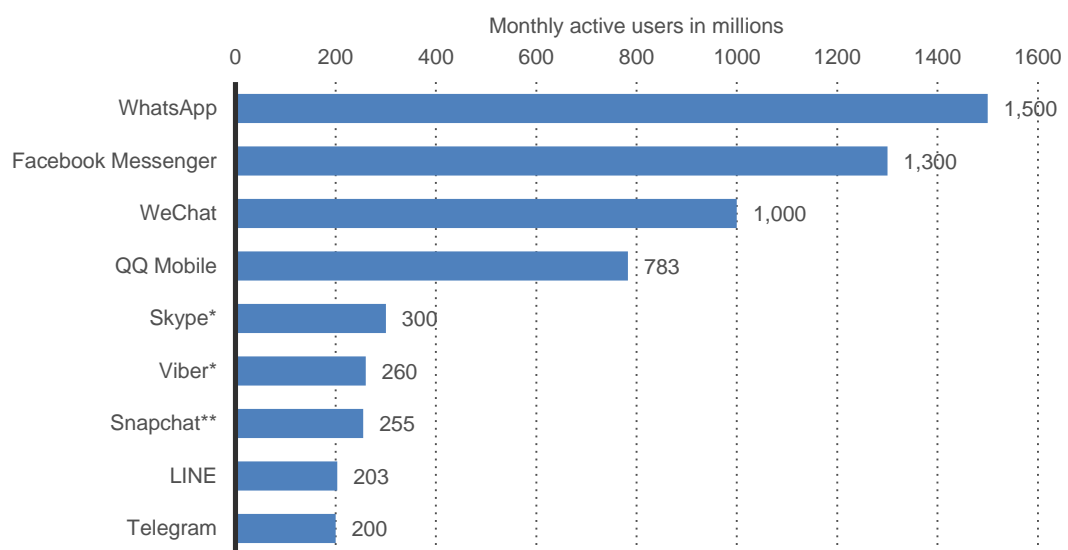


Figure 1.5: Popular global mobile messenger apps as of April 2018, according to the number of monthly active users (in millions), We Are Social (2018)

According to figure 1.5 a survey report by “We Are Social 2018” indicates that the Facebook’s core platform still dominates the global social networking landscape. WhatsApp is the most popular global mobile messenger application. Nowadays it has more than 1.2 billion monthly active users. WhatsApp is a famous mobile social application used worldwide especially outside America. We Are Social (2018) compares WhatsApp to Facebook Messenger and points out that Facebook messenger is used in 72 countries while WhatsApp is popular in 128 countries.



Figure 5 also shows that WhatsApp was used by 73% population in Saudi Arabia, 65% population in Germany while 50% population in Turkey uses it.

There are various reasons and motivations behind choosing and using any particular SNS or SNA. It also depends on the features offered by the SNS or SNA. While IM is characteristically dyadic and its communication is very much similar to real life face to face conversations. Various SNSs like Facebook, YouTube, LinkedIn etc have user's profile. Communication is done through exchange of asynchronous messages through personal e-mail messages or wall posts. IM communication involves expression of emotions and intimacy of close relations (Hu, Wood, Smith, & Westbrook, 2004) while the SNS also allows users opportunity to have fun and entertain themselves. YouTube provides its users an opportunity to upload videos and even share them. LinkedIn is a professional network that allows its users to manage their professional network. Another SNS is Pinterest, which is like an online Pin Board giving its consumer an opportunity to share visual content from the Web.

As it has been mentioned above, different SNS or SNA offer different communication features and needs hence these individual networking sites do not replace one another. The researchers have reported that SNSs, SNA and Instant Messaging (IM) are preferably used for the following reasons:

- a. Information Sharing, discussions, and learning (Johnson and Yang, 2009).  
Social media like Twitter, LinkedIn are typically used for Information and News sharing.
- b. Professional Networking. Social media like LinkedIn are generally used for professional networking.

- c. Entertainment and relaxation (Hu, Wood, Smith, & Westbrook, 2004; Johnson and Yang, 2009; Papacharissi & Mendelson, 2011; Quan-Haase & Young, 2010). Social media like Facebook, YouTube, WhatsApp, Pinterest are generally used for Entertainment and relaxation.
- d. Social surveillance and social searching (Joinson, 2008; Zhang, Shing-Tung Tang, & Leung, 2011).
- e. Relationship maintenance: To connect and communicate with friends and family members (Hu, Wood, Smith, & Westbrook, 2004; Dunne, Lawlor, & Rowley, 2010; Raacke & Bonds-Raacke, 2008; Johnson and Yang 2009; Chen 2011).

Privacy is a major concern which prevents the users from sharing too much of personal information on SNS. To maintain privacy, falsification of information is used as a protection strategy on SNS (Lampe, Ellison, & Steinfield, 2008). Social network usage is different for different consumers. SNS like Facebook or Google+ are mostly used to connect to friends and family using features like photo sharing, status or social games. Social networks like Tumblr or Twitter are considered as micro blogs. Some SNS emphasizes on user-generated content while others on community.

Unquestionably SNS have a great social impact because it has become a part of our daily life. The issues that are being discussed nowadays are about the difference between virtual life and offline relations, online social interactions as well as digital identity.

## **1.2 Motivation for the Study**

Use of SNS is on the rise day by day. There are several networking sites available to users. Most of the SNS are free and easy to download not only on computers but also on mobile phones. This adds a new dimension to the formation of as well as maintaining relationships. Earlier when people use to go back home from work they used to spend quality time with their family, talking, discussing, enjoying, watching T.V or movies together, playing games as a family but today with the advancement of computer technology and smart phones in every family member's hand there is lack of quality time spent by family together. Now after returning from work or school and college every member is still busy on their mobile phones connecting to colleagues or friends. They are busy in the virtual world rather than the real world. The senior family members feel that the family is not functioning properly and there is less or no face to face communication among family members. Because of technology the lifestyle is changing for better or worse. Now family members are also connecting to each other on SNS and SNA. But is this communication on SNS and SNA enough to maintain family relations: relation between husband and wife, between siblings, between parents and children, and between grandparents and grandchildren?

Whether communication through SNS and SNA is good for family relations or not is the major concern of this study. It is yet to be explored if the effect is good or bad. Up till now mostly the researches carried out have focused Facebook only. These researches are limited to the issues of SNS addiction, online relationships, parents and teenagers issues etc.

The previous researches had limited themselves to Facebook only but this current study focuses on all SNA as well as SNS being used. The focus of this study will be the response of people belonging to different ethnicities and different nationalities. EMU provides us an environment where there are lots of foreign students living and studying. This research will probe how different ethnicities in the world feel about connecting to family through SNS and SNA.

### **1.3 Research Aims & Questions**

The purpose of the present study is to explore the effect of social media including SNS/SNA on family relations. Keeping in view the previous researches it was found that previous studies focused only on Facebook; however people have various choices and preferences regarding different social networking sites and applications. As the figure 1.4 displays that Whatsapp and Instagram are popular apps among people all over the world therefore this research analyses the effects of the use of all Social Networking platforms like WhatsApp, Twitter, Instagram, Telegram, Instagram, Pinterest, Youtube as well as Facebook on family relations. The purpose of the study is to explore the effect of social media and the family relations of students belonging to different countries and ethnicities. Family includes parents, children brothers, sisters, husband, wife and even grandparents; irrespective of age and gender. This research explores their point of view about SNS and SNA's effect on their family.

The previous information gathered from literature review helped us to use it as a foundation for current research and explore new issues which this study undertake to probe i.e. the effect of various SNS and SNA on family relations of students belonging to different ethnicities. The questionnaire was distributed during 15<sup>th</sup>

march till 3rd April 2018 to students and their families. With respect to 2018 spring, for the international students studying at EMU and Doğa College the following research questions were set.

**RQ.1) What are the users' attitudes towards family members being connected through SNS?**

**RQ.2) What is the extent to which users consider SNS and SNA a healthy tool to strengthen relationship between family members?**

**RQ.3) What is the extent to which students believe that SNS/SNA is detrimental for family relationships?**

**RQ.4) What are the attitude of users towards sharing posts and photographs with family members on SNS?**

**RQ.5) What is the extent to which using SNS with family members provide an opportunity to invade personal privacy?**

**RQ.6) What is the extent to which privacy settings should be used when connecting to family members on SNS/SNA according to the users?**

**RQ.7) What is the to extent to which SNS/SNA is considered as a healthy tool for connectivity with friends but not with family members?**

It investigates if SNS has ever caused anxiety or distress to the users by any family post. It also explores whether the users "like" their friend's interaction with their family members on SNS or not. Consequently, the aim is to find out whether the users consider the SNS sites as beneficial to family relations or not. The study also focuses on the idea how the users prefer to use SNS and SNA whether on smartphone or laptop. Are the children comfortable with their parents checking on them through SNS or SNA or not.

## **1.4 Significance of the Study**

The present research aims to shed light on today's social life which could be considered incomplete without socializing on SNS and SNA like Facebook, Twitter, WhatsApp, Telegram, Viber, This modern style of staying connected across the world is definitely affecting the family relations in real time. Now the traditional way of family communication is being replaced by social networking. Today people are more active on social media due to technology instead of face to face communication because the family members stay online all the time in the virtual world. They ignore family and stay busy online. In such a scenario people have started using SNS and SNA as the new way to communicate to their families. We need to probe into the effects of social media on our family unit. It is important to find out how parental, marital as well as sibling relations are being effected by social networking. Is the use of social media helping to strengthen the family relations or is it detrimental to relations. This study provides us insight into the current situation and helps us find solutions in the light of the responses recorded during this research in order to save and improve the important institution of family.

Another significance of the study is that as EMU is a university where foreign students come from various countries and different ethnicities it provides us a chance to explore the effect of SNS on family relations across different ethnicities. How people from different nationalities respond to SNS whether in a similar way or is the effect different for different cultures or ethnicities across the world? Also it seeks to explore the reaction of different ethnicities to the use of SNS and SNA by family members.

## **1.5 Limitations of the Study**

This research is mainly focused on the students studying at the Eastern Mediterranean University and the Doğa College in Famagusta in the Turkish Republic of North Cyprus, during the Spring Semester of academic year 2017-2018. The sample is selected on the basis of different nationalities studying at EMU. The strata are not selected on the basis of age or gender. Quantitative research methodology has been employed for this case study. Questionnaires consists of 66 questions were distributed to the 300 participants.

## **Chapter 2**

### **LITERATURE REVIEW**

Contrary to conventional media, today interactive communication is possible through internet. This communication is not one way, direct communication like telephone, or one to mass like Television and Radio. New communication technologies offer its users an environment where people can participate, discuss and even share their thoughts, views and productions. This virtual environment known as social media is a user based environment and is significant to provide an opportunity for group communication where users can increase communication among themselves (Vural A. & Bat M. 2010, p. 3348).

#### **2.1 Internet and Social media**

According to Gümüş initially the internet was created as an ARPANET (Advanced Research Agency Network) and it aided the armed forces. Multiple networks were used to create ARPANET. The number of these networks was 37 in 1972, but in 1973 after Norway and England united, these networks in 1973 they developed to multinational (Gümüş,2004, p.27). During that time the National Science Foundation, NSF in the United States of America and a few other organizations formed their networks. In 1982 instead of ARPANET, a Military Network MILNET was used by military. Finally in 1986, the National Science Foundation collaborated with ARPANET and it was called what we have presently “Internet” (Gümüş, 2004, p.27).



McLuhan believes that the internet is; “The most significant effect of communication tools can be seen on our sensory organs and the way of thinking. Some of people’s sensory organs are valued more than the others. For example; television activates vision and hearing, and TV changes the world from a nation into a global village. Here, internet is the final point in presenting a global village, because the internet requires using a lot of sensory organs” (Durmuş et al, 2010, p.18).

It can be said that today we live in a world of information rather than an industrial society. Communication through use of internet on computer or smart phone in which messages are sent and received represents information society. The internet is the cheapest communication tool for users allowing them to use it as a platform as long as they wish.

Internet provides opportunity to people to use technology to communicate with others and present their ideas and meet people (Trans.: Sevük, T., Güzel, 2007, p.191). Internet allows opportunity for interactive communication. Contrary to the traditional media which allows one way or one to mass communication, internet based communication technology offers humans an environment that allows the users to be active rather than passive. As we know social media is a web-based service that permits its user to form their profiles. These profiles are either semi-public or public within a limited system. The profile holder members use social media as a place to interact with friends as well as others”(Trans.: Sevük, T., Durmuş, 2010 p. 20).

It provides opportunity for participation as well as response or discussion. People share not only their feeling and ideas but their creations as well. This user based

environment is called social media. This environment plays an important role in bringing not only few individuals but also groups or crowds together thus increasing more interaction (Vural, A. & Bat M. 2010, p. 3348).

With each passing day social media has become extremely widespread. The reason for its popularity is that people can share whatever they like either spoken or written messages, photos and videos. It motivates the user to maintain their friendships and relations on social media (SNS/SNA) e.g. Facebook. Users love to share things with their family members and friends. They even meet new people and develop online relationships. With social media in use people seem to have lost interest in face to face communication and conventional media like radio or television instead they indulge in online friendships and relations. Social media can be considered as the new agent. The word 'social' distinguishes the social media from other type of traditional media. Social media is interactive. Today in the world of technological advancement interactivity is vital for socialization. According to statistics of a survey, internet users across the world are about 4.021 billion while 3.196 billion people use social media in 2018 (Global Digital Report 2018 by Kemp (2018)).

## **2.2 Uses and Gratifications Theory**

Among various theories of media and society one prominent theory is Uses and Gratification theory. Uses and Gratifications Theory can be traced back to 1940's. Uses and Gratification Theory states that people use tools of mass communication to satisfy and gratify their social and emotional needs as well as psychological desires. Earlier the audiences were passive consumer but this uses and gratification theory see audiences as active receivers. The development of modern technology has allowed the passive consumer to become active consumers. They have their reasons

and choices to use different kind of mass media. Audiences have their wants and desires and they choose different kinds of mass media to gratify their needs. Audiences make conscious choices. Audiences use mass communication to satisfy their emotional or psychological needs and derive gratification. The gratification audience get from use of different mass media is happiness, emotional satisfaction, lifestyle ideas, role models, or shared experience as in case of social media. Hence Uses and Gratification Theory concentrates on this usage or function achieved from consumption.

Blumler, Katz, Grevitch (1974) outline the primary goals of the Uses and Gratifications Theory as; to define the way individuals satisfy their needs by using media, to find out the motivation behind the choice of media used, behaviour, their purposes and its outcome. Thus, Uses and Gratification Theory focuses on:

1) The social and psychological origins of (2) needs which generate (3) expectations of (4) the mass media or other sources, which lead to (5) differential patterns of media exposure (or engagement in other activities), resulting in (6) need gratifications and (7) other consequences, perhaps mostly unintentional ones (Katz E., Blumber J.G., Gurevitch M. 1974, p.20).

Gratifications are analysed from responses to the verbal statements of the respondents where they explain the motives for using social media (e.g. enjoyment, social interaction), usually evaluated on multipoint rating scale. (Larose 2011, p. 57).

Uses and Gratifications Theory points out that the audience themselves make a choice about which medium of communication to use in order to satisfy their needs and achieve happiness or gratification of their desire. Uses and Gratifications Theory has acquired more prominence in the Communication and Media Studies with the

popularity of social media which increased due to the extensive use of the Internet or Wi-Fi.

### **2.3 Communication: A Need**

The desire to communicate with others friends or family relatives and gain happiness or emotional satisfaction is prominent among various needs that audience try to satisfy consciously when they consume social media. We need to remember that these desires are socially constructed. An example of socially produced media is Social Network Sites (SNS). Among its other functions the most significant is to offer appropriate medium to maintain social relations.

Communication is essential for all humans. Communication is used to express the needs and feelings throughout life. William Schutz presented Fundamental Interpersonal Relations Orientation (FIRO) theory (1966) according to which “we have three reasons to communicate. These are affection; the desire to give and receive love and liking, inclusion; the desire to be social and to be included in groups. Third one is for control; which is a desire to influence the people and events in our lives” (Quoted from Schutz by Wood, 2007, p.10).

Julia .T, Wood states that

Interpersonal communication is central to our lives. We count on others to care about what is happening in our lives and to help us sort through problems and concerns. We want them to share our worries and our joys. In addition, we need others to encourage our personal and professional growth. Friends and romantic partners who believe in us often enable us to overcome self-defeating patterns and help us become the people we want to be (Wood, 2007, p: 10).

Wood believes “communication occurs within systems that affect what and how people communicate and what meanings are created” (Wood, 2007, p.19). These systems or contexts are linked to the shared systems of communicators (shared

campus, workplace, social groups and culture) along with each person's personal systems (family friends, religious association) (Wood, 2007, p.19). With the development of technology in the last twenty years, computer technology has become the main communication tools that provide individuals opportunity to express themselves through visuals like photos, videos as well as written or audio messages or materials

This era is perceived as a communication revolution; mobile phones, personal computers (PCs) and the internet has enabled people to share and be involved in a global communication (Trans.: Sevük, T; Güçdemir; 2010,p.5).

## **2.4 Social Network Sites**

As discussed earlier in chapter 1 social network sites (SNS) and social networking Applications (SNA) along with IM (Instant Messaging) are indispensable part of today's lifestyle. SNS since they were designed, have gained enormous popularity and attracted millions of users around the world e.g, MySpace, Cyworld, Facebook, Bebo and SNA like WhatsApp, Telegram, Instagram. Today the users have incorporated social networking sites into everyday life. (boyd & Ellison 2008, p. 210). SNS like Facebook, Twitter, Instagram, Snapchat, Youtube, MySapace, and SNA like WhatsApp, Instagram are famous all over the world. Teenagers are considered heavy users of SNS. SNS are defined as:

Web based services provide its users an environment that allows them to (1) create a public or semi -public profile within a bounded system, (2) forms a clear list of other users with whom they are connected (3) see and go over their connection list as well as of those with whom they are connected, within the system, the type and nomenclature of these connections may differ from site to site (boyd, & Ellison. 2008, p. 211).

Urista and Dong point out that SNS offers an easy and appropriate medium for interaction with relatives as well as friends (Urista, Dong, Day,2009, p.217). Also Crofchick (2009) points that the first SNS was launched in 1997 but its origin can be traced back to 1994. The second wave of the SNS began in 2001 with Ryze.com and then in 2004 Facebook was launched which till of now is most popular SNS today. According to Boyd & Ellison (2008) there are many functions of the SNS that attract their users e.g. blogs, Walls, live chatting, photo album. It includes giving comments, uploading a video; create a group, birthday reminder, horoscope, etc. Some applications are also used for academic purposes encouraging university students.

Along with known SNS there are some SNA that are gaining popularity and have become as famous as Facebook or Twitter. WhatsApp was formed in 2009 but today in 2018 it is most popular application after Facebook. Various SNS offer different features and what sets them apart from one another are their terms and condition. Their usage, member registration and acceptance procedures can be different from each other as well. The social networking site's number of users may vary from each other according to features it offers and according to user's choice regarding their needs e.g. Facebook being most popular in the world has 901 million members followed by Twitter with almost 200 million users.

Unquestionably SNS and SNA have a great social impact because it has become a part of our daily life consequently it has become a subject of curiosity for researchers to explore various aspects of social media and its effects on society and individuals. Today SNSs and particularly Facebook is a famous and widely used platform of online communication, in comparison of the previously prevalent email, instant messaging, and online chatting. The issues that are being discussed nowadays are

about the difference between virtual life and offline relations, online social interactions as well as digital identity.

## **2.5 Related Researches on Social Networking and Relationships**

A considerable body of research has been carried out regarding the positive effects of Facebooking. Use of SNS impute to have many benefits . (große Deters and Mehl, 2012; Chen & Lee, 2014; Greene, Choudhry, Kilabuk, & Shrank, 2011; Valenzuela et al., 2009; Burke et al., 2010; Ellison et al., 2007; Olson et al., 2012; Steinfield et al., 2009; Swickert et al., 2002; Vitak et al., 2011; Ellison et al., 2007; McEwan, 2013; Valenzuela et al., 2008; Zhao, Grasmuck, & Martin, 2008; Gentile, Twenge, Freeman, & Campbell, 2012; Gonzales & Hancock, 2011; Toma & Hancock, 2013; Gonzales, 2014; Ellison, Steinfield, & Lampe, 2007; McEwan, 2013; Nabi, Prestin, & So, 2013; Ku, Chu, & Tseng, 2013; Park, Kee, & Valenzuela, 2009; Kalpidou et al., 2011; Zywica and Danowski, 2008). Most of these studies show that use of Facebook has various social and psychological benefits for its users 'social relationships and psychological health. As a result of using social networks like Facebook the user's relationships receive benefits of social capital from their associations with other people (Ellison et al., 2007; Valenzuela, Park, & Kee, 2008).

Facebook provide its users not only an opportunity to strengthen weak relations but it also helps to preserve already existing relationships as well as define relationships which are otherwise regarded to be ambiguous (McEwan, 2013; Valenzuela et al., 2008). According to Zhao, Grasmuck & Martin being connected through Facebook, users are able to uphold group identity and in-group relationships. This can be seen especially for users in sexual orientation minority groups, gender identity, or ethno-racial groups (Zhao, Grasmuck, & Martin, 2008). Its noteworthy here that the focus

of most of the research has been on the benefits of SNS usage. These researches focused increased social capital, social support, and relationship maintenance (e.g., Ellison, Steinfield, & Lampe, 2007; McEwan, 2013; Nabi, Prestin, & So, 2013). But very few researches have analyzed the type of negative effects of using SNS, especially on adult users and families.

Research stereotypically centers on the advantages of social media more as compared to the negative outcome of social networking sites (Jesse Fox, Jennifer J. Moreland, 2015). It was not until recently that researchers have explored the negative effects of Facebooking. (Samantha et al, 2016; Sarwar Kamal and Mohammad Shamsul Arefin, 2016; Jih-Hsin Tang et al, 2016; ; Tandocetal., 2015; Seydi Ahmet Satıcı, Recep Uysal, 2015; Bevan, Gomez, and Sparks, 2014; Johnson & Knobloch-Westerwick, 2014; Lee, 2014; Krasnova et al., 2013; Nabi et al., 2013; Krossetal., 2013; Chen and Lee, 2013; Kwan & Skoric, 2013; Elphinston and Noller, 2011; Sheldonetal., 2011; Feinstein et al., 2013; Haferkamp and Krämer, 2011).

Xiaomeng Hu et al 2017 attempt to resolve these changeable and mixed findings by exploring any particular impact of using Facebook on its users' satisfaction achieved from online–offline relationship and psychological well-being.

Maximum research carried out regarding Facebook and its social effects has been done particularly on Students, teenagers, and younger adults (Amandeep Dhir, Chin-Chung Tsai, 2017; Katja, 2016; Claudia Marino et al 2016; Heather Cleland Woods, Holly Scott, 2016; Fu-Yuan et al 2014; Lauren et al, 2013; Pantic et al., 2012; Farahani, Kazemi, Aghamohamadi, Bakhtiarvand, & Ansari, 2011; Espinoza 2011). However, more recently some researchers have also addressed the influence of



facebooking on older adults Tara J. Sinclair, Rachel Grieve, 2017. Eun Hwa Jung, S. Shyam Sundar, 2016 examine how and why do the Senior citizens interact on Facebook. Eun et al, 2016 observe that social bonding is the main motivation for older people to participate in activities on Facebook.

A tabular comparison of various research on the Effects of SNS or Facebook on Social Capital, Psychological wellbeing, Romantic Relationships and Family Relationships is presented in the table 1, 2 and 3 respectively below:

Table 2.1: Literature Review on Positive and Negative Effects of SNS/Facebook on Social Capital and Psychological Wellbeing

Authors	Positive/ Negative/ In-conclusive	Remarks
Große Deters and Mehl, 2012	Positive	Updating the Facebook status helps to reduce the user's loneliness because user's daily social connection are increased
Ellison et al., 2007	Positive	A strong link is evident between Facebook usage and the social capital. There are three types of social capital and the strongest link is to bridge the social capital. Also the Facebook usage was observed to be linked to the psychological health of the user. It points out that use of Facebook might be helpful for those users who face low self-esteem and low life satisfaction.
Valenzuela, Park, & Kee, 2008; McEwan, 2013	Positive	Another observation is that positive links are seen between the intensity of use of Facebook and in the life satisfaction and social trust of the student. The association between Facebook use and the students' political participation and civic commitment is also evident.
Eun Hwa Jung, S. Shyam Sundar, 2016	Positive	Social bonding is the most important motivation for users to engage in Facebook activities.

Authors	Positive/ Negative/ In-conclusive	Remarks
Zhao, Grasmuck, & Martin, 2008	Positive	Facebook allows its users to form group identity and in-group relationships, especially for users who belong to minority groups regarding sexual orientation or ethno racial, and gender identity
Gentile, Twenge, Freeman, & Campbell, 2012; Gonzales & Hancock, 2011; Toma & Hancock, 2013	Positive	Updating Facebook profile boosts self esteem
Nabi, Prestin, & So, 2013	Positive	Facebooking promotes social capital. It helps in maintaining relations and social support.
Ku, Chu, & Tseng, 2013; Park, Kee, & Valenzuela, 2009		SNS helps in relaxation, entertainment, or social connection
Bevan, Gomez, and Sparks, 2014	Negative	Using SNS for excessive time reduces the user's quality of life.
Chen and Lee, 2013	Negative	Usage of Facebook is linked with moods of distress, low self-esteem and cognitive overload.
Kross, E., Verduyn, P., Demiralp, E., Park, J., Lee, D.S., Lin, N., et al., 2013	Negative	Being a heavy user of Facebook is related with associated huge decline in well-being.
Kwan & Skoric, 2013	Negative	Facebook is misused to channel cyber bullying, stalking, and online harassment.
Feinstein et al., 2013;	Negative	SNS is often misused to make social comparisons that are harmful.

Authors	Positive/ Negative/ In-conclusive	Remarks
Johnson & Knobloch-Westerwick, 2014; Lee, 2014		
Chou and Edge, 2012	Negative	Extensive Facebook usage makes the user envious of the non-users, and the users believe that non-users are more happy.
Haferkamp and Krämer, 2011	Negative	Looking at individuals who display attractive profiles on Facebook, some users felt inferior about their bodies or physical appearance as compared to those users who are exposed to less attractive profiles. In comparison to male users who see profiles of less successful individuals than those who view profiles of successful males revealed a more apparent difference between their present career status and their ideal career status
Krossetal., 2013	Negative	Excessive use of Facebook indicates deterioration in cognitive and affective well-being overtime.
Kalpidouetal., 2011	Negative	A negative link is observed among the number of friends on Facebook and the user's self-esteem and educational adjustment in college.
Heather Cleland Woods, Holly Scott (2016), Espinoza 2011; Farahani, Kazemi, Aghamoham adi, Bakhtiarvand , & Ansari, 2011; Pantic et al., 2012	Negative	Use of social media in teenagers is linked with anxiety, depression, low self-esteem and poor sleep quality. A relationship between the use of social media and various aspects of teenager's health is observed especially their sleeping pattern and mental well-being.

Authors	Positive/ Negative/ In-conclusive	Remarks
Zywica and Danowski, 200	Inconclusive	Intensive use of Facebook can be beneficial as well as detrimental to the user's psychological health as well as their social life. Moreover according to the social compensation hypothesis users of social media who are introvert and have a low self-esteem, they try to control their social interactions on Facebook in order to compensate for their offline inadequacy.
Lauren A. Jelenchick, Jens C. Eickhoff, and Megan A. Moreno, (2013)	Inconclusive	Tried to establish a link between use of Social Networking Site and Depression in Older Adolescent
Xiaoqian Li 2015	Inconclusive	Communication on Facebook is associated in a positive way to give and receive social support on Facebook. Nonetheless, the enacted social support or the social interaction on Facebook is not associated to perceived social support in general.

The most considerable effort to understand the effect of Facebooking on relationships has been made by Jessie Fox (Fox, J, Jennifer J. Moreland, 2014; Fox, J., & Warber, K. M., 2014; Fox, J., Osborn, J. L., & Warber, K. M., 2014; Fox, J., Warber, K. M., & Makstaller, D. C., 2013; Fox, J., & Warber, K. M., 2013; Carpenter, C. J., & Spottswood, E. L., 2013), but most of these efforts are focused on romantic relationships. A literature review is presented in Table 2 below:

Table 2.2: Literature Review on Positive and Negative Effects of SNS/Facebook on Romantic Relationships

Authors	Positive/ Negative/ inconclusive	Remarks
Steers, M. N., Øverup, C. S., Brunson, J. A., & Acitelli, L. K., 2015	Positive	It is beneficial to reveal accurate information about one's relationship.
Gwendolyn Seidman, 2015	Positive	Facebook makes new relationships accessible more easily. Facebook provides the opportunity to incorporate ones social network with his or her partner's network. Facebook can be helpful to the user with its techniques of relationship maintenance.
Fox, J., Warber, K. M., & Makstaller, D. C., 201	Positive	After a face to face meeting through Facebook people filter out potential partners more easily and quickly judging the multitude of relation.
Weigel, D.J. (2008).	Positive	Facebook provides the user an opportunity to join in and incorporate their social network with their lover, friend, partner or spouse. Couples can manage a satisfying relationship by joining each other's social networks
Backstrom, L., & Kleinber, J., 2013	Positive	A healthy relationship can be spot by Facebook
Dainton, M., 2013	Positive	Couples who displayed confident, jovial, and convincing statuses about their relationship and partner on the Facebook, they were able to exhibit commitment to the relationship and thus were able to maintain greater relationship satisfaction.

Papp, L. M., Danielewicz, J., & Cayemberg, C. , 2012	Positive	Females whose profile picture displayed their partner also were found particularly satisfied with their relationships.
Utz & Beukeboom, 2011	Negative	Facebook can promote romantic jealousy
Fox, Osborn, & Warber, 2014; Fox, Warber et al., 2013; Marshall, 2012	Negative	Source of relationship conflict. Facebook causes delayed emotional recovery after relationship termination.
Brittany Wong, 2015	Negative	Family and friends who stay in touch with their exes can cause a rift among couples. Getting friend requests from former romantic involvement can lead to rekindled love affairs. People get into a habit of checking Facebook before going to bed it can not only affect sleep but also hinder the intimacy between couples.  Facebook can result in big arguments; couples monitor Facebook instead of checking in on each other.
Muise, A, Christofides M., & Desmarais S. (2009).	Negative	Facebook creates a negative feedback loop when a user finds potential jealousy-provoking information resulting in more surveillance of lover or partner on Facebook, which, in turn, raises the probability of facing more Facebook-related jealousy.
Fox, J., Osborn, J. L., & Warber, K. M. (2014).	Negative	Facebook provides easy accessibility for partner surveillance. It provides more chances to the other person in the relationship to be more intruding. This kind of surveillance or spying on Facebook may de-stabilize the relationship by disturbing a person's sense of independence and privacy.

Tokunaga, R. S. (2015).	Negative	Facebook can lead to increase negative emotions more commonly known as jealousy and anxiety.
Clayton, R. B., Nagurney, A., & Smith, J. R. (2013)	Negative	Spending excessive time on Facebook can harm relationships. Excessive Facebook usage is linked to negative relationship outcomes like cheating and break-ups.
Elphinston, R.A.,and Noller,P.(2011).	Negative	Facebook is associated with romantic jealousy and relationship dissatisfaction. Contacting an ex-partner or monitoring your partner constantly include among the negative outcomes of Facebook-related conflicts. Obsessive users of Facebook face disturbance due to thoughts relating Facebook in their daily life. Such users suffer higher levels of jealousy and relationship dissatisfaction.
Emery, L. F., Muise, A., Alpert, E., & Le,B. (2015).	Negative	If a person posts overly personal information about his or her relationship chances are that it can make a bad impression on others.
Joris Van Ouytsel, Ellen Van Gool, Michel Walrave, Koen Ponnet, Emilie Peeters (2016)	Inconclusive	SNS play a pivotal role in interpersonal information seeking. For a possible romantic partner significant information can be gathered through pictures and status updates. Teenagers did not consider being Facebook Official as a chief indicator of their romantic relationship. For romantic relations SNS are source of jealousy.

Research carried out until now in the form of survey highlights that adult Facebook users experience worst effects after using the site. Experimental researchers have presented the use of Facebook as very attractive for the people who use them. They have manipulated the specific content and ignored the fact that Facebook can affect negatively. It appears from the literature that there is a lack of research to explore the

negative and damaging affects which the Facebook users experience. However, from the table above a trend in the recent research highlights the negative effects of Facebook usage particularly on romantic relationships.

Relationships especially romantic ones are being greatly affected nowadays by the use of Facebook and this affect is unfortunately negative in nature. Recent research has indicated that romantic jealousy is stimulated by use of Facebook. Utz & Beukeboom, (2011) and also describes that Facebook has been often referred to as a cause of rift in relations (Fox, Osborn, & Warber, 2014; Fox, Warber et al., 2013). After a romantic relationship comes to an end, Facebook can still affect it by providing the opportunity to the ex-partner to carry out an unhealthy surveillance i.e tracking and spying the activities of the ex which eventually result in delayed emotional recovery (Fox, Jones et al., 2013; Fox & Warber, 2014; Marshall, 2012). Brittany Wong (2015) the relationships Editor of The Huffington Post has pointed out some of the harmful effects of using Facebook on relationships, by collecting the opinions of experts: most common negative effect is oversharing on Facebook. It can result in major arguments leading to break-ups. Couples monitor their lover or spouse activity on Facebook rather than clarifying with each other. Social media users who keep in touch with exes can cause a rift between couples. Getting friend requests from former romantic involvement can rekindle love affairs. People get into a habit of checking Facebook before going to bed which not only affect sleep but also hinder the intimacy between couples.

Gwendolyn Seidman (2015), an Associate Professor of Psychology at Albright College, studied relationships and cyber psychology, Gwendolyn examined the pros and cons of having a relationship in the Facebook age and identifies the positive and



negative effects of Facebook on relationships. Among the advantages are that Facebook makes new relationships accessible more easily. Facebook provides the opportunity to incorporate one's social network with his or her partner's social network. Facebook can provide its users help with relationship maintenance techniques also.

Fox, J., et al, (2013) emphasized that Facebook makes new relations be it romantic or just friends more accessible and that also more easily. People might not use Facebook as a site to find new friendships more often but they definitely use it more for contact after they have met earlier elsewhere. After an initial face to face meeting people filter out potential partners more easily and quickly through Facebook. They are able to judge the multitude of relation which might develop little interest or compatibility. Instead of wasting their time waiting until the third date to finally decide whether the individual is a good match for them or not, through Facebook they can explore about the likes, dislikes and hobbies of their love interest very quickly. In case of direct rejection of a probable relationship Facebook also helps to cope with the rejection. In such a situation, Facebook requires the minimal effort and emotional investment (Fox, Warber, & Makstaller.2013).

Facebook provides the user opportunity to join the social network of his or her lover, friend, partner or spouse. Couples can manage a satisfying relationship by connecting and being part of each other's social networks Weigel, D.J (2008). Facebook makes the integration of friends easier than ever. It allows friends to share and communicate with each other's social networks through a click at Facebook. In fact, scholars have examined that by analyzing the way and extent of how well the friend's social networks are integrated on Facebook, they could easily predict who people's

romantic partners were (Backstrom,& Kleinber, 2013). Thus a healthy relationship can be spot by Facebook.

Facebook allows its users many ways or techniques to maintain relationship: Facebook provides people an opportunity to keep in touch and connect with their boyfriend or girlfriend or spouse easily even at a distance e.g. David is in Canada but manages to keep his relationship alive and strong with his girlfriend who lives in Turkey. All of this is done with more ease due to the Facebook. To make relations successful, it is essential for both partners to relentlessly work on, support and develop the relationship just like a plant is cared for. According to Weigel positive interaction with partner or lover, time and again declaring love and reassuring commitment we can keep our relationships strong (Weigel, D.J. 2008). Couples who showed positive, cheerful, an assuring status about their relationship and partner on the Facebook, they were able to exhibit commitment to the relationship and thus were able to maintain greater relationship satisfaction (Dainton, M. 2013).

Studies conducted have shown that on social networks disclosing true information about one's relationship proves beneficial. According to a research when social network users honestly express their status and disclose "in a relationship" as well as post their pictures with their partners they experienced higher level of satisfaction (Steers, Øverup, Brunson & Acitelli.2015). Another research explored that male Facebook users who posted partnered statuses and females who posted their profile picture with their partner expressed greater satisfaction regarding their relationships (Papp, Danielewicz,& Cayemberg. 2012). Thus we can conclude that posting pictures and disclosing status that endorses a healthy relationship can be useful for couples' satisfaction. An important thing to be noted here is that these findings need

to be very carefully interpreted because love and affection expressed on Facebook might not be the cause of making people satisfied and happier with their relationships, but on the contrary it might be that because they are already in a happy and satisfying relationship therefore they express it on Facebook.

When we analyze “Facebook Official” (FBO) we find that going “Facebook Official” might cause misunderstanding, and conflict: It is seen that when a couple succeeds the initial phases of a relationship they might show the intensity of their relationship by going “Facebook official” (FBO). At this stage Facebook can also lead to stress and confusion. It is seen that usually women have a different perspective than men. For women going FBO might express that the relationship is exclusive and serious whereas for men the FBO status might not mean anything serious. Men might use FBO only to give the impression that his partner is taken while he continues to pursue other relationships at the same time (Fox, & Warber, 2013). Such differences can lead to distress and conflict resulting in dissatisfaction and even break-up. Facebook is not only an instrument of communication and friendship but can lead to negative emotions more commonly known as jealousy and anxiety. Most information available on Facebook can develop feeling of distrust and jealousy among users who are couples because at times many interactions on Facebook are confusing and not very clear, as one might not be aware of ones’ partner’s all friends on Facebook and may not even comprehend the kind of relationship they have. In certain cases, all the ambiguity can lead to arouse suspicion; especially for those people who feel insecure in a relationship thus they might become jealous and anxious that their partner may leave them, or begin to mistrust their partner (Fox, & Warber 2014). Tokunaga, R. S. (2015). Facebook creates a negative feedback loop when a user finds potential jealousy-provoking

information resulting in a more surveillance of lover or partner on Facebook, thus the chance of Facebook-related jealousy increases (Muise, Christofides & Desmarais 2009).

Facebook allows breach in a user's privacy. Though the partner or lover or spouse may be loyal, Facebook allows more easy access to carry out surveillance of spouse or partner giving more chances to the other person in the relationship to be more intruding. This kind of surveillance or spying on Facebook may interrupt a person's privacy and independence along with damaging the relationship (Fox, Osborn, & Warber, 2014). It is noteworthy that Facebook does not promote jealousy or other such negative emotions but only when a person is possessive, jealous, anxious or untrusting by nature then Facebook can make the situation much worse by providing more and more opportunities to scrutinize the partner.

Spending excessive time on Facebook can harm relationships. It can become an obsession. Non-stop continued use of Facebook can increase jealousy, along with other harmful effects on the relationship. A very active user of Facebook gives more time to friends and relations online than those around him in the real physical world. This leads to rifts and tensions in relationships. A research exposed that excessive use of Facebook leads to negative consequences that can be detrimental for relationships. e.g cheating and break-ups (Clayton, Nagurney, & Smith. 2013) Contacting an ex-partner or monitoring your partner constantly include among the negative outcomes of Facebook-related conflicts. Obsessive users of Facebook experience disruption in their everyday lives by thoughts concerning Facebook. Such users experience excessive jealousy as well as dissatisfaction in their relationship (Elphinston, and Noller 2011). It needs to be made clear that Facebook might not

cause problems like jealousy in ones relationships but indeed it can aggravate the issue by adding fuel to fire. Individuals are liked less by others who post high disclosing statuses about their relationships (Emery, Muise, Alpert, & Le, 2015). This might not be beneficial in case later on if the relationship comes to an end and the individuals decide to move on and build new relations they might face difficulty regarding finding other potential mates among their social network. Emery et al.; (2015) also notes that Facebook have healthy as well unhealthy effects on relationships but it is all dependent on an individual's temperament, his nature and the manner they use the SNS. Having a jealous and untrusting disposition or obsessive overuse of Facebook could be detrimental for one's relationships. Facebook can be a useful tool in the beginning of a relationship as it can help people to know each other in a short time but later on as the relationship matures Facebook has to be used wisely to build a healthy and strong relationship.

The literature review in Table 2.1 and 2.2 makes it evident that many studies have been conducted on the effects of Facebook on Social Capital and Psychological wellbeing and mental health of teenagers as well as young adults; there is research even on the effects of Facebook on romantic relationships. Although this research can be indicative of the effects on family relationships as family relationships can be affected by Psychological wellbeing and mental health but it was difficult to find any focused research on the direct effects of Facebook on Family except (Sarwar Kamal and Mohammad Shamsul Arefin, 2016; Samantha et al, 2016; Vitak, Jessica Marie, 2008). A brief literature review of previous Quantitative research carried out is presented in Table 2.3 below.

Table 2.3: Literature Review on Positive and Negative Effects of SNS/Facebook on Family Relationships

Authors	Case Study	Approach	Positive/ Negative Inconclu- -sive	Remarks
<a href="#">Vitak, Jessica Marie, 2008</a>	644 University Undergraduates	Survey	Positive	87% of respondents believe that their offline relationships have not faced any problem due to the content in their Facebook profile; while the 13% participants responded positively. Although the responses on the bases of gender or across the year in school were similar still issues pointed out by respondents provide surprising insights into the probable effect of the virtual identities on offline relationships. Facebook provide its users an easy way to maintain many weak ties. It offers many ways of communication e.g. Facebook allows its users to create and continue a huge social network, even though most connections formed between users are weak.
<a href="#">Sarwar Kamal and Mohammad Shamsul Arefin, 2016</a>	Teenagers and parents	Survey	Negative	Vulnerable relationship between parents and adolescents shows teenagers' spend more time on Facebook as the pivotal problem. Parents want them to concentrate during study and school time.
<a href="#">Samantha et al, 2016</a>	264 Young Adults	Survey/ Questionnaire	Negative	Negative FB experiences are associated with depressive symptoms. The depressive symptoms that were observed to be related with Facebook are Lifetime negative FB experience,

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past-year negative FB  
experience, and number of  
lifetime negative FB  
experiences.

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Sarwar Kamal and Mohammad Shamsul Arefin, (2016) conducted a survey-approach and collected information from the Facebook pages of teenage boys and girls in order to examine their behaviors. They observed that the relationship between parents and their teenage children was vulnerable. They further pointed out that in Bangladesh the guardians or parents are unaware of the communications on social media and it is causing addiction in teenagers. The reason behind this lack of understanding social media communication is parent's inadequate education and lack of knowledge of technology. This results in generating gaps between the parents and their children. Sarwar Kamal et al (2016) points out those teenagers in Bangladesh spend excessive time on Facebook while their parents want to focus and spend more time on study. Samantha et al, (2016) explored if negative Facebook (FB) experiences were independently linked with depressive symptoms in a longitudinal family unit. 264 young adults were included in the study showing negative Facebook experiences were mostly related with depressive symptoms.

Vitak, and Jessica Marie (2008) examined and compared how online social relationships are different from traditional offline relationships. They focused on the way individuals make online identity which affects friendships that are formed and maintained in "digital world." They analyzed the way in which relationships in the real world are affected by Facebook. The research was based on a survey which was conducted among 644 Georgetown University undergraduates to find out about the

usage of technologies to communicate and interact with others on their SNS particularly on Facebook in order to create and maintain relationships. The 87% of surveyed people expressed that they never had any problems in their offline relationships due to information in their Facebook profile 13% responded that they face problems. When the responses of male and female were compared there were no major differences. In fact the problems which respondents highlighted sheds light on the potential effect of virtual identities on traditional relationships that are offline.

Vitak, Jessica Marie (2008) commented that SNS such as Facebook allows its users to have many friendships and weak relationships in an easy way. On the contrary strong relationships need commitment as well as energy and time. They pointed out that Facebook “friends” feature allows people to make as many friends as they like and keep them connected easily. On Facebook information available in friends profile keeps them updated. Sharing photos, private messages as well as comments and wall postings; all of these allow the users to maintain relations that are weak. By using Facebook users can save ample time because Facebook allows multiple methods and ways of staying connected, thus enabling the users to form and continue a huge social network. Connections formed on Facebook among its users are mostly weak connections rather than strong ones.

Vitak et al (2008) blame Facebook and other SNS websites as the prime source for spreading rumors, lies and gossips. Facebook does not require an individual to form an account to see or add any post as there is no method of verification before posting something hence the rumors spread easily. In this manner Facebook becomes instrumental in allowing damaging information to be easily accessible across the globe. Thus any information true or not when posted online on SNS can severely affect user’s relationship even when the relationship is offline.



Social media has transformed to a global village and looking at Facebook's global appeal we find that most of the Facebook users are living in countries other than America and Canada (Facebook, 2017). Therefore cross-cultural studies might allow more insight into the use of Facebook. It will provide bases for comparison among different experiences regarding relationships in different countries. Moreover, the previous researches have focused on participants who were adolescents and younger adults (Amandeep Dhir, Chin-Chung Tsai, 2017; Katja, 2016; Claudia Marino et al 2016; Heather Cleland Woods, Holly Scott, 2016; Mehmet Baris, Horzum, 2016; Edson, 2015; Fu-Yuan et al 2014; Lauren et al, 2013; Pantic et al., 2012; Farahani, Kazemi, Aghamohamadi, Bakhtiarvand, & Ansari, 2011; Espinoza 2011;), no doubt teenagers are the substantial users but the use of SNS has increased in grown-ups as well and their experiences may provide us with a completely different insight (Pew Research Center, 2014).

Researches carried out recently in Eastern Mediterranean University in TRNC are mostly focused on Facebook. e.g Facebook and its influence on interpersonal Communication. This research was carried out by Burcu Demiröz and Rıza Teke in the 2010 in Eastern Mediterranean University. "Tertiary Students' Attitudes towards Using SNS" is another study conducted by Bahire Efe Özad. This study was done in Faculty of Communication and Media Studies, at EMU (2011-2012 Academic Year). Another research done in TRNC is "The Relationship between Internet Addiction and Communication, Educational and Physical Problems of Adolescents in North Cyprus." This study was done by Zehra Özçınar in Aratürk Teacher Training Academy.

Özad & Gümüő (2014) carried a qualitative research to explore the response of teenager's reaction to having parents as their Facebook friends. Focus group was formed with the families of the teenagers to explore teenagers concerns about having their parents as friends on Facebook. Özad & Uygarer (2014) in their study examined that tertiary students use SNS to form new relationships to satisfy their desire for attachment.

Hatch.A (2014) in her study pointed out the way mothers see social media's effect on child's social and psychological development. Hatch believes that mother's subjective experiences are very important in forming her family culture. She carried out a research with 8 participants' in-depth one on one interview as well as created a focus group that included fathers and children. Her research concluded that there was a difference in how mothers of daughters and mothers of sons ascribed meaning to usage of social media. Mothers felt that social media was beneficial for their children and not a barrier in child's development be it social or psychological. However excessive use of social media caused changes in the child's sleeping pattern.

Fletcher, A. C., & Blair, B. L. (2012) explored how mothers struggle to keep up their authority over teenage children when they use social technologies. This study focused 20 African American and European American mother in qualitative interviews and found that mother's lack of knowledge regarding the advanced technology creates issues of confidence in their parental authority.

The conclusion of the literature reviewed is that there should be a more diverse research probing the effects that social networking has on family relations. However, there is no research about social networking sites and family relations in Turkish

Republic of North Cyprus, therefore this present research will definitely fill the gap in the literature. Most of the research conducted till now is focused on teenagers regarding some particular issue with reference to Facebook while in some cases research is carried out on university students regarding their use of Facebook and studies on Facebook addiction or Cyber bully or for what purpose does university students use Facebook etc. The suggestion is that a more focused and in-depth analysis based on family response should be carried out to find the effects of social media i.e. SNS/SNA usage on family relationships among students of different nationalities. This study must include all members of the family i.e. all age group's participation should be observed. Parents, children, young teenagers even grandparents, irrespective of age and gender should be included in research. The study should not be limited to teenager or adolescents but to different age groups and their attitude towards social media (SNS/SNA) as a way of communication for family should be explored. The analysis should be constructed upon their responses about the impact of social media on their family relationships. This research will cover not just Facebook but also other SNS/SNA which students prefer to use. Spreading this research across different ethnicities living or studying in EMU will definitely add an edge to the study. It will give us an overview about how people belonging to various countries and ethnicities feel about the effect of social networking on their family relations.

## **Chapter 3**

### **METHODOLOGY**

This study aims to investigate the role and impact of social media on family relations. To pursue this, two kind of information are used i.e. primary and secondary. Secondary information is obtained from books, scholarly articles and on-line sources that are presented in the chapter of Introduction and Literature Review. The primary information is acquired by quantitative research methodology carrying out a case study of students and their families, by collecting data through questionnaire. This chapter explains the research methodology and design along with the population and the sample selection of participants, data collection instrument, validity and reliability of data collection instruments and data analysis. The overall methodology of this study will include Research methodology, Research design, Population and sampling, Data collection instrument, Data analysis procedures, Validity and reliability of data collection instrument along with ethical issues.

#### **3.1 Research Methodology of the Study**

Research can be carried out through various methods. The research methodology of this study is quantitative research. In quantitative methodology objective measurements and statistical or numerical analysis is carried out with the collected data. This data is collected through questionnaire, surveys or polls. Sometimes pre-existing statistical data is also manipulated by using computational techniques. Thus through quantitative research numerical data is gathered to explain a certain phenomenon or it is generalized across groups of people. (Babbie, Earl. R ;2010)

Quantitative research focuses on numbers and logic. It deals with numeric and unchanging data and detailed, convergent reasoning rather than divergent reasoning [i.e., the generation of a variety of ideas about a research problem in a spontaneous, free-flowing manner]. Besides textual analysis that is studying various texts with reference to previous researches conducted, the method of Case Study using questionnaire is used to explore the research questions. In this current research quantitative research designs is descriptive which means that the subject are analysed once only. A descriptive study presents associations between variables.

Data collected through questionnaires which include questions that are commonly known and easy to understand. It can be very helpful for the researcher, as it opens the opportunity to access several sources of information at minimum cost (Neuman, 2007). Questionnaires are used to generate large amount of data in short time. On the other hand, the main disadvantage of questionnaires is the potential of having low response rate. This may lead to difficulties in assessing whether the obtained sample size is representing the phenomenon under study (Taylor-Powell and Hermann, 2000).

In quantitative research questionnaire are used to “collects information by asking people questions” and coding their responses in numerical form “suitable for statistical analysis” (Shoemaker & McCombs, 2003, p. 231). Statistical analyses allow us to test the potential links between concepts. We try to explore and establish a relationship between independent and dependent variable within a selected sample.

This present research is conducted by distribution of questionnaire to students and their families in order to collect their feedback. A pilot study was conducted prior to the research to see the validity of the study. In the light of the responses of the pilot study, a questionnaire is developed to get response to the research questions. The questionnaire comprised of structured and semi structured questions. Numerical data will be gathered through the questionnaire to explain the attitude of respondents regarding the role and impact of social media on family relations. This data will be generalized across groups of people.

Variable is a measurable concept. These variables can be dependent or independent. In quantitative research we try to explore and establish a relationship between independent and dependent variable within a selected population. In this research the variables are SNS/SNA and (family) relations. SNS/SNA or social media is independent variable whereas relations are dependent variable because they depend on how SNS and SNA or social media are used.

### **3.2 Research Design**

Research design gives an overall view of how different phases of the study are carried out in order to achieve a coherent flow. Quantitative research design involves the collection of data through surveys, questionnaires and experiments. This collected data is followed by mathematical, statistical and numerical analysis that aims to generalize the given results across diverse participants to address the specific phenomena. There are different types of research designs the one used in this study is Case Study and it is descriptive in nature.

A Case Study design involves an in-depth study of an issue instead of a sweeping statistical survey. It helps to test if a specific theory or approach applies to phenomena in real world. It proves useful if little is known about that issue or phenomenon. This design can extend experience to already known through previous research. Case Study research design helps to analyse contemporary real-life situations and provide the basis for the application of concepts and theories and the extension of methodologies. This approach helps the researcher to study an aspect of the problem in depth within a limited time frame (Bell 1999).

Using Case Study design in the current study, we intend to probe the research questions and the aim of research which is to explore the role and impact of social media i.e. SNS/SNA on family relation. As explained earlier that the study aims to explore this effect not only on teenagers and parents but on family as a whole including children irrespective of their age group, their relations with siblings and husband and wife and parents along with grand-parents. The case study of students of EMU and Doğa College along with their family members allow us to have an in depth analysis of the attitude towards the usage of social media with family members. The study can be completed in a limited time frame and still provide a comprehensive analysis of the real life situation.

### **3.3 Population and Sampling**

To conduct this research and explore whether the use of SNS like Facebook, WhatsApp, Twitter, Telegram, Instagram, Youtube, Googleplus, can affect relationships in particular the family ties, the sample of students are selected by Non Proportional Stratified Random Sampling based on ethnicity only, irrespective of their age or gender.

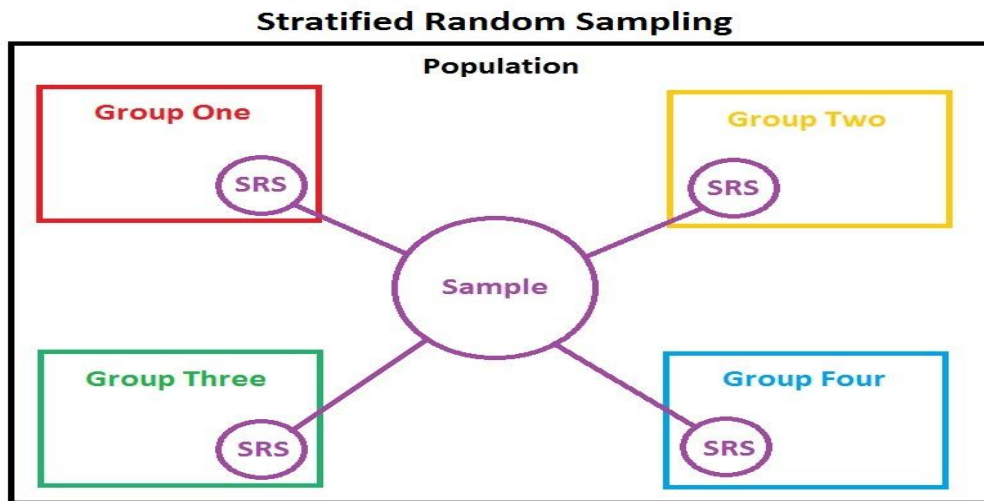


Figure 3.1: Non Proportional Stratified Random Sampling of Population. Source: Stratified Random Sampling; [https://en.wikipedia.org/wiki/Stratified\\_sampling](https://en.wikipedia.org/wiki/Stratified_sampling)

The sample selected for research comprised of 300 students studying at Eastern Mediterranean University and Doğa College. EMU comprises of a diverse ethnic population. The language of instruction is both English as well as Turkish therefore students from all over the world come to receive education here. There are almost 75% of international student population here. The students belong to various nationalities across the world. Similarly, in Doğa College the students in high school are from various countries. The medium of study in this college is English so foreigner families living in Famagusta send their children to this school. Thus in Doğa College many students are Iranian, Pakistanis, Arabs from Middle East along with majority of Cypriot and Turks.

In this study students are grouped together according to their ethnicity because if they are grouped according to their nationalities it would be very complex as there are too many international students studying in EMU belonging to different countries. Most students are from Nigeria, Morocco, Rwanda, Pakistan, Iran, Bangladesh, Syria, Palestine, Saudi Arabia, Egypt, Iraq, Turkey and of course the



local Cypriots. Although Nigerian and Turkish population is more as compared to others but for the purpose of current study an equal sample of different ethnicities are grouped together to get more accurate results. Non Proportional Stratified Random sampling based on ethnicity of sample is listed below,

1. Arabs and Middle East:

Palestinians + Syrians + Egyptian + Moroccans (75 students)

2. Asians:

Pakistani +Iranians (75 students)

3. Africans:

Nigerians+ Sudan+ Rwanda (75 students)

4. Turkish Speaking:

Turkish + Turkish Cypriots (75 students)

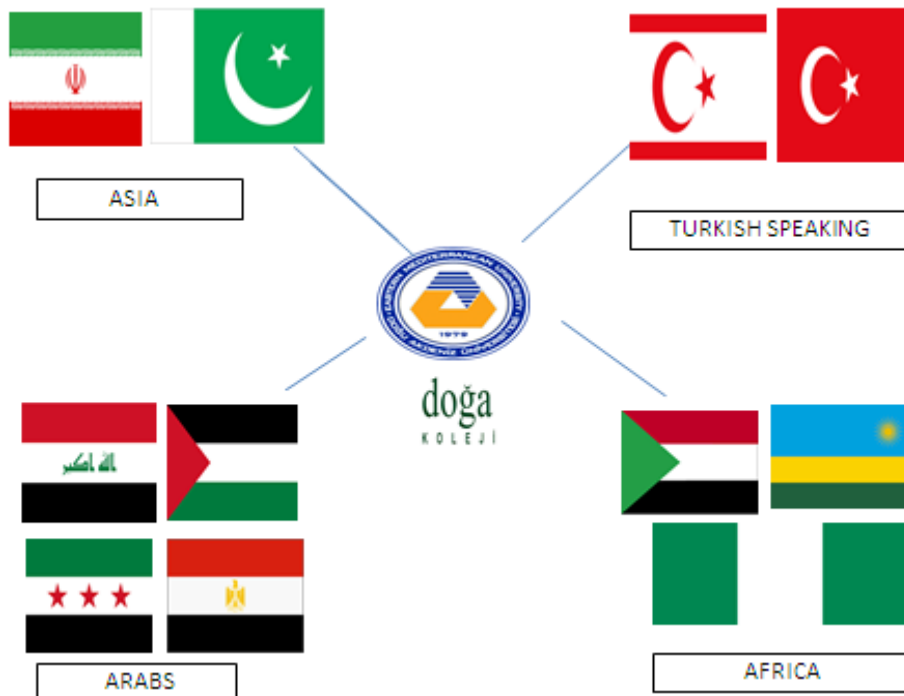


Figure 3.2: Flags of different nationalities that had been grouped together for Non-Proportional Random Sampling

Turkey is geographically half in Asia and half in Europe therefore in this research Turkish and Turkish Cypriots are grouped together as Turkish speaking according to the ethnicity. This research is a case study of students of Eastern Mediterranean University as well as Doğa College situated inside EMU campus. Some families of these students (living with the students in Famagusta) were given the questionnaire in order to get their perspective about the use of SNS and its effect on family relations. The age group of these respondents ranges from 13 years till 50 years and more but it is important to remember that the sample is not selected according to age rather it is selected according to ethnicity of students. Respondents from Doğa College are between the age of 13-18 years being high school students whereas the majority respondents from EMU are undergraduate students. This study focuses on relations between siblings i.e. brothers and sisters, husband and wife as well as parents and grandparents. Today almost all family members use SNS but whether they like to communicate to each other using social media and stay connected to family or they prefer to use SNS with friends only is to be explored.

### **3.4 Data Collection Instrument**

The questionnaire is the primary data source of this research. The questionnaire is divided into three sections:

Section 1: Participant Characteristics and Preferences

Section 2: Participant Response to General Questions about SNS Usage (Served as an Ice breaker)

Section 3: Participant Response to Research Questions [ Likert Scale]

In the Section 1 of the questionnaire, demographic are focused along with questions related to characteristics of usage and questions exploring the behaviour of

participants. There are 22 questions in the first part. In Section 2, there are 30 questions about SNS usage which serve as an ice breaker. In Section 3, the five-point Likert Scale is used for 15 questions. These questions relate directly to the Research Questions and help in the quantification of the participant's response to these questions.

Likert Scale survey is a universal method of collecting information or data because

1. It is easy for respondents to understand.
2. Likert Scale is also easy to generate results.
3. It provides respondent an opportunity to choose neutral response if he wishes for instead of being forced to opt for extreme response options. (Strongly agree, agree, neutral, disagree, strongly disagree)

Likert Scale Questions with Examples. (n.d.).

To collect the data for the research, questionnaire was distributed to students in EMU across different ethnicities. Although the number of African students is more than Asian students in EMU but for the sake of analysis an equal number i.e. 75 students of each ethnicity is given the questionnaire. Questions are designed on the basis of literature review. Questionnaires are composed to explore the way in which young boys and girls felt about their family relations regarding their use of Facebook, Twitter, WhatsApp, Telegram or whichever SNS or SNA they chose to connect to their families. Questions are asked from the individuals across gender, and age. An analysis is done on the bases of acquired data. Questionnaire is used as primary data source to incorporate the opinions of the all the respondents into the final analysis.

Later One-Way ANOVA Test is conducted to expose if there is any statistically significant difference between the responses of the students belonging to different

ethnicities. One-Way ANOVA is used to find statistical difference if there are more than two groups involved. As we have 4 different groups of students belonging to different ethnicities like Asian, Arabs, Turkish speaking and Africans therefore we chose to carry One-Way ANOVA Test.

A copy of the questionnaire is included in the Appendix.

### **3.5 Data Analysis Procedures**

The findings of these questionnaires are analysed. Data from semi structured questionnaires filled by students and family members (all age group) are coded similarly. The analysis of the data is carried out in the following steps:

1. Coding of the questionnaire
2. Statistical analysis
3. Summarizing
4. Reporting.

After questionnaires survey the data collected is coded for and imported into SPSS, a statistical software program, and crosstabs were run to examine relationships between data. The comparisons focus primarily on two of the intervening variables. Where possible, connections between the findings in this survey and in previously conducted Facebook studies are discussed.

### **3.6 Validity and Reliability of Data Collection Instrument**

A pilot study was conducted before the formation and distribution of the questionnaire. The pilot study was done with 20 students at EMU. The present research is shaped keeping in view the pilot study. Questionnaire was employed to collect the feedback of students. The feedback helped us to understand the

shortcomings and set the standards for the present research. The validity of the content of questionnaire is improved by the collected feedback. Data collected in this questionnaire included demographic, behavioural and psychological response. A means of statements was evaluated for the Likert Scale question.

Table 3.1: Case Processing Summary

		N	%
Cases	Valid	299	99.7
	Excluded a	1	.3
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
.781	30

Questionnaire's third section comprised of Likert scale questions that are analysed by factor analysis in order to evaluate the sustainability of the entire sample. The alpha coefficient of reliability level for the whole questionnaire is 0.781 indicating good reliability of the data collection instrument.

Later One-Way ANOVA Test is conducted to find out if there is any statistically important difference between the responses of the students belonging to different ethnicities. Because we have 4 different groups of students belonging to different ethnicities like Asian, Arabs, Turkish speaking and Africans therefore we chose to carry One –Way ANOVA Test.

### **3.7 Ethical Issues**

The ethical approval was acquired from the EMU Ethics Committee before disseminating the questionnaire. The ethical approval letter is attached in Appendix B. The participants of this research were told that their names were not included in the questionnaire thus their response remain anonymous. Also the research information collected through this study would be used by the researcher only and this information would not be available in raw data form to anyone. Most of the respondents are students along with their family members who are residing in Famagusta. For students below 18 years old approval from their parents was taken before giving them the questionnaire.

## **Chapter 4**

### **ANALYSIS AND FINDINGS**

This chapter focuses on the results acquired from the present research which is carried out in Eastern Mediterranean University and Doğa College in spring semester 2018. In the first section of the questionnaire the demographical characteristics of the participants were asked. In the second and third part of the questionnaire, the use of social media (SNS/SNA) and its impact on family relations are studied. 5 point Likert scale is employed to analyse the means of statements. In this study, the values attached to the choices of attitude scale questions are as follows: 1: Strongly Agree, 2: Agree, 3: Undecided, 4: Disagree, 5: Strongly Disagree according to Balci 's (2004) suggestion.

#### **4.1 Information on Participants**

Overall demographics of the sample are analysed before commencing a detailed evaluation of relationships between data. The questionnaires were distributed to 300 participants in EMU and Doğa College. As pointed out in previous chapter participants are from different nationalities therefore they have been grouped together on the basis of their ethnicity. Here the information about the gender of participants is discussed and tabulated in the table 4.1.

Table: 4.1 Percentage of male and female participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	172	57.3	57.3	57.3
Female	128	42.7	42.7	100.0
Total	300	100.0	100.0	

The table above illustrates the demographic information on participation i.e the number of male and female respondents who participated in the present study. Among those 300 respondents who filled the questionnaire 172 are male (57.3 %) and 128 (42.7%) females.

Table 4.2: Age Diversity of Participants

	Frequency	Percent	Valid Percent	Cumulative Percent
13 to 18 years	32	10.5	10.5	10.7
19 to 25 years	212	69.5	70.7	81.3
26 to 30 years	26	8.5	8.7	90.0
31 to 40 years	15	4.9	5.0	95.0
41 to 50 years	11	3.6	3.7	98.7
More than 50 years	4	1.3	1.3	100
Total	300	98.4	100	

As the Table 4.2 above shows the respondents were selected from the age of 13 years onwards. Students who responded to the questionnaire between the age brackets 13-18 years are 32 (10.7%). These respondents were students of Doğa College. They were given the questionnaire to get the feedback of teenagers regarding our research on the impact of social media (SNS/SNA) on their family relations. The highest



number of students who responded falls into the age bracket of 19-25 years. These are 212 (70.7%) respondents and they were mainly the undergraduate students in EMU. 26 students i.e. (8.7%) are of ages between 26-30. We can regard them as mature people. 15 respondents (5%) were between 31-40 years old whereas 11 people i.e. (3.7 %) were between 41 to 50. Senior citizens or grandparents in the family who participated in our research were 4 i.e. (1.3%) and they were more than 50 years old. Their percentage was less because not many grandparents are active users of SNS or SNA.

Table 4.3: Status of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	238	79.3	79.3	79.3
Married	38	12.7	12.7	92.0
Divorced	2	.7	.7	92.7
Separated	1	.3	.3	93.0
I do not want to mention	8	2.7	2.7	95.7
Others	13	4.3	4.3	100.0
Total	300	100.0	100.0	

As the Table 4.3 shows among the respondents 238 (79.3%) were single, 38 (12.7%) married, 2 (0.7%) divorced, 1 (0.3%) separated while 13 (4.3%) did not like to mention their status. It is important to note that 238 respondents were single so their point of view was with reference to their relations with parents or siblings.

Table 4.4: Academic qualification diversity of participants

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Higher secondary school	56	18.7	18.7	18.7
Vocational training/ Diploma	2	0.7	0.7	19.3
College degree	61	20.3	20.3	39.7
Bachelor's degree	127	42.3	42.3	82.0
Master's degree	32	10.7	10.7	92.7
Doctoral Degree	22	7.3	7.3	100.0
Total	300	100.0	100.0	

The above table illustrates that 56 (18.7%) respondents had completed Higher secondary school whereas 61 (20.3%) students had finished college degree. 127 (42.3%) respondents had Bachelor's degree, 32 (10.7 %) master while 22(7.3%) were doctoral degree holders. Only 2 i.e. (0.7%) respondents had acquired Vocational training diploma.

Table 4.5: Diverse ethnicities of participant

	Frequency	Percent	Valid Percent	Cumulative Percent
African	75	25.0	25.0	25.0
Arabic/ Middle Eastern	75	25.0	25.0	50.0
Asian	75	25.0	25.0	75.0
Turkish Speaking	75	25.0	25.0	100.0
Total	300	100.0	100.0	

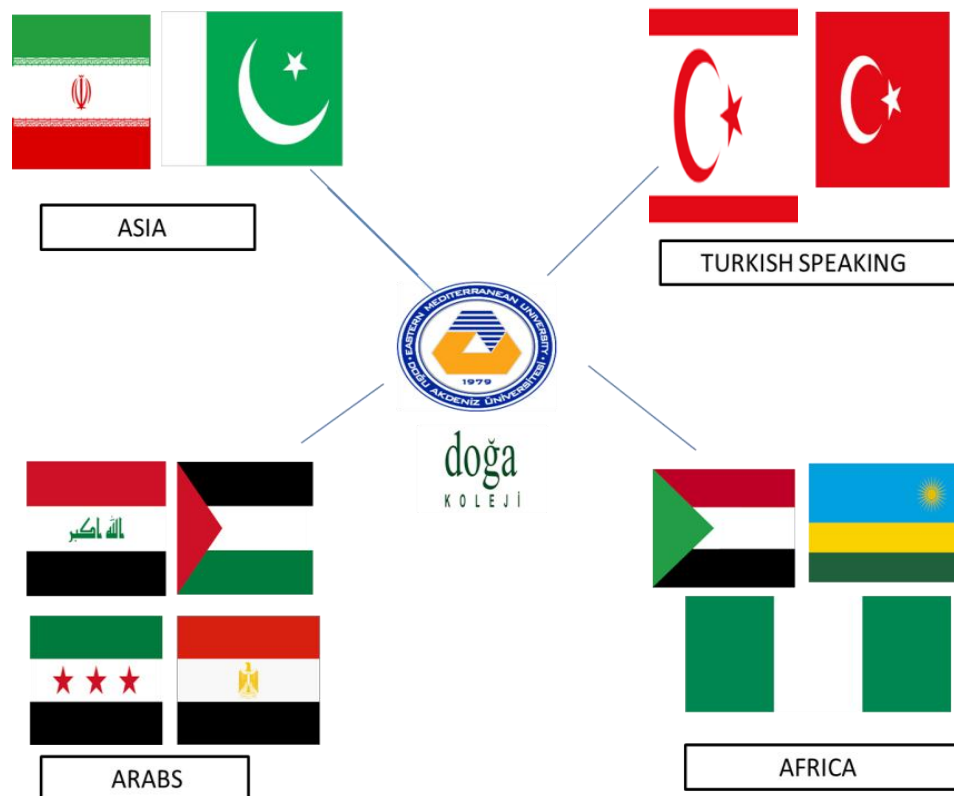


Figure 4.1: flags of different nationalities that had been grouped together for Non Proportional Random Sampling

The figure above clearly shows that according to our methodology Non Proportional Stratified Random Sampling was used for the present study. The questionnaire was distributed among equal number of students i.e. 75 each belonging to different ethnicities. Among the population in Magusa there are so many people belonging to various countries so we grouped various countries according to their ethnic similarity and thus we had 75 Africans, 75 Arabic or Middle Eastern, 75 Asians, and lastly 75 Turkish speaking with a percentage of 25 each. The figure shows the countries whose students have been grouped together according to their ethnicity.

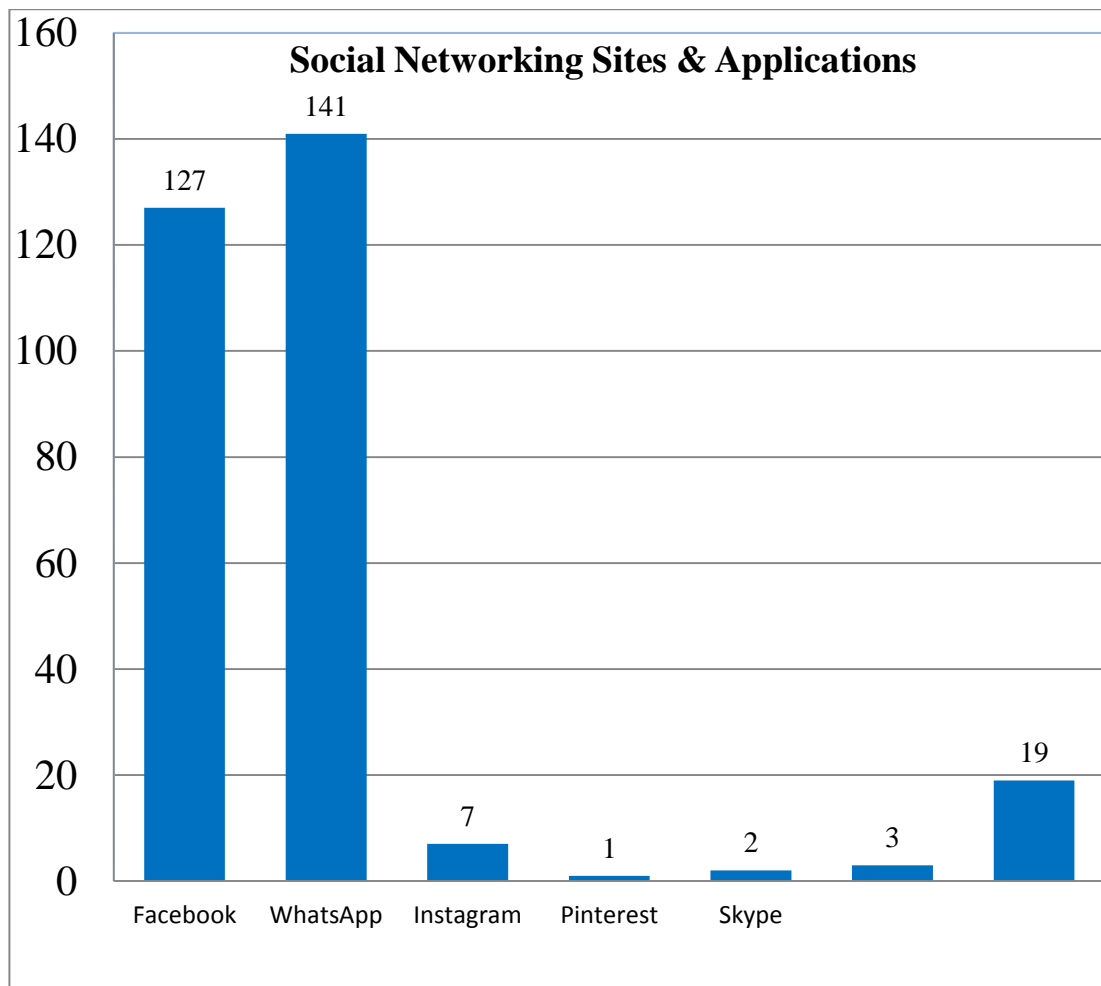


Figure 4.2: Various SNS or SNA used by respondents to connect to their families

According to the bar chart in figure 4.2 the different SNS and SNA used by the respondents are given. We get the data that the majority of respondents 141 (47.0%) used Whatsapp while Facebook was used by 127 (42.3%) participants, 7 Participants (2.3%) used Instagram and only 1 participant (0.3%) used Pinterest, 2 participants (0.7%) used Skype, Snapchat was used by 3 participants (1.0%) and 19 participants (6.3%) used Telegram to connect to their families. It is evident from the table above that most famous and widely used social media are Facebook and WhatsApp across different countries in the world.

Table 4.6: The devices used by respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Mobile Phone	273	91.0	91.0	91.0
Tablet	12	4.0	4.0	95.0
Valid Computer	12	4.0	4.0	99.0
Others	1	.3	.3	99.3
Total	300	100.0	100.0	

Table 4.5: illustrates the devices that these 300 respondents use through which they connect to their families. Most of them i.e. 273 (91.0%) respondents used their mobile phones to use SNS/SNA to connect to their family. 12 (4%) used Tablets while 12 (4%) used computer to get in touch to their loved ones. Today people prefer to use smart phones because they are handy and easily manageable.

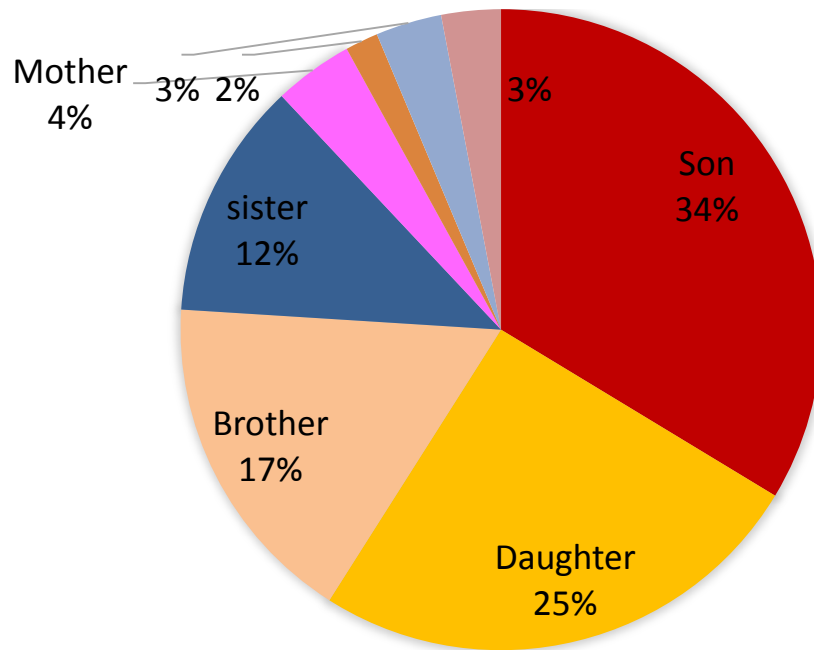


Figure 4.3: Relationship role of respondent in family.

Figure 4.3 shows the role of the respondent in the family. The perspective of the role respondent plays in the family relation is seen here. Most respondents gave their feedback as “son” that is 101 (33.7%) respondents whereas 76 (25.3%) responded as daughter, 51 (17.0%) as brother, 36 (12%) as sister, 12 (4%) as mother, 10 (3.3%) as husband, 9 (3%) as wife, and lastly 5 (1.7%) as father.

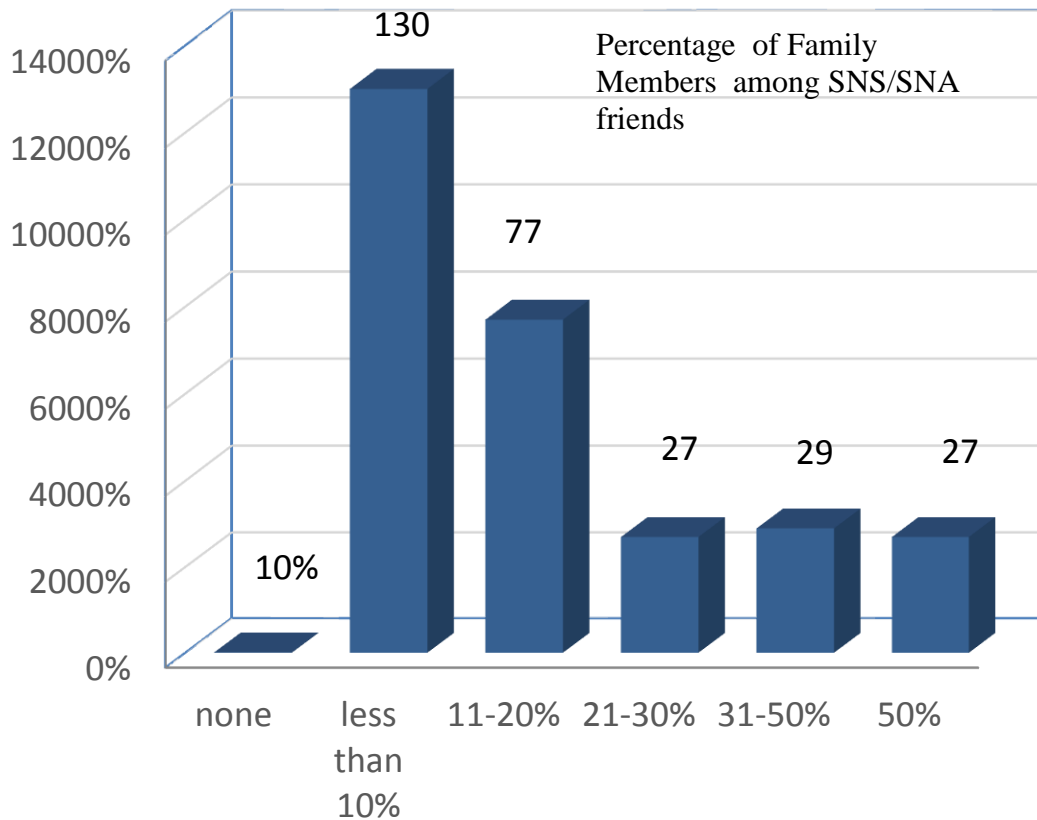


Figure 4.4: Percentage of Social Networking Sites (SNS) friends/followers who are family members.

In figure 4.4 the bar chart shows the numbers of family members who are friends to the respondents through SNS/SNA. 130 (43.3%) respondents are connected to less than 10% of their family members. Around 77 respondents are connected to 11-20% of their family members. 27 (9%) respondents had 21-30 % family members connected to them through SNS/SNA whereas 29 (9.7%) respondents had 31-50% of their family members connected to them. 27 (9%) respondents had more than 50% of their family members connected via SNS/SNA. However 10 (3.3%) respondents had no family member connected to them on social networks.

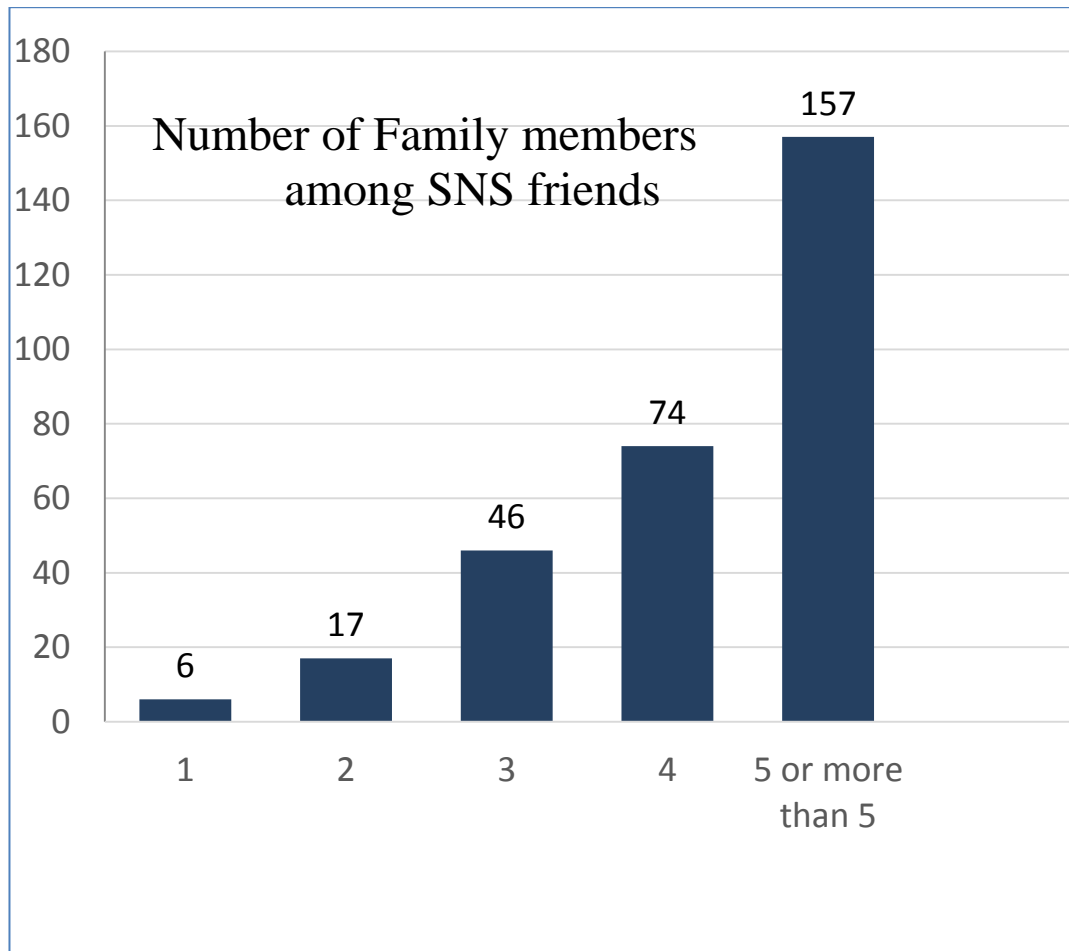


Figure 4.5: Number of family members connected through SNS.

Figure 4.5 shows that mostly the respondents have been connected to 5 or more than 5 family members but minimum number of family members is 1. The bar graph shows that 157 (52.3%) respondents are connected to 5 or more than 5 family members on social media. 74 or 24.7% are connected to 4 family members whereas 46 respondents (15.3%) are connected to 3 family members on SNA/SNS. We can also see from the graph that 17 respondents (5.7%) are connected to 2 family members and only 6 respondents (2%) are connected to only 1 family member on social media. The majority of respondents are connected most number of their family members.



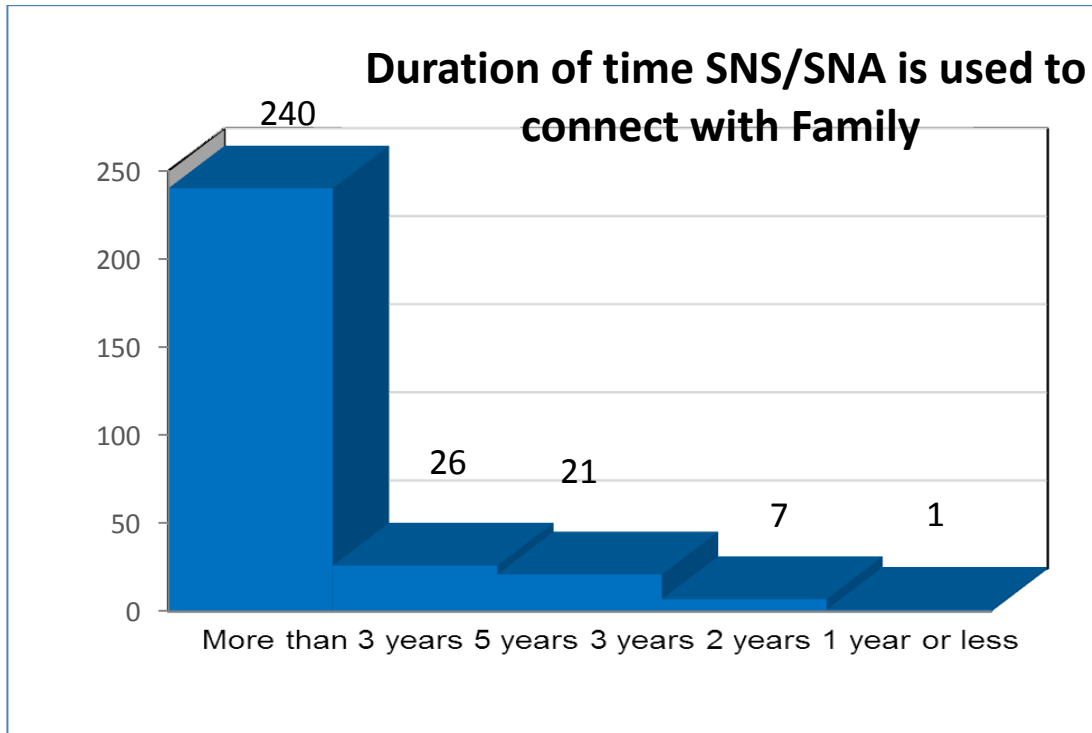


Figure 4.6: Histogram shows the duration of time that SNS/SNA is used

The above figure 4.6 reveals that 240 respondents (80%) have been active on social media (SNS/SNA) for more than 5 years whereas 26 respondents (8.7%) used SNS/SNA for last 5 years. 21 respondents (7%) used it for 3 years and 7 respondents (2.3%) used it for 2 years 6 respondents used SNS/SNA for 1 or less than 1 year. The same outcome is visible in the histogram in figure 4.7. It is evident that maximum respondents had been using social media (SNS/SNA) for more than 5 years.

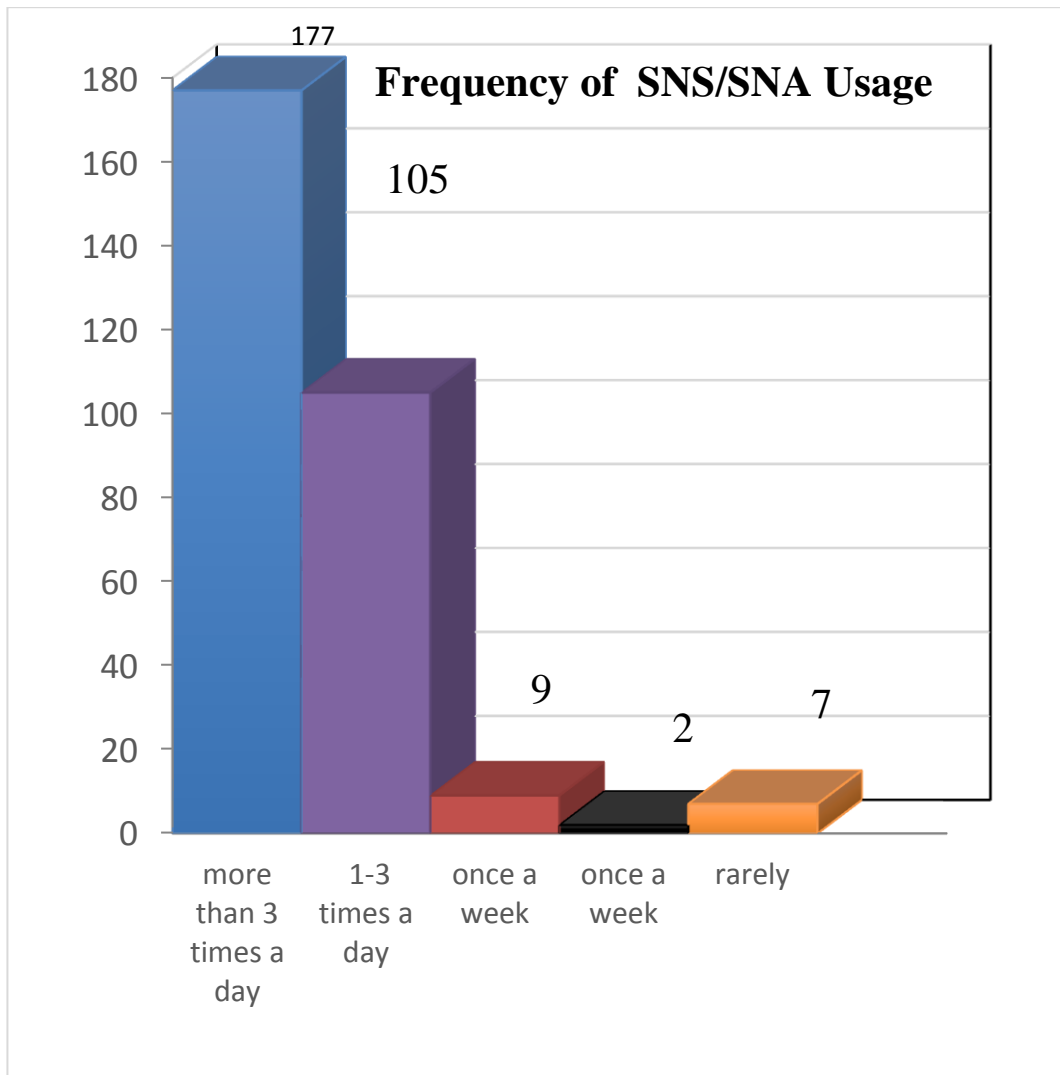


Figure 4.7: shows that shows the frequency of the usage of social networking sites

Whether this usage of SNS/SNA is frequent or not it is easily evident from the table 4.7. Out of 300 respondents 177 i.e. (59%) used SNS/SNA more than 3 times a day. 105 respondents (35%) used it 1 -3 times a day. 9 (3%) respondents used it once a week while 2 (0.7%) used it once a month and 7 (2.3%) used it just rarely. The graph above reveals that majority of respondents use SNS/SNA as frequently as more than 3 times a day.

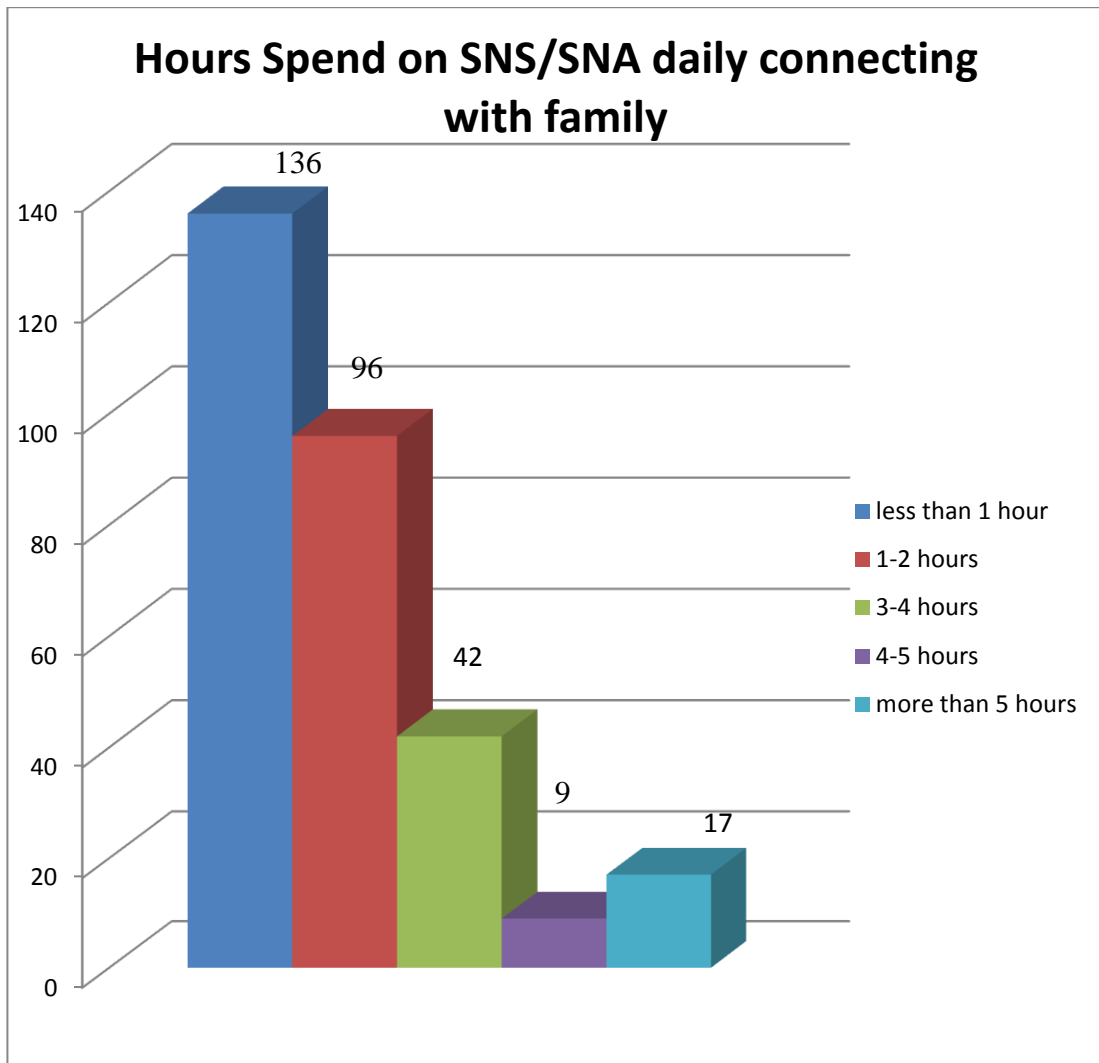


Figure 4.8: The amount of time spent on social media to connect with their family

In response to the question about the time spent by the participants to share posts photos and videos on SNS/SNA the response is shown in Histogram above. Out of 300 participants 136 (45.3%) shared posts with their families for less than 1 hour 96 (32%) shared them during 1-2 hours. 42 (14%) respondents connected to family for 3-4 hours whereas 9 (3%) respondents connected for 4 -5 hours. 17 (5.7%) people connected to their family and shared photos or post with them for more than 5 hours daily. This outcome show that people (respondents) who spent more time in being connected to family is only 3% to 5% whereas the majority 45.3% spent less than an

hour daily in communication with their family members. The response to this question is displayed in the histogram.

Table 4.7: Kind of posts you share with your Family

	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
None	32	10.7	10.7	10.7
Informational	55	18.3	18.3	29.0
Educational	19	6.3	6.3	35.3
Entertainment	52	17.3	17.3	52.7
Anything	141	47.0	47.0	99.7
Total	1	.3	.3	100.0
	300	100.0	100.0	

The table 4.7 above shows the response of 300 participants to the question about what kind of posts they share with their family members. Different families have different family values or traditions and this table gives us a glimpse of different people’s choices about what they wish to or feel appropriate to share with their family. 141 (47%) respondents choose to share “anything” with their families. It means from educational to informational, fun or religious simply anything with their family members. 55 (18.3%) respondent chose informational posts, 52 (17.3%) chose entertaining posts. 32 (10.7%) respondents shared nothing with their family on SNS/SNA whereas 19 (6.3%) shared educational posts.

Table 4.8: SNS makes it easier to stay in touch and communicate with family members

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	183	61.0	61.0	61.0
Agree	91	30.3	30.3	91.3
Undecided	15	5.0	5.0	96.3
Disagree	8	2.7	2.7	99.0
Strongly Disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	

Table 4.8 shows that as a response to whether SNS/SNA or social media is helpful in communicating with family members 183 out of 300 respondents (61%) strongly agreed whereas 91 (30.3%) agreed. However 15 respondents (5%) were found undecided about this question and 8 (2.7%) disagreed while 3(1%) respondents strongly disagreed. Thus table above gives us a clear idea that majority of respondents believed social media or SNS/SNA they use is making it easier and helpful to connect and communicate with their family.

Table 4.9: Family members may comment on your posts on SNS"

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	93	31.0	31.0	31.0
Agree	146	48.7	48.7	79.7
Undecided	42	14.0	14.0	93.7
Disagree	13	4.3	4.3	98.0
Strongly Disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	

The table above shows that when asked about the attitude of respondents regarding family members commenting on their posts or status 146 respondents (48.7%) agreed while 93 (31%) strongly agreed. A percentage of 14% i.e. 42 respondents were undecided about it .13 respondents (4.3%) disagreed while 6 respondents which make only 2% strongly disagreed. Therefore we conclude from the table above that a majority of (146+93=) 239 total out of 300 respondents believed in commenting on family posts. It is a very positive attitude regarding social media usage.

Table 4.10: Family members may share your status, pictures or videos on SNS

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	73	24.3	24.3	24.3
Agree	118	39.3	39.3	63.7
Undecided	57	19.0	19.0	82.7
Disagree	31	10.3	10.3	93.0
Strongly Disagree	21	7.0	7.0	100.0
Total	300	100.0	100.0	

Table 4.10 shows that while connecting on social media family members are allowed to share each other's pictures or posts. 118 respondents (39.3%) agreed 73 respondents (24.3%) strongly agreed 57 (19%) were undecided whereas 31(10.3%) respondents disagreed and 21(7%) strongly disagreed. Again it is evident that a majority of (118+73=191) respondents liked their family members sharing their posts and photos or videos on social media.

Table 4.11: You may share your family member's status, pictures or videos on SNS

Questions asked	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	64	21.3	21.3	21.3
Agree	105	35.0	35.0	56.3
Undecided	70	23.3	23.3	79.7
Disagree	31	10.3	10.3	90.0
Strongly Disagree	30	10.0	10.0	100.0
Total	300	100.0	100.0	

Table 4.11 shows the way respondents feel about them sharing their family member's posts, pictures etc. According to the table 105 respondents (35%) agree and 64 (21.3%) strongly agree; 70 (23.3%) respondents are undecided while 31(10.3%) disagree and 30 respondents (10%) strongly disagree. Here again majority of respondents believe that they like to share their family member's photos and posts but respondents who don't like it are (30+31=61) which is not too less therefore the number of respondents who don't like to share their family member's posts photos is not very insignificant.

Table 4.12: Family members may keep a check on you and monitor your activity through SNS/SNA

Questions asked	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	42	14.0	14.0	14.0
Agree	82	27.3	27.3	41.3
Undecided	88	29.3	29.3	70.7
Disagree	59	19.7	19.7	90.3
Strongly Disagree	29	9.7	9.7	100.0
Total	300	100.0	100.0	

Table 4.12 shows the response of people who do not mind their family member's checking or monitoring their activities on social media. Majority of respondents 88 (29.3%) are undecided about this whereas 82 respondents (27.3) agree that their family members can check and monitor them through social media along with 42 respondents (14%) who strongly agree. Those respondents who disagree to checking on each other on social media are 59 (19.7%) and 29 (9.7%) strongly disagree. Thus again 124 out of 300 do not mind their family members' monitoring while, a significant number of respondents 88 out of 300 are undecided about it. Those who do not like their activities being monitored by their family through social media are a total of 88 (59+29= 88) which is equal to undecided respondents.

Table 4.13: You may keep a check and monitor your family member's activity through SNS/SNA"

<b>Question asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	53	17.7	17.7	17.7
Agree	84	28.0	28.0	45.7
Undecided	77	25.7	25.7	71.3
Disagree	68	22.7	22.7	94.0
Strongly Disagree	18	6.0	6.0	100.0
Total	300	100.0	100.0	

The table 4.13 illustrates that 84 (28%) respondents agree and 53 (17.7%) strongly agree that they can monitor or keep a check on their family members if they want to 77 (25.7%) respondents are undecided about this issue while 68 (22.7%) do not like them checking or monitoring their family members activities on social media and 18 (6%) respondents strongly disagree to this. As an overall view shows that (53+84=137) majority feel there is no issue regarding checking on or monitoring



family members on social media while (68+18=) 86 total disagree to monitor their family's activity on social media. Thus 77 respondents who disagree and do not like checking on family on SNS/SNA are more than those who are undecided about it.

Table 4.14: Different privacy settings should be used to connect with family members on SNS

Questions asked	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	73	24.3	24.3	24.3
Agree	77	25.7	25.7	50.0
Undecided	78	26.0	26.0	76.0
Disagree	57	19.0	19.0	95.0
Strongly Disagree	15	5.0	5.0	100.0
Total	300	100.0	100.0	

Table 4.14 indicates the respondents' attitude towards privacy on social media. The respondents were asked if they use different privacy setting for connecting to family members, 73 (24.3%) strongly agreed while 77 (25.7%) respondents agreed. 78 respondents (26%) were undecided while 57 (19%) disagreed and 15 (5%) strongly disagreed. It is important to note that the responses are from participants belonging to different ethnicities therefore later One-Way ANOVA test is conducted which brings out the difference in attitudes of respondents.

Table 4.15: SNS provide your family members an opportunity to invade your privacy

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	56	18.7	18.7	18.7
Agree	77	25.7	25.7	44.3
Undecided	69	23.0	23.0	67.3
Disagree	78	26.0	26.0	93.3
Strongly Disagree	20	6.7	6.7	100.0
Total	300	100.0	100.0	

Table 4.15 shows respondent's attitude towards a breach in their privacy through social media. While connecting to family members one might not want to share all, in such a case connecting on social media allows the family members to know and see all activities of users if there are no privacy settings. When asked that SNS/SNA give an opportunity to the family members to invade their privacy 77 (25.7%) agreed and 56 (18.7%) strongly agreed while 69 (23%) were undecided, 78 (26%) disagreed and 20 (6.7%) strongly disagreed. Thus, 98 respondents believe that social media do not give a chance to invade their privacy while 133 respondents believe that social media, the use of SNS/SNA allow the family members to invade the privacy of the user.

Table 4.16: Connecting to family members through SNS enables you to strengthen your relationship with them

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	55	18.3	18.3	18.3
Agree	137	45.7	45.7	64.0
Undecided	70	23.3	23.3	87.3
Disagree	30	10.0	10.0	97.3
Strongly Disagree	8	2.7	2.7	100.0
Total	300	100.0	100.0	

Table 4.16 illustrates that out of 300 respondents 137 (45.7%) strongly agreed that the use of social media (SNS/SNA) is helpful to strengthen their family relations. 55 (18.3%) people agreed while 70 (23.3%) participants were undecided about it. Only 8 (2.7%) strongly disagreed and 30 (10%) disagreed to the idea that usage of social network can strengthen their relationship. These respondents believed that they could strengthen their family relations by giving time to their family members and use of SNS/SNA was not compulsory for that. A majority respondents (55+137=192) believe communicating through social media is beneficial for family relations. The Bar graph on the next page shows the response to the question whether connecting through social media is helpful in strengthening the family relations. The responses tabulated in table 4.15 are presented in graph form below in figure 4.9.

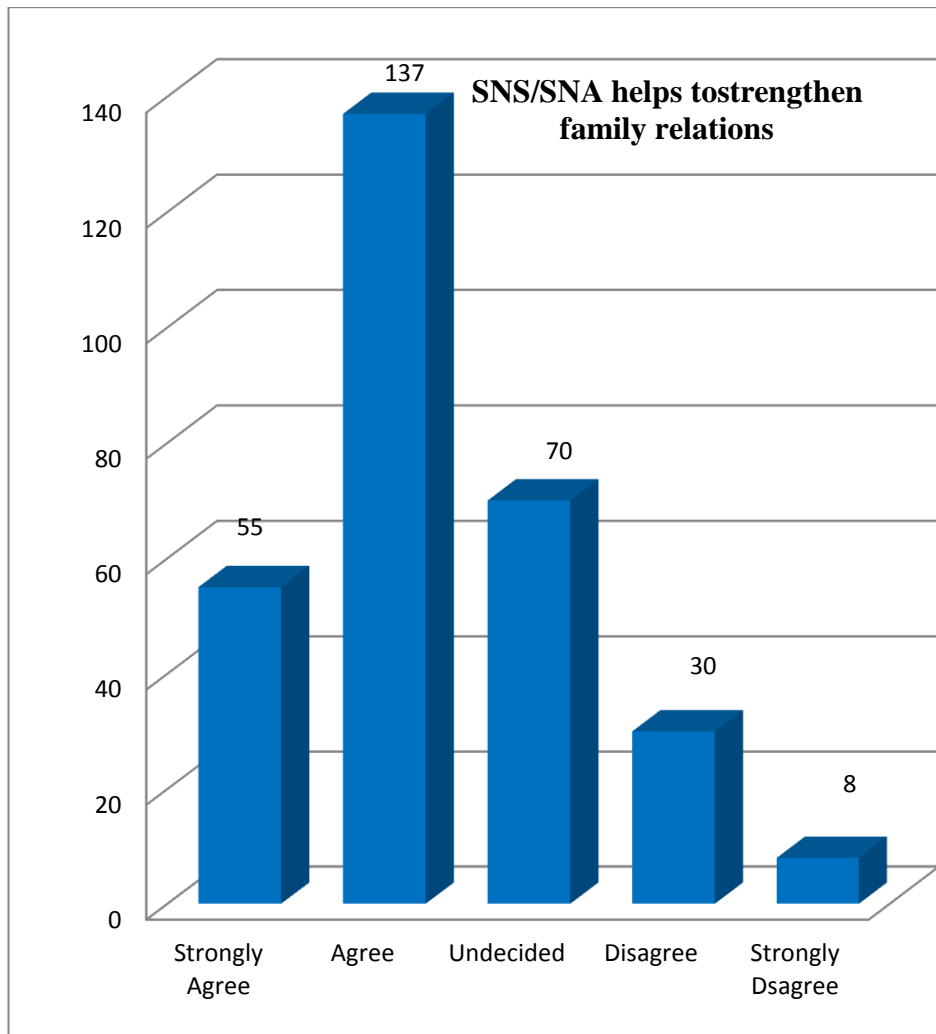


Figure 4.9: Use of SNS help strengthen family relationship

Table 4.17: Connecting to family members through SNS is detrimental to your relationship with them

Questions asked	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	25	8.3	8.3	8.3
Agree	49	16.3	16.3	24.7
Undecided	92	30.7	30.7	55.3
Disagree	102	34.0	34.0	89.3
Strongly Disagree	32	10.7	10.7	100.0
Total	300	100.0	100.0	

As a response to the question that connecting through social media (SNS/SNA) with family members can be harmful or detrimental to their relationship. A majority of 102 (34%) respondents disagreed while 32 (10.7%) strongly disagreed. 92 (30.7%) participants were unable to decide about this while only 25 (8.3%) strongly disagreed and 49 (16.3%) disagreed to this. If we see on the whole (102 +92=194) did not believe that family relations can be harmed by using SNS/SNA while a (49+25=74) only thought that usage of social networking is harmful for family relations.

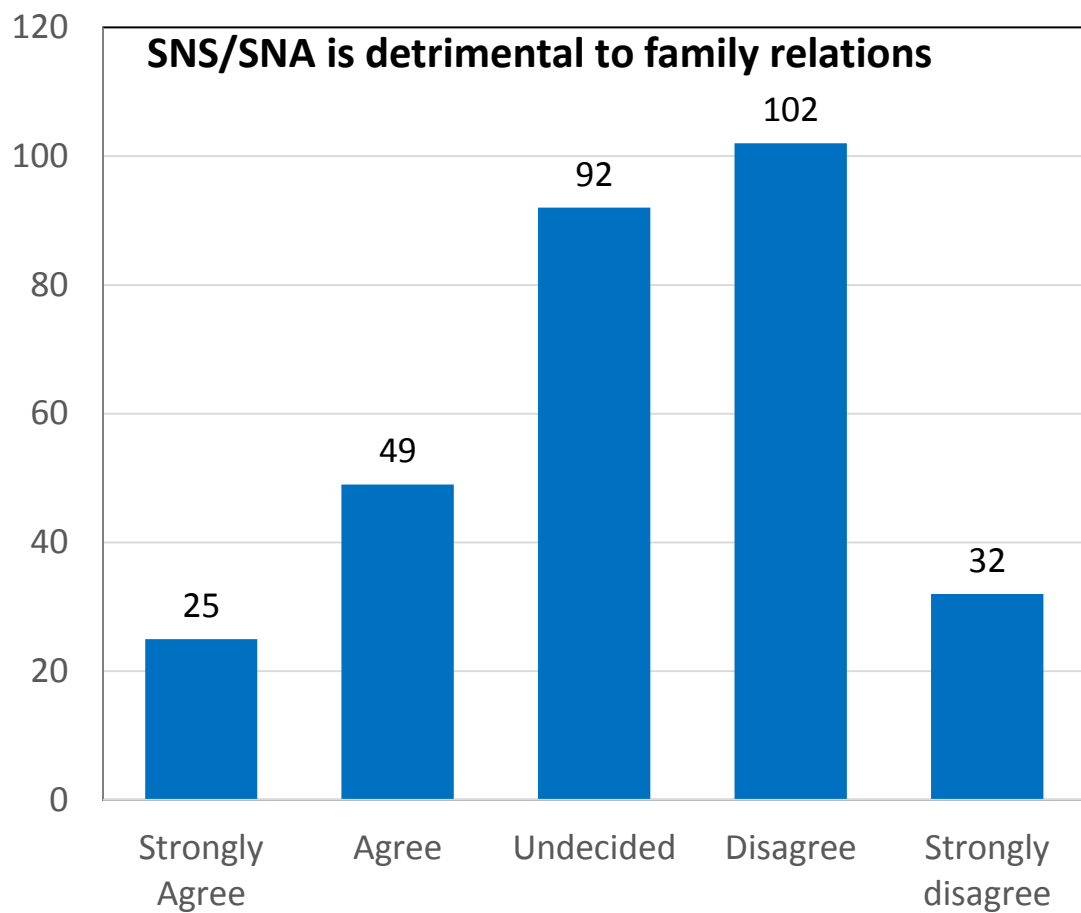


Figure 4.10: Usage of SNS harmful for family relations

Table 4.18: Family members should be connected through SNS"

<b>Questions asked</b>	<b>Frequenc y</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulativ e Percent</b>
Strongly Agree	81	27.0	27.0	27.0
Agree	140	46.7	46.7	73.7
Undecided	47	15.7	15.7	89.3
Disagree	24	8.0	8.0	97.3
Strongly Disagree	8	2.7	2.7	100.0
Total	300	100.0	100.0	

According to table 4.18 majority of respondents believe that SNS/SNA should be used for connecting to family members. 140 (46.7%) respondents agreed while 81 (27%) strongly agreed to the question that family members should be connected through social media. 47 (15.7%) participants were undecided about this while 8 (2%) strongly disagreed and 24 (8%) disagreed to this statement. An overview of the response shows that (140+81=221) a large majority of 221 respondents out of 300 believe family members should be connected through social media. Only a small number of (24+8=32) respondents thought otherwise.

Table 4.19: SNS is a healthy tool for connectivity with friends but not with family members.

<b>Questions asked</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Strongly Agree	44	14.7	14.7	14.7
Agree	61	20.3	20.3	35.0
Undecided	63	21.0	21.0	56.0
Disagree	105	35.0	35.0	91.0
Strongly Disagree	27	9.0	9.0	100.0
Total	300	100.0	100.0	

Table 4.19 shows the response regarding SNS/SNA as a healthy tool for connecting with friends only and not with family. Respondents which agreed that social networking is good to connect with friends only were 61 (21%) and those who strongly agreed to this were 44 (14.7%) Respondents undecided about this were 63 (21%). Respondents who disagreed were 105 (35%) and 27 (9%) strongly disagreed. Thus, we can see that (44+61=105) agreed while (105+27= 132) disagreed. The majority believed that social media is good for keeping in touch with friends as well as family.

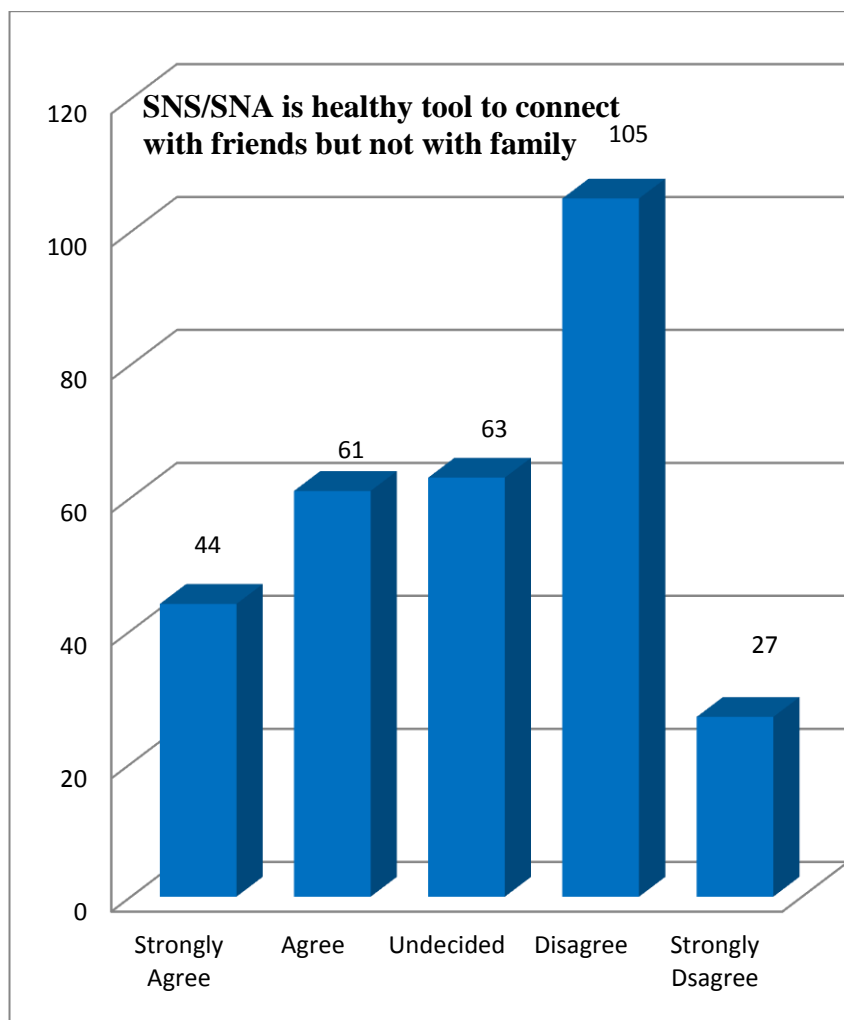


Figure 4.11 SNS is a healthy tool to connect with friends but not with family

Table 4.20: Summary of the Participants Responses

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Undecided</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
RQ1	81	140	47	24	8
RQ 2	55	137	70	30	8
RQ 3	35	49	92	102	32
RQ 4	64	105	70	30	31
RQ5	56	77	69	78	20
RQ6	73	77	78	57	15
RQ7	44	61	63	105	27

Table 4.20 gives an analysis of the research questions where the attitudes of respondents can be seen. This indicates that the majority 221 out of 300 respondents believe family members should be connected through SNS/SNA. 192 respondents out of 300 agree that social media helps to strengthen the family relations.132 respondents disagree that social media is harmful for family relations whereas 92 are undecided about it. 191 Respondents like sharing posts with their family members. These responses regarding research questions are discussed in detail in chapter 5 in “Conclusions drawn from the study.”

## **4.2 Means and Corresponding Attitudes**

The attitude scale items of the questionnaire especially the Likert scale questions are tabulated below. The means and attitudes of students about the use of SNS/SNA on family relations are presented below. In this study, the values attached to the choices of attitude scale questions are as follows: 1: Strongly Agree, 2: Agree, 3: Undecided, 4: Disagree, 5: Strongly Disagree. Balcı (2004) suggests that the division for the



fivepoint Likert Scale would be as follows: (1-1.79) Strongly Agree; (1.80-2.59) Agree; (2.60- 3.39) Undecided; (3.40-4.19) Disagree; (4.20-5.0) Strongly Disagree.

Table 4.21: Means and attitudes of respondents effects of SNS/SNA on family relations

<b>Statements</b>	<b>MEAN ATTITUDE</b>
1.SNS makes it easier to stay in touch and communicate with family members	1.5233 (SA)
2 . Family members may comment on your posts on SNS/SNA	1.9767 (A)
3. Family members may comment on your friend's posts on SNS/SNA	2.7233 (U)
4. Family members may share your status, pictures or videos on SNS/SNA	2.3633
5.You may share your Family member's status, pictures or videos on SNS/SNA	2.5267 (A)
6. Your Family members may keep a check on you and monitor your activity through SNS/SNA.	2.8367 (U)
7. You may keep a check and monitor your Family member's activity through SNS/SNA	2.7133 (U)
8. Family members may monitor your activity through SNS/SNA.	2.7600 (U)
9 SNS provides your Family members an opportunity to invade your privacy	2.7633 (U)
10. Connecting to Family members through SNS/SNA enables you to strengthen your relationship with them	2.3300 (A)
11. Connecting to Family members through SNS/SNA is detrimental to your relationship with them	3.2233 (U)
12.Family members should be connected through SNS/SNA	2.1267 (A)
13. SNS/SNA is a healthy tool for connectivity with friends but not with family members.	3.0333 (U)
14. Different Privacy Settings should be used to connect with family members on SNS/SNA	2.5467 (A)
15. SNS/SNA is an addiction and wastage of time and its excessive usage has caused you stress or anxiety.	2.9267 (U)

In the third section of the questionnaire likert scale questions were included. The students were asked if they considered the use of SNS/SNA strengthened their family relations. Table 4.21 presents averages of the responses to the questions especially the research questions. The classification of the statements intends to reveal the attitude of students and their family members regarding the effect of SNS/SNA usage on their family relations. It focuses on their attitude towards different privacy settings used for communication with family members. The participants responded to this question agreed on an average. An average of 300 respondents was of the view that the use of SNS/SNA helped to strengthen their family relations. The students are undecided about the harmful effect of SNS/SNA on family relations. Sharing status, posts videos and even commenting on them is acceptable for students on an average but when asked about keeping a check on each other's activity or concerns about privacy among family members on SNS/SNA on an average, the respondents were undecided. The average response from respondents regarding if they considered use of social media or SNS/SNA as wastage of time and an addiction, is undecided.

Table 4.20 gives an overall view of the averages of means of respondents' attitude towards the questions explored through questionnaire. This classification of the statements intends to examine the way students and their families consider the effect of use of social media on their family relations and their attitudes towards sharing posts, videos comments with each other while maintaining their privacy.

### **4.3 One-Way ANOVA Test**

One-Way analysis of variance ANOVA Test is conducted to examine if there exists any statistically significant difference between the responses of 4 different groups of the respondents belonging to different ethnicities. T-Test is conducted when two groups are compared but because we have 4 different groups of students belonging to

different ethnicities like Asian, Arabs, Turkish speaking and Africans therefore instead, we chose to carry One –Way ANOVA Test instead of T-Test. For this test  $P < 0.05$  was taken. The relation between dependent and independent variables is examined The result of this analysis, shows that 12 items in the questionnaire, are found to have statistically significant difference between the responses of different ethnic groups of students with respect to  $p < 0.05$ . The responses of 4 different ethnic groups are presented in the table 4.21.

Table 4.22: The results of One-Way ANOVA Test

Statements		Significance
SNS is a healthy tool for connectivity with friends but not with family members	Between different Ethnic groups	0.037
Facebook users	Between different Ethnic groups	0.026
Twitter users	Between different Ethnic groups	0.018
Instagram users	Between different Ethnic groups	0.021
Google plus user	Between different Ethnic groups	0.049
Snapchat users	Between different Ethnic groups	0.000
Telegram	Between different Ethnic groups	0.000
Connecting with family members through SNS/SNA strengthen your family relation.	Between different Ethnic groups	0.001
Have you ever asked your family members not to comment on your friends post?	Between different Ethnic groups	0.000
You may share your family member's status, posts and videos on SNS/SNA.	Between different Ethnic groups	0.010
Family members may comment on yours friends posts on SNS/SNA	Between different Ethnic groups	0.012
How many family members connected through SNS/SNA	Between different Ethnic groups	0.000

The table above shows the results of One-way Anova Test which is conducted between the 4 groups of different ethnicities. The results of Anova Test shows that there are some statistically significant differences between the responses students with respect to the statements presented in Table , at  $p < 0.05$ .

## **Chapter 5**

### **CONCLUSIONS**

This chapter summarizes the research conducted for the present study. This concluding chapter covers a summary of all the preceding chapters and conclusion drawn from the study. Lastly important suggestions for further research in the future are proposed.

#### **5.1 Summary of the Study**

The beginning of 21st millennium offers a lot of unique communication options available for its social media users. With each passing year due to the development in technology and internet services new social networking sites and Applications are introduced every now and then. These SNS/SNA are used widely all over the world in every country and all ethnicities. Earlier in Chapter 1, it was discussed how the population of Facebook users and Whatsapp users is increasing day by day. Facebook has established itself as one of the most popular Social Network Sites (SNS) all over the world and WhatsApp along with Twitter and Instagram follows. The Global Digital Report 2018 by Kemp (2018) points out that the use of social media around the world is more than 3 billion monthly. 9 out of 10 users access their favorite platforms by using mobile devices. Today in 2018, there are 4.021 billion internet users around the world while the social media users have reached a number of 3.196 billion. Various SNS/SNA being used by people around the world is also tabulated in chapter 1.

Family is the basic unit of living in a society. Family provides its members emotional, intellectual as well as psychological support that is required for a person's well-beings. The desire and need to stay connected with family is nowadays being satisfied through the use of social media. The primary gratification achieved by the users of social media is being in touch with their loved ones, i.e. their family members which in turn lead to happiness and tranquility. Sharing important posts, commenting on them, sharing photos of important moments in life etc. all is done through social media today. Thus social media which is used to stay in touch with friends and meeting new people is nowadays also satisfying the need to communicate with close family. Communication, keeping in touch, and being social are the primary factors that lead people to use Facebook, WhatsApp, Instagram etc. It gives them the feeling that the distance between them have disappeared.

Users of the WhatsApp, Facebook, Instagram, Youtube, Twitter, Telegram etc share posts, videos, photos, with friends as well as family members in order to acquire happiness which comes from sharing happy or important moments with family members. Whether living away from family members, as many international students in EMU do or living with their families in the same house (as many students especially Cypriots or other international students whose families reside in Famagusta), the users like and prefer to stay in touch with their family members. Connecting online on social networks is the latest lifestyle of 21st millennium. The fast paced life of today is holding family members back from spending quality time with their loved ones in the real time. Face to face communication is not possible in today's fast paced world as it was a few years back but SNS/SNA is filling this gap and providing users opportunity to keep in touch. This present study focuses on the users who are students of EMU, Doğa College and their families to explore their

attitude towards the use of social media (SNS/SNA) for family communication as well as its effect on family relations.

As pointed out in Chapter 2 a considerable body of research has been conducted with reference to Facebook in EMU as well as around the world. Among some important studies is Xiaomeng Hu et al 2017 who explored impact of using Facebook on its users' satisfaction achieved from online–offline relationship and their psychological health. Dainton (2013) explored the romantic relations and how Facebook plays its' role in it. Couples who displayed convincing status about their relationship and partner on the Facebook were able to maintain greater relationship satisfaction. Brittany Wong (2015) the relationships Editor of The Huffington Post has pointed out some of the harmful effects of couples monitoring their lover or spouse activity on Facebook rather than clarifying with each other. Social media users who keep in touch with their exes cause a rift between couples.

Sarwar Kamal and Mohammad Shamsul Arefin, (2016) conducted a study and collected information from the Facebook pages of teenage boys and girls in Bangladesh. There is a lack of understanding of social media communication in parents due to inadequate education and lack of knowledge of technology and it leads to increase in generation gaps between the parents and their children.

Samantha et al, (2016) explored that negative Facebook (FB) experiences were independently linked with depressive symptoms.

Özad & Gümüs (2014) conducted a qualitative research to explore the teenagers' reaction to having parents as their Facebook friends. Followed by Özad & Uygurer 's

(2014) research in which they examined that tertiary students use SNS to form new relationships to satisfy their desire for attachment.

Hatch.A (2014) in her study pointed out the way mothers see social media's effect on child's social and psychological development. Analysing all these literature review and more, it is evident that so far, no research has been carried out regarding the impact and role of social media on family relations as a whole. Most researches are either about Facebook alone or they focus on teenagers' response or mothers' response. This present study aims to explore the response of users from age 13 onwards whether they are son, daughter, mother father, brother, sister, husband and wife, or even grandparents. Strata for this research are selected on the basis of different ethnicities and not according to age or gender. Highlight of the present research is that this study focuses not only on Facebook but all SNS/SNA which users from different countries prefer to use to connect to their families. There are many countries and individuals who do not use or allow the use of Facebook therefore this study expanded the research covering all SNS and Applications e.g. Telegram is used in Iran or by Iranian students living in Famagusta (EMU). Most users as found during this research prefer to use WhatsApp and Instagram therefore all Apps and SNS are included in this study. Another distinction of this research is that it focuses on 4 different ethnicities' response regarding the role and impact of social media on family relations.

The aim is to explore the role and impact of usage of social media on the user's family relations. This effect is analysed on users who belong to different ethnicities and come from various different countries. To have an in-depth analysis other research questions were included like the users attitude, whether they considered it



appropriate that the family members should connect to SNS/SNA or should these social networking sites be limited for connection to friends only and family members should avoid connecting through them. Another research question explored in this research is whether different privacy setting should be used with family or not. The questionnaire also explores about the students and their family members' attitude toward SNS/SNA usage regarding whether the use of SNS/SNA helps to strengthen the family relations or is it harmful to family relations. As discussed earlier in Methodology chapter 3, EMU and Doğa College students belong to various ethnicities as they come from different countries to receive their education here. The present study adopted the method of quantitative research to conduct the case study of the students of EMU and Doğa College along with their families. To have an equal representation of each ethnicity in the research Non Proportional Stratified Random Sampling was done on the basis of ethnicity. 75 students including male and female were included in each group/ethnicities. Four ethnicities were probed for this research namely Asian, Turkish Speaking, Africans and lastly Arabs. Pakistani and Iranian students are grouped as Asians, Nigerian, and students from Rwanda and Sudan as Africans. Turkish and Cypriots were grouped as Turkish Speaking ethnicity, students from Syria, Palestine, Saudi Arabia Iraq and Egypt as Arabs and Middle East.

Data have been acquired through a questionnaire containing 66 questions. These questions were divided in 3 sections. Likert scale questions were included in third section. The Section 1 in the questionnaire seeks to collect demographic information, usage characteristics and behavioral questions through 22 questions. Its focus was to analyse the social media usage pattern of respondents. 30 questions in Section 2

provide information about using SNS/SNA to connect with family. In Section 3, 15 Likert Scale questions related directly to the research questions were asked.

## **5.2 Conclusions Drawn from the Study**

Research questions are revisited and answered with findings of the research. This study provides us insight into the current situation and help us find solutions in the light of the responses recorded during this research so as to save and improve the important institution of family. Also it seeks to explore the reaction of different ethnicities to the use of SNS and SNA on family members. Mostly the students studying in EMU come from different countries like Turkey, Palestine, Syria, Africa, Nigeria, Rwanda, Iran, Pakistan, and Egypt. It also indicates that many among them are away from their families and friends. Besides Cypriots some foreign students are living with their families in Famagusta. Social media with its different famous SNS and SNA are the technological developments which are being used as the latest means of communication. However the time spent by students connecting to family members is less than the time they spend to connect to their friends as is evident from this research. The research aims to create a greater dialogue about the changing nature of the family system due to the rise of social media.

### **RQ.1 What are the users' attitudes towards family members being connected through SNS?**

The case study of students of EMU and Doğa college ranging from an age 13 and above, belonging to different ethnicities reveal that family members should be connected through social media. Out of 300 respondents 221 respondents (73.7%) believe social media should be used to communicate with family members while only a small percentage (10.7%) thought it otherwise. 15.7% were unable to decide

about this. The desire and need to communicate, connect and share with their family members is gratified today through the use of social media. Instead of face to face communication today people prefer being in touch through SNS/SNA which is the lifestyle of 21 millennium. Users belonging to different ethnicities have responded to this research question in similar manner. The present research reveals that people like to share posts, videos and status with their family members and even like to comment on them. This response was seen across all ethnic groups living or studying in EMU and Doğa College.

**RQ.2 What is the extent to which users consider SNS and SNA a healthy tool to strengthen relationship between family members?**

It is one of the most important research questions regarding this study. As a response to this question the respondents belonging to 4 ethnic groups, strongly agree that social media is helpful in making family relations strong. The impact and role of social media on family relations is considered very healthy and good for strengthening of family relations. 137 respondents agreed and 55 strongly agreed about SNS and SNA being helpful in making the family ties strong. A total of 192 respondents (64%) believe in this statement however 70 respondents 23.3% were undecided. A total of 38 respondents out of 300, (12.7%) disagreed to the idea that social media could help to make family relations strong. They believed that family relations could be made strong even if they do not use social media. They believed family relations are not dependent on using SNS/SNA.

Due to internet and smart phones, people are spending more time with virtual friends and online relation as a result they ignore the family relations. Therefore, if family members are connected on SNS/SNA along with friends then it compensates for the

time which is not being given to family otherwise although, it cannot be a replacement of face to face communication with family members. The research included many students who are foreign students living away from their family members for them social media is a blessing for them to connect to their family. For these students and their family members social media helps them to stay in touch and share with each other every day activates and in turn reduce the distance. Even those respondents who are residing with their family find social media beneficial to family relations. Thus, an overall response to this research question is very positive by the majority of the respondents.

**RQ.3 What is the extent to which students believe that SNS/SNA is detrimental for family relationship?**

As a response to this question the majority of respondents belonging to 4 ethnic groups disagree. (44.7%) including 102 respondents disagree whereas 32 strongly disagree. 92 (30.7%) respondents could not make up their mind and were undecided about this issue. However only 25 out of 300 respondents strongly agreed and 49 agreed thus a total of 74 out of 300 (24.6%) agree that social media is detrimental and harmful to family relations. Only (24.6%) respondents feel social media has a negative effect. By disagreeing to this statement an overall attitude of disagreement is seen to the idea that social media is harming the family ties. However, 92 respondents are undecided about whether using SNS/SNA is detrimental to family relations. We can therefore conclude that some respondents are not able to decide if social media has any harmful effects on family relations but still in comparison a majority of respondents consider it not detrimental to family relations.

**RQ.4 What are the attitudes of users towards sharing posts and photographs with family members on SNS?**

Usage of social media allows its users to share photos, posts, videos etc with each other .Facebook ,Instagram. Snapchat, Whatsapp, Twitter etc provide its members to share what they wish to with friends as well as family. It gives them pleasure as well as promotes a feeling of closeness by sharing posts with their dear ones. Smart phones contribute to make this sharing of photos, posts and videos more convenient. The present study reveals that (63.6%) 118 respondents agree whereas 73 strongly agree to the attitude of sharing photos and posts with their family members. Only 57 (19%) respondents out of 300 were undecided about this whereas only 52 (17.3%) did not like to share posts and photos with family .Thus, an overall positive attitude regarding the statement is seen in the study. When asked about the kind of posts users like to share with their family 141 respondents (47%) responded that they share anything they like with their family whereas 55 (18.3%) respondents shared informational posts. This research indicate that family members satisfy their needs and desire to share their daily activities through posts, and photos or videos on social media and the family members reciprocate by making comment on them.

**RQ.5 What is the extent to which using SNS with family members provide an opportunity to invade personal privacy?**

The question about the breach of personal privacy on social media (SNS/SNA) is very interesting. When family members are connected to each other on social media there is a chance that they can check and monitor each other. Some users do not have any problem with this however some users feel that social media allows the family members an opportunity to invade their privacy. As a response to this statement, 56

respondents strongly agreed while 77 agreed, thus a total of 1113 out of 300 (44.4%) respondents feel that SNS/SNA gives the family members a chance to invade their privacy. However, 69 respondents were undecided about it. 98 (32.7%) respondents believed that social media does not provide any opportunity to invade or breach their privacy. As is observed from the responses that the majority of respondents agreed that use of SNS/SNA allow family members to invade their privacy.

**RQ.6 What is the extent to which privacy settings should be used when connecting to family members on SNS/SNA?**

After examining the response to the statement that personal privacy is invaded by family members on social media the next question is to counter this invasion of privacy to what extent do the users use different privacy settings when they connect to family members? 150 respondents (50%) believe that different privacy setting should be used with family members .78 respondents (26%) were undecided about this however 72 respondents (24%) believed that different privacy settings should not be used for family members. Thus, this study provides an insight into the psychology of social media users from different ethnicities. Majority of respondents believe that while being connected to their family members on social media they need to use different privacy settings.

**RQ.7.What is the extent to which SNS/SNA is a healthy tool for connectivity with friends but not with family members?**

Social media including Facebook, Twitter, Instagram, WhatsApp, etc are used every day to interact with friends. With the increasing popularity of SNS/SNA it is now also being used to connect to family members. To examine the attitude of users

towards connecting with friends along with family is very crucial to understand the impact of social media on family relations. As a response to this statement, a majority of respondents 105 disagree to the statement while 27 strongly disagree. Thus a total of 132 respondents (44%) believe that SNS/SNA should be used to connect to friends as well as family. However 105 respondents (35%) believe that SNS/SNA should be used to connect to friends only and not family members.63 respondents (21%) were not able to decide their opinion about this statement. It is important to note that the difference between those who believe social media should be used to connect to friends only and those who believe it should be used to connect to both family members and friends, is less.

To sum up the research findings, communication is a desire and need of 21<sup>st</sup> millennium lifestyle. To maintain relations with family is the priority of humans because family is a very important institution and the need for loving, supportive dependable relations with parents, children, siblings, husband and wife, as well as grandparents is as important today as before. Family provides us strength, comfort and motivation to keep going in this fast paced world. With the popularity of social media this study aimed to explore the role and impact of social media on the family relations across different ethnicities. The findings of this research reveal that people (students of EMU and Doğa College along with their family members belonging to different ethnicities) regard connecting to family members on social media as very desirable. SNS/SNA has become popular communication tool to connect with family members and a lifestyle of 21st millennium. One of the reasons behind that is that SNS/SNA is free of cost. The popularity of smart phone has made it easier for people to stay connected. It is also an important finding of this study that the respondents

spend more time interacting with friends than with family but in spite of that they like to connect and communicate to family through social media.

The respondents pointed out that to share posts, videos or photos with their family members. SNA/SNS help reduce geographical distance between family members. The respondents love to comment on their posts. However, they feel that social media SNS/SNA provide opportunity to invade personal privacy and they like to use different privacy settings when connecting with family members.

During the research it was also observed that regarding use of social media with family members there is no differences between the responses of the students who belong to different parts of the world and come from different ethnicities. Respondents belonging to different ethnicities have a similar approach and attitude towards the research questions. However the respondents from Asian and Arabs ethnicities reveal a little difference of opinion regarding different privacy settings and using social media more for friends than family.

To conclude, respondents from different ethnicities and different age groups believe that social media has a good, healthy impact on family relations. Social media does not have detrimental impact on family relations instead it is considered helpful to strengthen family relations. Social media has become an essential part of 21st century lifestyle. It is satisfying the social and psychological needs of communication and hence shaping our concept of friendship, love and family relations.



It is important that we realize that virtual communication cannot be a replacement of real face to face interaction between family members. Family deserve our love and attention therefore it is suggest that instead of making excessive use of social media for communication we should spend valuable time with our parents, children and siblings. We need to invest in our relations by being there for our family members in the real time and not just on Facebook , WhatsApp etc. No doubt we can benefit from these SNS/SNA but they cannot replace communication in real time. As Clifford Stoll criticizes that for several people living in the virtual world of computers and the internet replaces interactions and experiences in the real world. Internet creates a false sense of intimacy without the emotional involvement (Stoll ,C; 1995).

According to Stoll “For all the promises of the virtual communities, it is more important to live in a real life in a real neighborhood” (Baron, J: 2004). Thus to create a balance in the use of social media we need to be smart users of social media in order to reap its benefits and reduce its drawbacks or harmful effects. Scholar like James Potter has suggested that to control the impact of media in our everyday life we need to develop high levels of media literacy. Media literacy is a skill to understand and analyze various media, how they operate, impact society and the way audiences respond to their messages. According to James Potter media literacy has cognitive, emotional, aesthetic and moral dimensions (Potter, 1998).

In order to benefit from social media to maximum and avoid its harmful effects media literacy should be part of elementary and secondary school curricula so that students can understand and use media in appropriate manner and avoid the detriments of social media. Media literacy is the ability to access, analyze, examine

and create messages across a variety of contexts. It will help users to gain and improve control over social media which they use to send and receive messages. Media literacy is a skill that needs to be improved and it is a continuum (Potter, 1998).

Media literacy can contribute to student's understanding and analyses of media text. The term 'media' includes text, video, television, visual arts, audio etc. New media commonly known as social media needs to be given special focus because in this era of communication youth is very active on social media. When students are taught media literacy at an early age, it will provide them an opportunity to give different viewpoints and understand the differences as well as challenges presented by different media forms including social media. Media literacy also educates the students about the effects of media on individual and society (Silverblatt 1995). It also enables students to learn how they can create their own form of media and present it. Thus it will encourage them to express their own opinion or viewpoint in a more effective way. It will give them control over interpretations.

Media literacy makes students aware of the impact of use of social media and they will use it in an intelligent way understanding the effects it can have on their family relations. As children enter adolescence their use of social media increases thus knowledge of media literacy will help them understand the social complexity of the internet in order to develop and maintain social relationships through digital media and navigate the social complexity in sophisticated way. Hence not only family ties but their overall usage of media will improve.

In the end, it is important to point out that Social Networking Sites and Applications should be used to increase communication and interaction between family members but not as a replacement for face to face real life communication. Privacy and personal space should be respected as much on social media as in the real world. Reality matters more than the virtual world therefore efforts should be made to improve and nurture family relations in real world and social media should be used only as an additional platform for this.

## **5.2 Suggestions for Further Research**

The present research contributes to this body of literature and guides further research questions and methodology. This study reveals that although there are many positive aspects to using social media, users should be aware of a dark side. Given every participant related a significant positive/negative relational experience tied to SNS/SNA, managing social media and its role in our family relationships should be an essential part of media literacy education. This study was conducted at the EMU in the spring semester of the academic year 2017-2018.

1. This study can be expanded by increasing the number of respondents for online survey.
2. The same research can be repeated after 10-15 years in order to study the responses of digital natives when they have their own families.
3. Research should continue to determine how we can maximize the benefits of social media while avoiding its drawbacks. Tools can make life easier, but at the same time it can cut ones' hand off. It is important to know how to use them. For further research we can explore the psychological effects of social media on relationships.

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## **APPENDICES**

# Appendix A: Questionnaire

## Questionnaire: Social Networking Sites and Family Relations

Family members can be **Parents, Children, Grandparents, Spouse, Siblings, etc**

If any question does not apply to you or you are not comfortable to respond to it, please leave blank or NC (No Comments)

### SECTION I

---

1. **GENDER:**  
 a. Male  b. Female

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2. **AGE:**  
 a. 13 to 18 years  b. 19 to 25 years  c. 26 to 30 years  d. 31 to 40 years  
 e. 41 to 50 years  f. More than 50 years

---

3. **STATUS:**  
 a. Single  b. Married  c. Divorced  d. Separated  
 e. I do not want to mention  f. Others (Please Specify)....

---

4. **EDUCATION:** Highest level of qualification attained  
 a. Higher secondary school  b. Vocational training  c. College degree  d. Bachelor's degree  
 e. Master's degree  f. Doctoral Degree

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5. **OCCUPATION:**  
 a. Student  b. Full-time employee  c. Part-time employee  d. Unemployed  
 e. Others (Please define).....

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6. **ETHNICITY:**  
 a. African  b. Arabic/Middle Eastern  c. Asian  d. Asian American  
 e. African American  f. Hispanic/Latino  g. European/Caucasian/white  
 h. Native American  i. Multiracial  j. South Asian/Indian  
 k. Others (Please Specify)....

---

7. **Which of the following Social Networking Sites (SNS) do you use? (You may tick more than one)**  
 a. Facebook  b. Twitter  c. WhatsApp  d. Instagram  
 e. Google +  f. LinkedIn  g. Pinterest  h. Tumblr  
 i. Reddit  j. Flickr  k. Skype  l. SnapChat  
 m. YouTube  n. MSN  o. MySpace  
 p. Others (Please Specify).....

---

8. **Which of the following Social Networking Sites (SNS) do you use most preferably most often for connectivity with family members?**  
**\* Please indicate ONE only as your response from now onwards will be considered for this SNS.**  
 a. Facebook  b. Twitter  c. WhatsApp  d. Instagram  
 e. Google +  f. LinkedIn  g. Pinterest  h. Tumblr  
 i. Reddit  j. Flickr  k. Skype  l. SnapChat  
 m. YouTube  n. MSN  o. MySpace  
 p. Others (Please Specify).....

---

9. **Which device you commonly use to connect to SNS?**  
 a. Mobile Phone  b. Tablet  c. Computer

---

10. **For how long you have been using Social Networking Site (SNS)?**  
 a. 1 year or less  b. 2 years  c. 3 years  d. 5 years  
 e. More than 5 years

---



## SECTION II

Family members can be **Parents, Children, Grandparents, Spouse, Siblings, etc**

If any question does not apply to you or you are not comfortable to respond to it, please leave blank or NC (No Comments)






1. Are your family members connected to you through SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
2. Do your family members share posts with you?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
3. Do your family members comment on your posts?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
4. Do your family members comment on your friends' posts?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
5. Do you Tag your family members in your SNS status?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
6. Do your family members Tag you in their SNS status?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
7. Do you wish your family members a happy birthday on SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
8. Do your family members wish you a happy birthday on SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
9. Do you "LIKE" your family member's status updates?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
10. Do your family members "LIKE" your status updates?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
11. Do you congratulate your family members when they share good news in a post?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
12. Do your family members congratulate you when you share good news in a post?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
13. Do you offer condolences and support when your family members posts bad news?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
14. Do your family members offer condolence to you when you share bad news in a post?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
15. Have your family members ever shared any of your photograph or video on SNS which you did not like?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
16. Do you like your friends commenting on your family member's post?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
17. Have you ever asked your friends NOT TO comment on your family member's posts?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
18. Do you like your family members commenting on your friend's post?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
19. Have you ever asked your family members NOT TO comment on your friend's posts?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
20. Have you ever argued with your family members because of any SNS post or comment?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
21. Have your friends ever argued with you because of your family members post or comment?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
22. Have you ever deleted something (post, photograph, video) that you felt was inappropriate or had an unintended impact, like hurting your family's feelings?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
23. Have your family members ever deleted something (post, photograph, video) that they felt was inappropriate or had an unintended impact, like hurting your feelings?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
24. Have your family members ever checked or monitored on your activities through SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
25. Have you ever checked or monitored on your family member's activities through SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
26. Does SNS provide family members an opportunity to invade your privacy?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
27. Do you believe SNS has a good effect on your family relations?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
28. Do you ever feel that connecting to your family through SNS has ever caused you stress or anxiety?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
29. Do you use different Privacy Settings for your family members on SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC
30. Do you believe Family members should be connected to you through SNS?	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NC

### SECTION III (Likert Scale)

Please fill according to your role in your family

Your family members can be **Parents, Children, Grandparents, Spouse, Siblings, etc**



“To what extent do you agree with the following statement?” Please tick the Appropriate

<i>Statement</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>Undecided</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
					
1 SNS makes it easier to stay in touch and communicate with family members	1	2	3	4	5
2 Family members may comment on your posts on SNS	1	2	3	4	5
3 Family members may comment on your Friend's posts on SNS	1	2	3	4	5
4 Family members may share your status, pictures or videos on SNS	1	2	3	4	5
5 You may share your Family member's status, pictures or videos on SNS	1	2	3	4	5
6 Your Family members may keep a check on you and monitor your activity through SNS	1	2	3	4	5
7 You may keep a check and monitor your Family members activity through SNS	1	2	3	4	5
8 Family members may check and monitor your activity through SNS	1	2	3	4	5
9 SNS provides your Family members an opportunity to invade your privacy	1	2	3	4	5
10 Connecting to Family members through SNS enables you to strengthen your relationship with them	1	2	3	4	5
11 Connecting to Family members through SNS is detrimental to your relationship with them	1	2	3	4	5
12 Family members should be connected through SNS	1	2	3	4	5
13 SNS is a healthy tool for connectivity with friends but not with family members	1	2	3	4	5
14 Different Privacy Settings should be used to connect with family members on SNS	1	2	3	4	5
15 SNS is an addiction and a wastage of time, and its excessive usage has caused you stress or anxiety	1	2	3	4	5

**Comments:**

Thank you for your time and effort. Please add anything that we may have missed.

## Appendix B: Letter of Consent

	<b>Doğu Akdeniz Üniversitesi</b> "Uluslararası Kariyer İçin"	<b>Eastern Mediterranean University</b> "For Your International Career"	P.K.: 99628 Gazimağusa, KUZEY KIBRIS / Famagusta, North Cyprus, via Mersin-10 TURKEY Tel: (+90) 392 630 1995 Faks/Fax: (+90) 392 630 2919 bayek@emu.edu.tr
Etik Kurulu / Ethics Committee			
<b>Reference No:</b> ETK00-2018-0082 <b>Subject:</b> Application for Ethics.		07.03.2018	
RE: Sonia Zeeshan Faculty of Communication and Media Studies			
To Whom It May Concern,			
As part of the 2017-2018 Spring Semester, pertaining to Master Thesis questionnaires EMU's Scientific Research and Publication Ethics Committee has granted Ms. Sonia Zeeshan, from the Communication and Media Studies Faculty, to pursue with her survey <b>Effects of Social Media Networking Sites and Family Relations</b> . This decision has been taken by the majority of votes. (Meeting number 2018/54-05)			
Regards,			
			
<b>Assoc. Prof. Dr. Şükrü Tüzmen</b> Director of Ethics Committee			
ŞT/sky.			
www.emu.edu.tr			