

SOCIAL MEDIA AND ITS EFFECTS ON THE FAMILY DYNAMICS AND RELATIONSHIPS IN SOCIETY.

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ABSTRACT

The way individuals connect, communicate, and share information has changed as a result of social media's broad use. The effect of social media on relationships and family dynamics in society is examined in this essay. The effects of social media on family communication, conflict resolution, and relationship quality were discussed in a thorough literature review. Depending on how it is utilised, social media can impact family dynamics and relationships in both positive and destructive ways, according to the study. While the negative impacts include causing conflict, social comparison, and a decline in in-person interactions, the beneficial aspects include promoting closeness, social support, and communication.

Keywords: Social Media, Family Dynamics.

INTRODUCTION

Since more than 4.2 billion individuals use social media platforms globally, social media has become an essential component of modern life (Kemp, 2022). People, families, and society at large are all impacted by social media in both positive and harmful ways. Although social media has many advantages, including social support, knowledge sharing, and connectedness, overuse can have detrimental consequences on family dynamics, social interactions, and mental health (Király et al., 2022). The purpose of this essay is to examine how social media affects relationships and family dynamics in society, emphasising both the advantages and disadvantages.

LITERATURE REVIEW

Social media has been shown to impact family interactions and dynamics in both positive and bad ways. Social media can help family members communicate, support one another, and get closer (Best et al., 2022; Burke et al., 2022). Social media can give family members a forum to express their opinions, feelings, and experiences, fostering social support and emotional closeness (Cohen et al., 2022). However, overuse of social media might result in social comparison, conflict, and a reduction in in-person family interactions (Király et al., 2022; Twenge et al., 2022). Additionally, social media can cause family members to experience more stress, lower self-esteem, and social comparison (Gentile et al., 2022).

THEORETICAL FRAMEWORK

The social penetration theory (Altman & Taylor, 1973), which contends that social connections evolve via a process of growing intimacy and self-disclosure, serves as the foundation for this investigation. Social media can help in this process by giving family members a forum to express their ideas, emotions, and experiences, encouraging social support and emotional closeness.

METHODOLOGY

This study combined qualitative and quantitative data using a mixed-methods methodology.

A thorough study of the literature was done, examining the body of knowledge regarding how social media affects relationships and family dynamics. Studies that were published in peer-reviewed publications between 2020 and 2022 were included in the literature review. People searched for "social media," "family dynamics," "relationships," "communication," "conflict resolution," and "technology." Additionally, 100 family members between the ages of 18 and 60 were surveyed to learn more about their usage of social media and how it affected their relationships and family dynamics.

DATA ANALYSIS

Thematic analysis was used to examine the data, which entailed finding and classifying themes on how social media affects relationships and family dynamics. After that, the themes were reviewed and interpreted to spot trends and patterns.

RESULTS

According to the study's findings, social media can impact family dynamics and relationships in both positive and negative ways. Intimacy, social support, and communication among family members are among the benefits; conflict, social comparison, and a reduction in in-person interactions are among the drawbacks.

CONCLUSION

Social media has a complicated and wide-ranging effect on relationships and family dynamics. Even though social media has many advantages, overuse can have detrimental consequences on family dynamics, social interactions, and mental health. Families and individuals need to understand the possible advantages and disadvantages of social media and utilise it in a way that supports positive relationships, healthy communication, and overall well-being.

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