

## Social Media and Family Integration: Perception of College Students of Faisalabad



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**Abstract:** This study explores to what extent social media play's role in family relationships, Results indicate that "Social media is positively predicting communication between family members with a coefficient of .320 and the dependent variables. "People prefer spending more time on social media than with family", as (55.5%) agreed and (18.5%) are strongly agreed. This study suggests social media can prove to be a useful source of family integration. Family members who do not have enough time to communicate due to their hectic schedule or not present at home, Social media can be a medium of communication for them as (62.5%) respondents agreed and (13%) strongly agreed that Social media play a vital role for a stay in touch with each other. People post wishes on Social media; it can show good gesture and love for each other.

**Key Words:** Family, Relationships, Unity, Social Media, Communication, Cohesion

### Introduction

Social media means Social networking sites (SNS) uses and their effects on family relationships is an issue that is relevant to persons of all ages. Communication satisfaction in any form (online or face-to-face) is important because it determines the strength and health of a relationship. So Social media may have a lot of impact on the causes of family integration or disintegration. Social media has affected family relationships. Social media plays an influential role in society these days, and understanding the psychosocial mechanisms through which symbolic communication influences human thought, affect, and action is of great significance. Developing countries are also at the forefront when it comes to the popularity of social media. In the context of Pakistan, there is more and more discrimination on social media. Thirty million people are reported to be online every day in Pakistan, and this number is growing rapidly. Similarly, there are 120 million versatile supporters in Pakistan, which makes it the fifth-largest cellular telephone showcase in Pakistan. Facebook is currently the most used social media site in Pakistan, with over nine lakh clients in the nation. It is reported that Facebook has more than 1 million supporters and 44,000 new clients permanently joining the site in a month. As of April

2013, 70% of male and 30% of female Facebook users in Pakistan have been informed. Facebook has become a major channel of correspondence between evacuation Pakistanis living in the Gulf States, the nations of Pakistan and the repatriation of their families(Zada, 2018).

The scholarship for using social media is huge. Research on social media has detailed its involvement in a number of aspects, including issues related to violence among young people and harassment as a result of abuse of social media. The role of social media has been researched in a similar context, the relationship of social media to social capital has been discussed, and the relationship of social media with identity building has been discussed. Previous studies have also highlighted the challenges and possibilities associated with social media around the world. (Kapoor et al., 2018).

The association between social media and family relationships is also an area that is being extensively researched around the world. In this regard, the growing concern associated with social media has been attributed to the growing change in people's attitudes and interests towards their families. There was a time when people around the sector would know about

relationships, their family subjects and their circle of friends, but these days the panorama has changed. People who spent a lot of time with their families and social circles spent hours working on the Internet or other non-serious activities. It has been argued that this is why many households are now close to an emotional attachment after having close social contact. (Whiteman et al., 2018).

## **Literature Review**

Families represent not only the environment in which their members live but also the entire complex social system. Thus, in the context of the family system theory, family functioning is the process and interaction in which members of the system meet their needs, make decisions, set goals and work for them as a whole but are involved in setting the rules for the system. The level of openness of communication and the health of connections represent individuals with the ability to function properly, which is linked to positive outcomes at the individual and family level. With specific reference to systems including adolescents, mutual acceptance and open communication between family members, they can help them manage stress and discuss adolescent individuality as they teach children about their daily worries, activities, Want to talk about things and, as a result, be a good parent (Procentese et al., 2019).

Modern media influences social capital and the way individuals interact. According to Modi, due to the heavy use of modern media, we see a decrease in social activity and migration due to which people prefer to spend more time online, and do not even participate in social activities. Can take another effect is the displacement of "strong relationships". Because of this, virtual communication is inferior to face-to-face communication. When people engage in a large number of busy and virtual contacts, they can reduce face-to-face contacts and relationships (Kalpidou et al., 2011).

The most popular websites for social media users are Facebook Messenger, including Bio do, Facebook Teba, LinkedIn, Instagram, Pinterest, Twitter, Viber, VChat, WhatsApp, Weibo, Wikia and related messengers. Social media represents a social form that reflects the diverse settings of individuals, communities, and social actors' organizations and involves social interaction and conversation with these social actors. Technological innovation has brought about almost both dramatic and dramatic

improvements in the discourse of culture and society. After all, like the development of numerous powerful platforms or innovations, social media and the media community offer negative and effective functions, and the impact of social media and social media on students at some stage of adolescence transition has a significant impact. (Leonardi et al., 2013).

O'Keeffe and Clarke-Pearson, (2011) defined that using social media beyond the comprehension of adults becomes a threat to students. These hazards fall into the latter category. Peer-to-peer, with point content, lack of information on online privacy issues, and under the external influence of 3<sup>rd</sup> party advertising organizations:

Walther (2011) defined that in fact, on the one hand, the use of social media can provide positive results in terms of family harmony, adaptation and open communication and can also have a positive effect on family relationships, so that family members can stay in touch, in real-time. Plans can be made, ensured. As child safety, when they allow communication in emergencies, family relationships are strengthened, interaction with parents is encouraged, and discussion is encouraged and facilitated. Furthermore, the use of social media can ensure that Castells appreciates autonomy in security situations, as it allows parents to communicate with their children at any time, in physical and online spaces.

Shapiro and Margolin (2014) assessed that, in turn, overuse of it had been mentioned on social media that affects people's performance in lifestyle. A new generation of infants and children is developing with social media as an integral part of their lives. It's changing how they talk to peers, moms and dads, and the way they use technology. People who use social media excessively are described as unproductive and alienated from faculty, work and relationships. Instead of specializing in paintings, faculty and family, young people these days spend most of their time online. As a result of spending time on social media, teenagers have been relieved of responsibilities. It is said to have a detrimental effect on the lives of young people and their relationships with their families.

Reuter and Spielhofer (2017) explored that Similarly, quality evidence further states that social media, such as MySpace, can lead to serious conflicts between parents and children, resulting in less parental control On your young men, However, some researchers have argued that the Internet may not have

the right problem when it comes to proper tracking and when miles are guaranteed to be put to good use. Gustav Mesh's observation is that family time is no longer affected when young people make the best use of computer systems for educational purposes, and after using them for social purposes, family interactions were negatively affected. Therefore, it is important for parents to be able to evaluate how they use the internet over a long period of time on their computer.

Murray (2012) indicated that when choosing to have a face-to-face conversation over basic, electronic mail or text, your searchers are more likely to catch you as an expert. You will also increase your ability to communicate verbally with the goal of staying with you for the rest of your life, especially as you enter the business space. Less reliance on email will give you more exercise with face to face communication, and eventually, you will have fewer nerves to talk immediately; you will be happier.

Barr (2012) defined that grant says it's really amazing that people who face social unrest, geographical isolation, fear, insecurity, physical problems and thousands of Different real struggles can now find connections and relationships. Social media can remove authentic barriers and allow humans to connect. Moore says that when you start judging yourself from different people, including your friends, social media can negatively affect relationships. For example, some people may additionally worry that their life is not always the same as their friends and surrender the friendship because they feel that they are not so well anymore. This effect on self-esteem and loneliness is partly due to the fact that the use of social media has been followed by signs and symptoms of depression. If you compare your lifestyle to a perfect image that others have projected on social media, you will no longer feel wanted, and you are more likely to be cared for. Man wants communication. Numerous studies have linked social support to psychological fitness. Additional research has noted the negative emotional effects of loneliness. In addition to research, it has been found that people with less social relationships die on average more than those with more social relationships. Still with an emphasis on social media, there are fears that more and more people are replacing virtual, online contacts for real life, social interactions.

[Kalpidou, Costin and Morris, \(2011\)](#) evaluated that regarding the relationship between social media

and grades, a study released by Ohio State University found that college students who use Facebook spend less time studying and less than those students. Have status that does not use popular social media. In addition, according to a new study by Ohio State University doctoral candidate Arin Karpinski and his co-author, Adam Dobrestein of the Ohio Dominican University, the average grade of college students using a social network of 500 million members is GPA. It is significantly lower than those who do not. However, another study found no link between heavy use and rankings of social media. There was no significant difference in rank between those who were considered heavy users of social media, and those who were considered light users.

[Sabatini and Sarracino \(2014\)](#) indicated that when we spend time on the Internet, which we would otherwise use to engage in face-to-face communication, social capital will be less. Extending this justification to social media, we can say that their effects on social capital are subject to the desired use and satisfaction by consumers. They based on Putnam's notion of a weak tie-knot social capital versus a strong tie social capital, Williams explained that the nature of relationships within social networks can create a wide variety of social capital. Another study examined the social characteristics and social relationships of Internet-connected users via web phones and personal computers connected to the Internet via PC and webphone in The Mobile-Easing Japanese: Yamanashiya, Bose, Wellman and Akida. Based on the number of emails exchanged and the data collected to the extent of these conversions, they concluded that web phones, like other mobile phones, are particularly important for maintaining strong relationships, close friends and family. In another study, Caitlin found that social media changed social interactions and concluded that the Internet helped people connect and exchange information. It also helps build new relationships, which affect our social relationships.

[Procentese et al. \(2019\)](#) indicated that sample environmental impacts related to social media features (e.g., accessibility, acceptance, housing), a family structure using social media (e.g., principles, roles and boundaries defined), and family changes are made to the people involved in the process (e.g., a new definition of intimacy, new ways of communicating, new rituals) are interconnected and interdependent. Therefore, due to the latest ways of communicating

and the results that can be found, they can lead to family functionality and habits (e.g., new definitions of roles and barriers), new types of intimacy, communication, rituals, parental non-parenting) Impressions are gained in a fluid, global, diffused way. With the help of social media, studies of families, including teens, have yielded controversial results. Taxes include low family harmony and progressive loneliness of family members in the same household.

### Research Questions

The research questions examine the role of social media on family relationship.

#### Question-1

In which extent Social media plays a role in family relationship and communication?

#### Question-2

Does Social lead to family disintegration?

#### Question-3

Do most people prefer spending time on social media despite spending time with family?

#### Question-4

Does Social media create a strong bonding among family members?

### Methodology

#### Theoretical Framework

- Current research conducted regarding the theory of “Uses and gratification”.
- In this study, researcher chose the survey technique to conduct this research.

- The questionnaire was developed by the researcher, which contained the close-ended questions.
- The universe of this research consisted of four colleges of Faisalabad, including Government College University Faisalabad, Punjab group of colleges Faisalabad, Laboratory college Road Faisalabad and KIPS College Boy and Girl Campus Jail Road Faisalabad.
- Due to the Covid-19 pandemic situation, the respondents would not be approached physically. That is why the questionnaire developed using Google online survey form for collecting data from respondents.
- Sample size is equal from all above-mentioned colleges.
- Two hundred students are selected as the sample of the study.
- The data, which had been composed by correspondents, were analyzed in a quantitative viewpoint while using the percentage technique.
- Descriptive measurements, for example, frequency, percentage, means and standard deviation, were utilized to decide statistic attributes of the respondents, Frequency (ANOVA), Coefficients tables and graphs. The prominent software Statistical Package for Social Sciences (SPSS) was utilized to investigate the gathered information.

### Results and Discussions

#### 2 Model Summary and Research Questions

**RQ1:** To which extent Social Media plays a role in Family Relationships and Communication?

**Table 1.** Model Summary of Impact of Social Media usage on Family Relationships and Communication

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.320 <sup>a</sup>	.102	.100	3.68264

- a. Predictors: (Constant), how long have you been using the social media platforms  
 b. How much time do you spend on social media in a day?

Table 1 showed in above table showed that the impact of social media usage on family relationships and communication. Moreover, there is a quite a moderate positive correlation (.320a), ( $p < .01$ ). How long have you been using the social media platforms, and how

much time do you spend on social media in a day?  $R^2 = .100$  % variation of positive relations with social media usage on family relationships and communication.

**RQ 2: Does Social Media Lead to Family Integration?****Table 2.** ANOVA does Social Media Lead to Family Integration?

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	768.019	1	768.019	56.631	.000 <sup>b</sup>
	Residual	6753.781	298	13.562		
	Total	7521.800	299			

Dependent Variable: Purpose of using social media

Predictors: (Constant), If people spend more time on social media, it leads

Table 2 revealed that regression is significant (F=56.631, sig.00) means that there is the logic between the predictors and the dependent variables. The results show a positive relation the Purpose of using social media, and if people spend more time on

social media, it leads to healthy communication with family.

**RQ 3: People Prefer Spending more Time on Social Media than with Family****Table 3**

	Frequency	Per cent	M	SD
Valid	Strongly Disagree	8	4.0	
	Disagree	26	13.0	
	Neutral	18	9.0	3.7150
	Agree	111	55.5	4.0000
	Strongly Agree	37	18.5	
	Total	200	100.0	

Table 3 gives the answer of “People prefer spending more time on social media than with family”. 8(4.0%) are strongly disagreed, 26(13.0%) disagree, 18(9.0%) are ticked the option of undecided, 111(55.5%) are agreed, and 37(18.5%) are strongly agreed.

**RQ 4: Does Social Media Create Strong Bonding among Family Members?****Table 4.** Means and standard deviations and one-way Analysis of variance (ANOVA) to examine the social media platforms to ask the question of how social media affects family relationships (N=200)

	M	SD	F	P
Social Media platforms	10.253	3.418	9.454	.000
Family Relationships	32.284	7.076	11.858	.000

Table 4 Social media influence.

Social Media platforms and family relationships, ANOVA were applied. Mean score on Social media platforms influence Family Relationships.

Results indicate that if social media used appropriately can prove to be a very useful source of family integration, sharing healthy activities and stay in touch with family.

How much time respondent use social media platforms? Out of total of 200 respondents, 41(20.5%) are less than a year, 50(25.0%) are between 1-2 years, 51(25.5%) are between 3-4 years, and 58(29.0%) are four years or more.

How often do respondent access the social media sites? Out of total of 200 respondents, 157(78.5%) use them daily, 26(13.0%) use more than once in a week, 10(5.0%) use once in a week, and 7(3.5%) use once in a month? Respondent’s opinion on people spend more time on social media, out of total 200 respondents 116(58.0%) choose people to spend more time on social media, 25(12.5%) choose healthy communication with family, 45(22.5%) choose family disintegration, and 14(7.0%) choose family integration.

Social Media are creating strong bonding among family members”. 18(9.0%) are strongly disagreed,

82(41.0%) are disagreed, 31(15.5%) are ticked the option of undecided, 62(31.0%) are agreed, and 7(3.5%) are strongly agreed.

Social Media play a vital role connecting with relatives". 11(5.5%) are strongly disagreed, 23(11.5%) disagree, 26(13.0%) are ticked the option of undecided, 110(55.0%) are agreed, and 30(15.0%) are strongly agreed.

Social Media family groups play a vital role for stay connected each other". 6(3.0%) are strongly disagreed, 17(8.5%) are disagreed, 26(13.0%) are ticked the option of undecided, 125(62.5%) are agreed, and 26(13.0%) are strongly agreed.

Social media leads to family disintegration". 2(1.0%) are strongly disagreed, 17(8.5%) disagree, 55(27.5%) are ticked the option of undecided, 111(55.5%) are agreed, and 15(7.5%) are strongly agreed.

People post birthday wishes to their family member on social media while they live in the same house". 6(3.0%) are strongly disagreed, 17(8.5%) are disagreed, 26(13.0%) are ticked the We remain active in Social media family groups". 5(2.5%) are strongly disagreed, 28(14.0%) disagree, 35(17.5%) are ticked the option of undecided, 119(59.5%) are agreed, and 13(6.5%) are strongly agreed.

People remain active in Social media family groups". 5(2.5%) are strongly disagreed, 28(14.0%) disagree, 35(17.5%) are ticked the option of undecided, 119(59.5%) are agreed, and 13(6.5%) are strongly agreed.

## **Conclusion**

Social media sites were obviously exposed to have positive and negative influences on family integration. The choice is up to college students on how to utilize these particular networking sites and family integration. Students to opportunely intermingle with millions of additional users immediately. The impact of social media on social interactions and relationships within their family system has been in fostering good family functioning and open communications among family members. The technological features of social media students are funding information sharing, posting of imageries and permit users to socialize family members who are in aloof position. Several service features of social media were maintained by information and communication technology and permit users to communicate, interrelate and socialized. Social media encompass from family ring to other members of socialization such as mass media and

peers groups. The communicating services providing by social media are maintained by technology and regulates the scope and nature of information communicated among college students. It can be concluded that, if appropriately used, the use of social media can prove to be a very useful source of family integration, learning, sharing and healthy activities. Under the unabridged conversation, it can be summarized that the disproportionate utilization of social media has a momentous influence on the interaction ways of students with their families and relatives. Results indicate if Social media also use for connecting with family, it can be a useful source of family integration.

## **Recommendations**

- This research has been showing within a short time frame with only 200 samples. Additional research can be done on a broader gauge with a great sample so that all feature of social media and family integration gets painstaking thoughtfulness.
- Students need to be trained on the meticulous convention of social media and family integration. Consequently, as not to depend profoundly on social media and family integration.
- Another prerequisite to bringing out additional research to investigate the positive influences of social media, predominantly social networking sites, on education because this study did not discourse this sufficiently.
- Students should similarly be steered on in what way to balance social media communications with face to face contact so as not to miss out on the basics of face to face connections.
- The research focused on college students; research can be conducted on further phases of human development such as young grown-ups within their twenties.
- If Social media also use for connecting with family, it can be a useful source of family integration. Social media can be a medium of communication for those who do not have enough time to communicate, and family members can stay in touch with each other. Others if they don't have enough time for their family due to work load reason or some other reasons.

- People should not avoid face to face interaction with family
- When people also use Social media to post wishes to their family members, it can show good gesture and love for them.

### Suggestions

- The research usually engrossed in influences the social media had on interpersonal relationships among youngsters. Similar research can be conducted exactly on the positive influences or the negative influences of social media.
- The research fixated only on Faisalabad, Pakistan. Parallel research must be conducted somewhere else, either nationally or internationally.
- The researcher was collected data through online resources. It was very tough for the researcher to collect the data due to Covid-19.

### Limitation of Study

- This study was delimited to Faisalabad colleges and students only due to limited sources and time constraints

### Agenda for the Future Research

- Future studies can be conducted by drawing samples from other districts.
- Further studies should examine the social media and family integration: perception of college students of Faisalabad and also can match the results with those existing in developed countries. More performance variables may also be captured to compute more accurate results.
- Data for a longer time period should be used to conduct a study to estimate more reliable results.



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