Impact of Social Media on Immediate Relationships

[1]**Abha Grover,** [2]**Kamaldeep Kaur**
[1,2]New Delhi Institution of Management

Abstract

The increase in technology in recent years led to a change in the way family members interact with one another. The surfacing and increase in attractiveness of the Internet has tremendously affected lives of people by slowly crawling in and being a necessary part of their lives. Surely it is the fastest way of communication for the people placed apart. The paradigm is that on one end it brings people close who are distant but on the other hand it acts as an impediment in strengthening the relationships within the family.

The paper aims to study the effect of social media on relationship within a family in Delhi NCR. The study also covers its gaining momentum and how it's been viewed as a critical issue to tackle with.

Keywords

Family, Social Media, Internet

I. Introduction

Social media is a powerful tool, predominately used to entertain communicate and educate. However, there is no iota of doubt that it has impact on different aspects of our lives, family ties being one of them. The increase in technology in recent years led to a change in the way family members interact with one another. Social networking tends people to ignore their feelings, and obligations to the people around them. When people are without internet it makes them anxious about the updates and responses that are waiting for them to check.

Social networking is a bond that just can't be broken down. It tends to draw people away from the real world. Many people focus on social media to distract them from their real life problems. Doing so it has caused people to care less for issues relating to household affairs. The quality of time spent within the family is reducing to a considerable level. The healthy discussions, enjoying lighter moments are now getting shifted to being glued on the screen. Continuous overuse of social media has an adverse effect on the health of all users especially the youngsters by making them more prone to anxiety, depression and other psychological disorders. Overuse can affect a user's mental state and lead to depression and Internet addiction. Users tend not to want to mingle and socialize with family members or friends. The curiosity to know more about what is happening in the life of others is likely to be detrimental as it tries to seep in the undue expectations, unrealistic targets, feeling of lack of self efficacy. If habituated then lack of access to internet makes them restless about the updates and responses that they are unable to check . The result is that there is no genuine, true interface among the people who do this and in the perspective of a family it can be one of the worst effects to occur. . Continuous online communication has　an ill effect on children making it hard for them to communicate and concentrate when they are away from the screen. Social networking affects children to the extent that social networks sometimes encourage interpersonal relations that are unrealistic.

The average person now spends more time each day on their phone and computer than they do sleeping. The statistics all tell the same story: Social media are gaining in popularity every day.

- The average time spent on social networks per day: 1.72 hours (in 2015).
- The average number of hours a teenager spends online per week: 27 (2015).

Social media have become prominent parts of life for many young people today. Most people engage with social media without stopping to think what the effects are on our lives, whether positive or negative. There are many positive aspects, but there are equally as many dangers that come with the use of sites such as Facebook, Twitter, LinkedIn, Pinterest, Google +, Tumblr, Instagram, gaming sites, and blogs.

II. Benefits of Social Media

A. Edification

1. Teachers are able to easily collaborate and communicate with students and one another.
2. Students have easy, free access to resources online to help them learn.
3. Grades improve and absenteeism is reduced.

B. Politics

1. Social media facilitates political change: Online networks give social movements a quick, cheap method of disseminating information and mobilizing people.

C. Knowledge/Being Informed

1. Information spreads faster online than any other media. More than 50% learn about breaking news on social media.
2. Social networking provides academic research to everyone with online access, allowing people access to previously unavailable resources.
3. Social media sites inform and empower individuals to change themselves and their communities.

D. Social Benefits

1. Social media allow people to communicate with friends and this increased online communication strengthens those relationships.

E. Job Opportunities

1. Great for professionals for marketing, connecting, and finding business opportunities.

III. The Negative Impact of Social Media

A. Harmful Effects on Work and/or School

- Enables cheating on school assignments.
- While grades did improve for light users, the grades of students who are heavy users of social media tend to suffer.

B. Privacy Concerns

1. People, especially the young, are often too open and public with personal information when online. Most don't read privacy policies and may be unaware that their information may be used by third parties, like advertisers, insurance companies, and the IRS

C. Users Susceptible to Crime
1. Social networking sites allow hate groups to recruit and distribute propaganda online.
2. Unauthorized sharing and copyright infringement threatens intellectual property and causes loss of income.
3. Security attacks such as hacking, identity theft, and viruses and exposure to phishing scams are common via social media.

D. Misinformation
1. Enables the spread of false rumors and unreliable information: 49.1% of users have read false news on social media.
2. Encourages amateur medical advice and self-diagnosis of health problems, which can be dangerous and life-threatening.

E. Advertising
1. Studies have shown that sites such as Facebook influence you, via advertisements, to spend more money.
2. Advertisers gain all kinds of personal information about you via your social media, information they use to persuade you to buy their product.

IV. Design of the Study
The research is descriptive in nature. Descriptive research is used to explain distinctiveness of a population or occurrence being considered. It addresses what is to be studied rather than how, when and why of the characteristics. The focus was on gaining insights and familiarity for later investigation with regard to effect of internet on relationships. The study includes the survey of accessibility, popularity and availability of internet and its impact on immediate relationships.

The study includes the survey of accessibility, popularity, adaptability of various internet marketing techniques .The research also focuses on the comparative study of different strategies and perception of targeted segment towards them.

V. Methodology
The present study shall employ the survey method using questionnaires; Survey gathers data from a relatively large number of audience from diversified backgrounds at a particular time.

A. Sampling Technique
In this technique, each member of the population has an equal chance of being selected as subject. The entire process of sampling is done in a single step with each subject selected independently of the other members of the population.

B. Sample size
In statistics, a sample is a subset of a population. Typically, the population is very large, making a census or a complete enumeration of all the values in the population impractical or impossible. The sample represents a subset of manageable size. Samples are collected and statistics are calculated from the samples so that one can make inferences or extrapolations from the sample to the population. This process of collecting information from a sample is referred to as sampling.

A sampling size of 200 respondents was chosen. The sampling unit consists of people from the age group of 18 to 65 years. The different strata collected for the same included people from all age groups, different occupational background and social class.

The data collected was primary in nature and a field survey was conducted through a structured questionnaire.

C. Sampling Area
The study was carried out in Delhi NCR. The present study shall employ the in-depth analysis of the data available and also used questionnaires, articles, books, journals and previous research work done on the above topic.

D. Tools for Data Collection
The following data gathering devices were used.
1. Review of literature
2. Questionnaires

VI. Findings
Below given are the findings drawn from the data collected from 200 respondents from delhi NCR presented in graphical manner:

1. The findings revealed that 92% of the population had access to internet whereas 8 % did not have. The advancement of technology has led to easy accessibility of internet in various areas. (Fig. 1)
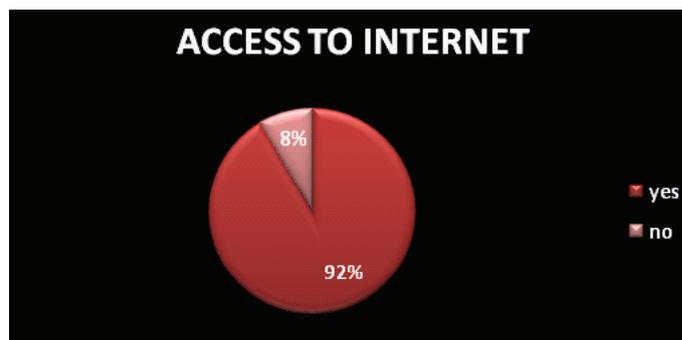

Fig. 1: Internet Accessibility

2. The data analysis suggested that majority of people in the collected sample accessed internet more than 3 hours every day.
3. Around 54% of respondents used internet for **professional reasons, sharing information, interaction and on line shopping**
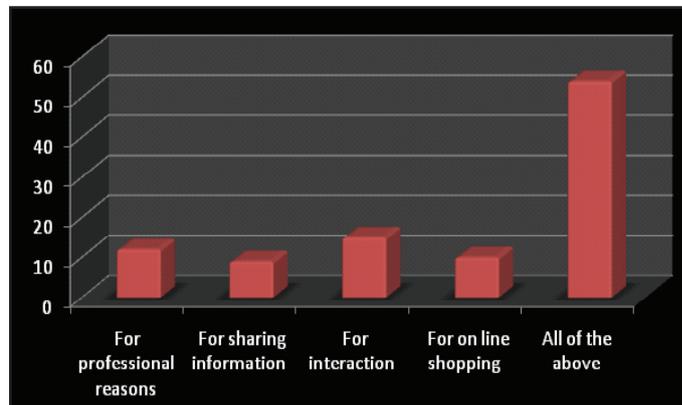

Fig. 2: Reasons for Using Internet

4. Majority of population had friends and family in their friend list. But around 23% of population also had acquaintances and 8% had strangers in their friend list.
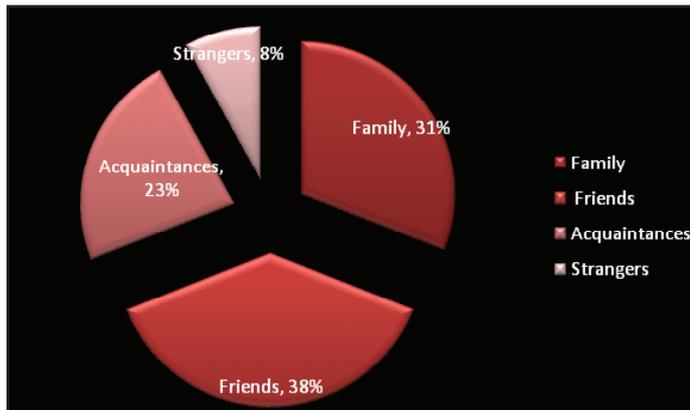
Fig. 3: Friend List

5. The data analysis suggested that people found Social media (56%) more convenient than call and video call.social media was most preferred,followed by call (38%) and then video call(16%).
6. It was further found that the 'like'(51%) was most popular feature of social media, followed by Comment(18%),Chat(12%), Set status(10%), Share(9%)
7. Analysis revealed that 62% of the population believed that social media Some what has effect on face to face communication, 22% said that social media Replaces most of face to face communication and only 16% said that social media Does not effect on face to face communication
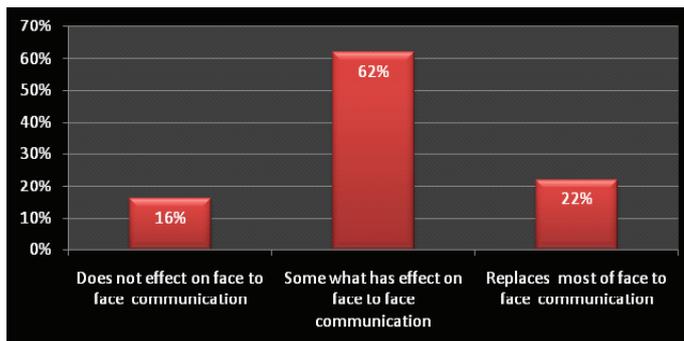

Fig. 4: Effect on Face to Face Communication

8. It was found that Outside of the social network context 66% of population said that they considered only a few of their connections as friends.
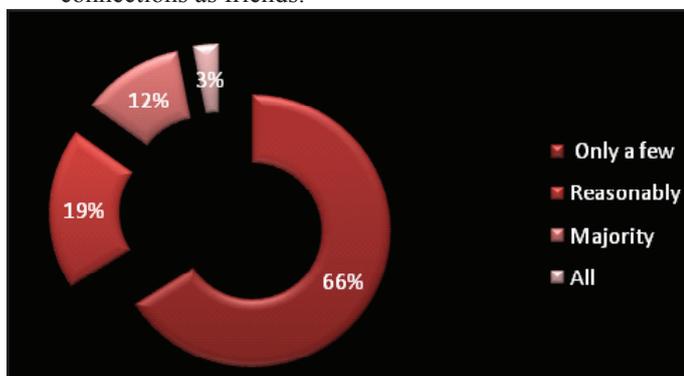

Fig. 5: Connections as Friends

9. Analysis showed being disconnected on the social network made 58% of population restless 32 % Affected to some extent and to 10% was not affected.
10. Analysis revealed that 60% population believed that social media Detoriated their relationships

11. In immediate family ties while 19% said it improved their relationship while the rest ere neutral.
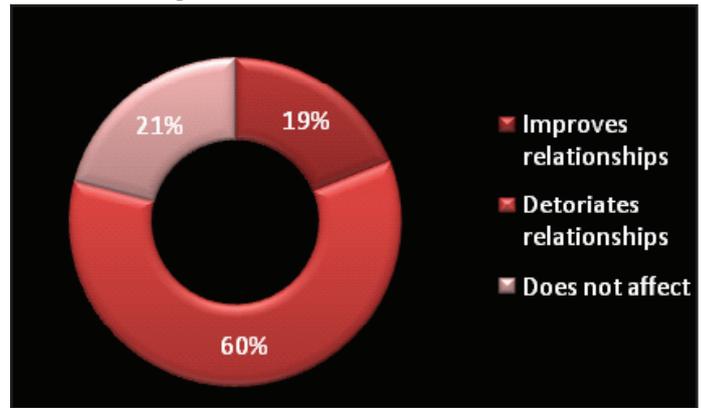

Fig. 6: Relationships With Immediate Family Ties

12. Another interesting fact revealed was that Involvement with Social Media created:
• Less time spending within the family 40%
• Being less attentive 9%
• Ignoring important tasks 11%
• Curiosity in others lives 30%
• Does not hamper normal life style 10%

A. Statistical Hypotheses

A statistical hypothesis is an assumption about a population parameter. This assumption may or may not be true. Hypothesis testing refers to the formal procedures used by statisticians to accept or reject statistical hypotheses.The best way to determine whether a statistical hypothesis is true would be to examine the entire population. Since that is often impractical, researchers typically examine a random sample from the population. If sample data are not consistent with the statistical hypothesis, the hypothesis is rejected.

There are two types of statistical hypotheses.
1. Null hypothesis. The null hypothesis, denoted by H0, is usually the hypothesis that sample observations result purely from chance.
2. Alternative hypothesis. The alternative hypothesis, denoted by H1 or Ha, is the hypothesis that sample observations are influenced by some non-random cause.
The paper has used the following hypothesis
HO: social media doesnot have impact on personal relationships
HA: social media does have impact on personal relationships

The below values have been calculated automatically using hypothesis calculator (available online on: http://graphpad.com/quickcalcs/chisquared2/)

Row #	Category	Observed	Expected #	Expected
1	1	25	50	50.000%
2	2	75	50	50.000%

P value and statistical significance:
Chi squared equals 25.000 with 1 degrees of freedom. Therefore null hypothesis have been rejected.this proves social media does have impact on personal relationships
The two-tailed P value is less than 0.0001

By conventional criteria, this difference is considered to be extremely statistically significant.

The P value answers this question: If the theory that generated the expected values were correct, what is the probability of observing such a large discrepancy (or larger) between observed and expected values? A small P value is evidence that the data are not sampled from the distribution you expected.

VI. Conclusion

The social media definitely has an adverse impact on relationships within a family and on the other hand it acts as a catalyst as far as outside relationships are concerned.

References

[1] Proceedings of the New York State Communication Association,Volume 2012, Proceedings of the 70th New York State, Communication Association Article 10

[2] The Influence of Technology on Family Dynamics, Alessondra Villegas, Fordham University, avillegas1@fordham.edu

[3] www.profilesinjustice.com/affects-of-social-media-sites-on-families-essay...

[4] [Online] Available: http://hubpages.com/technology/effects-of-social-media-on-our-youth

[5] [Online] Available: http://stattrek.com/hypothesis-test/hypothesis-testing.aspx

[6] [Online] Available: http://graphpad.com/quickcalcs/chisquared2/

[7] Research Methodology: Methods and Techniques Paperback by C. R. Kothari and gaurav garg,3rd ed.

Ms. Abha Grover B.Sc,. MBA is presently working as Assistant Professor at New Delhi Institution of Management in the department of Marketing. She has over 20 years of experience in academics coupled with 6 years of Industry experience She is a post graduate in Management from Poddar Institute of Management, Jaipur, with dual specialization in Marketing and Human Resource Management.

Ms. Kamaldeep Kaur MCA,BCA,AMT certified.At present, she is engaged in her PhD. in Software engineering. She is currently working as an assistant professor at New Delhi institution of Management, New Delhi, India. she has over 9 years of experience in academics.