# IMPACT OF SOCIAL MEDIA ON RELATIONSHIPS

## NISHA SAINI[*]

**ABSTRACT:-**

Social media is the collection of online communication channels dedicated to community based input, interaction, content sharing and collaboration. No doubt explosive growth of social media has played a vital role in the development of an individual and society. It gives us the ability to connect with each other from far away with things like Skype, Facebook etc. It changes the way of thinking of an individual and society in negative way. Negatives more than positives of social media can be seen in today's modern world. Some diverse effects such as jealousy, insecurity and conflicts and conflict that leads to dissatisfaction and even break up. It can make the situation much worse. In this study an attempt has been made to examine the negative impact of social media on relationships and how this negative impact can be reduced. This research work is carried out by using views of different age groups of people.

[*] **Assistant Professor, Vidya Jyoti Educational Society, Dera Bassi, PUNJAB**

## INTRODUCTION:-

Human beings yearn for connection and belonging. Social media contributes in this. It is – computer-mediated technology that allows to share information, ideas, career interests and many expressions. First of all I am going to discuss some forms of social media:-

(a)Facebook:- Facebook, originated in US colleges ,a popular social networking website that allows registered users to create profiles, upload photos and videos, send messages and keep in touch with friends and family. According to statistics from Nielson Group, Internet uses within the United States spend more time on Facebook than any other website.

(b) Twitter:-It allows registered members to broadcast short posts called tweets by using multiple platform and devices.

(c) Wikipedia:-Wikipedia, Founded in 2001, is a free, open content online encyclopedia created through the collaborative effort of a community of users.

(d) Linkedln:-It is a social networking site designed specifically for the business community to establish their document.

(e)Reddit:-Reddit a social news website to create and promote stories by site members.

(f)Pinterest:-It is used to share and categorize images found online.

(g)Myspace:-It allows members to create vivid, chaotic home pages to which they upload images, videos and music. Three million registered bands and musician shows its popularity.

(h)Bebo:-It is popular among school age children grouped around schools and colleges. It hosts pages for many children's authors.

(i)Podcasts:-These are audio or video files that are published on the internet and that users can subscribe to.

(j)Twitter:-It is online microblogging service consisting of more than 105 million users. Each user submits tweets that consist of short messages.

(k)Google:-It is social networking project in which people interact offline more than other social networking services.

**RESULT ANALYSIS:-**

| BASIS OF PERCENTAGE | PERCENTAGE |
|---|---|
| People consider positive impact of social media on relationships | 32.67% |
| People consider negative impact of social media on relationships | 67.32% |
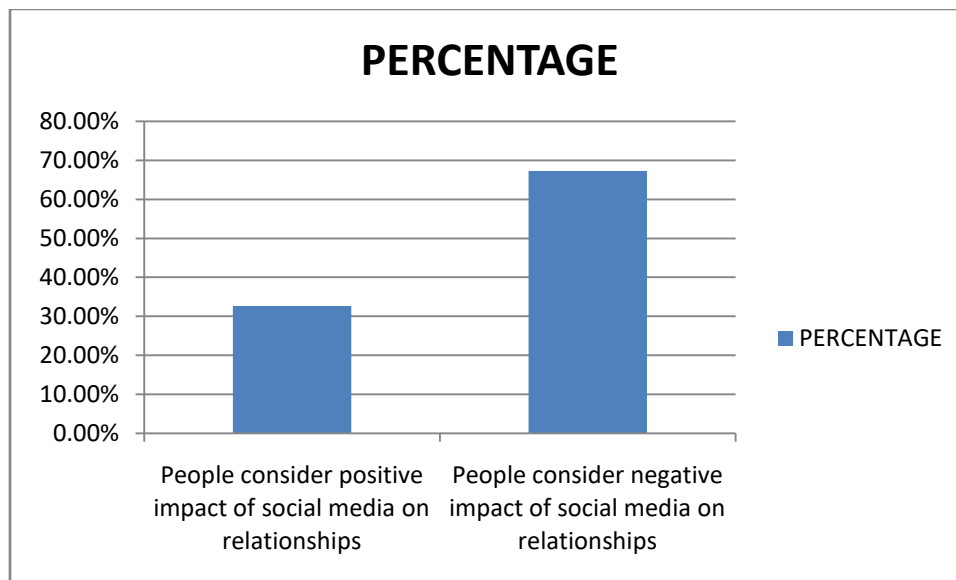


According to my observation of 101 questionnaires from different age group of people, I have found that 32.67 % people consider that social media helps to maintain their relationships but on the other hand 67.32% people believe that it has very adverse impact on their relationships. It leads to many break-ups.

These social websites help us to keep us socially active. We use social media to be in touch with friends and relatives. But it has many negative impacts on relationships. It is very obvious to see the picture of opposite sex with your loved one arouses the feeling of jealousy because it is a very normal situation of relationships. Social media is slowly becoming one cause of problem and arguments in relationships. Social media is meant to connect us, but in reality, it acts as a barrier.

Negative emotional impact loneliness can be seen. This is one of the reason of break-ups. As a result in many cases people commit suicide due to loneliness and stress. Following statements of some persons prove this:-

(a)"I think social media causes more insecurities between couples. For example seeing someone else in a picture with your significant other. It is easy for jealousy to arise. Also too many distractions between couples. They pay more attention to what they don't have instead of being grateful for what they do have. The most important thing we can give one another is our time. The one thing we can't get back is time so be careful because life is short. Never be too proud because you will wind up losing something because of ego. People make relationships too hard now days, they worry about what others think or too many obstacles to overcome. I believe if you love someone noting can come between."

(b)"I was with him for four years and all of a sudden is interest in me seemed to decrease, we met and spoken even less than before. I used to see his facebook and it was filled with new checkins and pictures with everyone else but me, I asked him and he said "you're just thinking too much", am I? I s it normal that my boyfriend has all the time in the world for everyone else but he forgets to ask me if I'm back to health again after I was sick for four days?...."

(c)"….but I thought I was the most important person in her life. I know it's okay to feel a little jealous, but I'm actually hurt. She puts so many pictures with so many of her "guy friends" everyday and when I ask her about them, says "they're just friends, stop being insecure". I mean okay I know, maybe I am being a little too insecure and jealous, but if she truly loves me can't she see that I'm being hurt by this? I mean one or two guy friends is okay, but this is a little too much, please tell me I'm not crazy…."

(d) "My biggest issue with technology and relationships is the inability to detect tone. You can never really know when someone is being sarcastic, funny, not funny, serious or joking sometimes."

**"What you see is not always what you get."**

Social media puts pressure on relationships to be perfect. In some cases what is seen on social media is not true. It can havethe tendency to increase unfaithfulness and jealousy that harm relationships.

Lack of privacy in relationship can also be seen due to social media. Everyone knows about the issues of a couple when both of them tweet something about issue. And this gives invitation to third person to enter in between two partners. Sometimes it becomes a crucial state to handle.Social media raises confusion also when we talk about relationships. Many people waste their time in confusion and stress.

By engaging with social media, you lose the moments of joy, of friendship, humor, andbeauty. People find pleasure from social media instead of personal experiences.All those people we befriend on social networksturn into statistics.But all this data seems interesting data at hand, but there is more to relationships than statistics, numbers and likes.

**SUGGESTIONS:-**

There is no question that the social media has become popular convenient and immediately grafting way to connect with others. It has offered convenient way to locate, reconnect and rekindle relationships. But the way we are using this in this modern world. It has very adverse impact on our relationships.

It has been revealed that displays of emotional weakness, insecurity generally tend to be minimized on social networking sites. Social and emotional support can be strong predictor for us. But unlike online friendships, real life relationships take time and effort. They help us to learn about others and ourselves. It has reduced the real world communication to the minimum and this has a very bad impact on real life relationships.

As per face book's IPO filing people spend more than 10 million minutes in Facebook every day.It is very important question: - Are you giving equal attention to your relationships in real

world otherwise addiction of social media can lead many problem in your personal life in feature.

Alexendra Samuel writes, "There's a reason they call it social media. It is supposed to support our social lives and bring us closer together. So why do social networks leave so many of us feeling overwhelmed and disconnected? If you find yourself too rushed of uncomfortable in persons to weigh in with all the kinds of thoughtful, kind and loving words that are in your heart, use online communication to be your best and warmest self."

**Strategies how to benefit from social media:-**

**(1)Limited time on social network:-**If you again and again online on social media throughout the day. It will be wastage of time maximum hours of the day will ruin your precious time. If we are online most of the time, it will suffer our other important works.

(2)**Monitoring of emotions and reactions:-**If you are too much indulging in online social media activities and facing difficulty to get rid of his habit. Then go for a walk or connect with someone offline outside your room. This can help you a lot.

(3)**Don't compare yourself to others:-**According to one saying, "There will always be people greater than you and people lesser than you.' Try to maintain harmony in your life rather than comparison."

(4)**Clarity about goals or guidelines in your life:-**You should be clear of your goals or guidelines. So focus on that particular area of your intent rather than to involve too much on social media.

(5)**Balance between online and offline life**:-There should be balance between online and offline life. We need to connect with people face to face. It cultivates a real life network of contacts.

**CONCLUSION:-**

Social media makes our relationships both easy and difficult. It has the ability to connect when we are far away and it can also become hindrance in our personal relations. Be careful about the third party who is trying to ruin your relationships. Keep your all problems private. Don't post on public website because it will add fuel to fire nothing else. Let's not allow social media to affect our relationship in a negative way.

Like the famous Bible quote says, "Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It does not dishonor others, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always preserves."

**REFRENCES:-**

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**QUESTIONNAIRE**

101 Questionnaire from different age group people

IMPACT OF SOCIAL MEDIA ON RELATIONSHIPS

NAME:                                    DESIGNATION:

Q 1: Does social media improve relationships?    (Yes/No)

Q 2: Do you express your feelings through social media?(Yes/No)

Q 3: Is social media successful in maintaining privacy?(Yes/No)

Q 4: Is social media considered as a replacement of personal relations?(Yes/No)

Q 5: Is social media trustworthy?(Yes/No)

Q 6: Is online connectivity stronger than one to one bonding?(Yes/No)

Q 7: Is social media the best way to convey your feelings and emotions to others?(Yes/No)

Q 8: Are social media friends reliable?(Yes/No)

 Q 9: Does social media results in breaking up of families?(Yes/No)

Q 10: Do you think social media is the wastage of time?(Yes/No)

Q 11: Do you think social media spoils society? (Yes/No)

Q 12: Do you think social media diverts the mind of children at an early age?(Yes/No)

Q 13: Does social media change our way of thinking? (Yes/No)