



THE IMPACT OF SOCIAL MEDIA ON FAMILY RELATIONSHIPS (A STUDY OF JAHI, ABUJA)

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ABSTRACT: *In light of the current surge in heightened social media use and its impact on familial dynamics, it is plausible to posit that social media platforms enhance the experiences of individuals and the family unit. However, submitting this assumption to thorough scrutiny and confirmation is crucial to reach a conclusive determination. Therefore, this study examines the effects of social media utilization on familial connections, with a particular emphasis on the viewpoints of individuals within a region in Abuja, Nigeria. The research maintains its contemporary significance due to the increasing societal need for familial cohesion and connection. In order to achieve the study's objectives, two research questions and their corresponding hypotheses were formulated. The researchers used the Taro Yamane sampling approach to determine an optimal sample size of 171 respondents, derived from a larger population of 300 individuals picked using random selection. The data analysis was conducted via the SPSS software, employing fundamental regression analysis procedures, with a pre-established significance threshold of 0.05. The study's findings indicate a statistically significant correlation between the use of social media and family bonding and face-to-face interaction. Therefore, the study suggests that to alleviate the negative consequences associated with excessive utilization of social media, families should impose limitations on the duration of engagement with social media platforms and prioritize face-to-face interaction. By adopting this approach, families can facilitate transparent communication within the familial setting and cultivate more robust and mutually beneficial relationships.*

KEYWORDS: Social Media, Family Relationship, Family Bonding, Face-to-face interaction.



INTRODUCTION

Xu (2023) defines social media as online platforms and pages prioritizing interaction, collaborative engagement, content dissemination, and interpersonal connection. It encompasses innovative forms of media that enable communication between individuals or groups and facilitate the exchange of information through social networking sites. As stated by Ausat (2023), social networking sites are online platforms that enable people to create personal or public view profiles, develop connections with other users, and engage in the exchange and accessibility of diverse ideas and material provided by other individuals on the platform. It is worth noting that social media platforms have profoundly impacted communication, leading to significant transformations in interpersonal interactions and engagement. Platforms like Facebook, Telegram, Reddit, Twitter, LinkedIn, Pinterest, and others have emerged as prominent and widely utilised social media platforms; these platforms facilitate connections between persons, irrespective of geographical boundaries or temporal limitations, as they can be accessed remotely. Social media is a widely used platform in most households, communicating among family members and others outside the immediate family unit (Madianou & Miller, 2013).

Kane (2019) defines a family as a social unit composed of at least two persons who live together and connect via biological relationships, legal marriages, adoptions, or voluntary collaborations. In the context of this unit, individuals often engage in reciprocal help, including several dimensions such as financial aid, psychological support, and other means of assistance. The concept of family may be described as a collective of individuals with a shared connection and reside in close physical proximity, functioning as a unified domestic entity. In this unit, individuals participate in interpersonal exchanges that align with their designated social roles, such as those of a husband or wife, parent, or sibling, and contribute to developing a shared sociocultural framework (Kelley, LeBaron, & Hill, 2021). Furthermore, Cassinat, Whiteman, Serang, Dotterer, Mustillo, Maggs, & Kelly (2021) asserted that the family serves as the primary vehicle for the intergenerational transmission of cultural standards within a society, with the parent-child relationship being characterized by a sense of respect as well as authority. Therefore, families may be compared to factories since they serve as a setting for manufacturing human personalities. Hence, the family is viewed as a dynamic and complex institution that experiences ongoing changes, marked by a careful equilibrium between security and friendliness (Signori & Fassin, 2023).

Hatamleh, Safori, Habes, Tahat, Ahmad, Abdallah, and Aissani (2023) highlighted the significant influence of social media on family dynamics and its role in facilitating authentic relationships by promoting social interaction among people. However, the emergence of these platforms has shown negative consequences for interpersonal relationships within families, especially about the time family members dedicate to these platforms. Similarly, Durgude, Sawant, & Chavan (2023) noted that social media platforms facilitate new relationships and reestablish contact with old friends, promoting virtual communities centred around shared interests and fostering association, relationship, and rapport. Nevertheless, it is crucial to recognise that virtual connections may exhibit deceit, the spread of inaccurate data, and inherent risks. Hence, it is apparent that relationships established via social media platforms cannot replace the profound ties and emotional attachments inherent in family partnerships and authentic interpersonal interactions (Kacane & Hernández-Serrano, 2023).



Numerous scholarly investigations have explored the correlation between family dynamics, specifically the presence of harmonious relationships and creative environments, as affected by addictive patterns of social media engagement among family members and have yielded varying results and conclusions about the impact of excessive social media involvement on family connections. Therefore, to address this disparity, the present research investigates the impact of social media on family relationships, with a particular emphasis on variables such as family bonding and face-to-face interaction, focusing on selected families living in Jahi, Abuja.

The significance of this study pertains to its contribution to the comprehension of how social networking sites can be utilised in a manner that effectively reduces their adverse effects on familial relationships. Moreover, it expands the existing knowledge of the significance of family bonding and face-to-face interactions in establishing strong family relationships.

Problem Statement

The utilization of social media has become an essential component of everyday life, purposefully designed to engage and immerse individuals rapidly, as it functions as a platform for conducting research, acquiring information, facilitating interpersonal communication, managing official responsibilities, expressing opinions, and fulfilling various other purposes (Kacane & Hernández-Serrano, 2023). Scholars in social work, family science, and education have engaged in extensive discussions over the fundamental approaches to improving family relationships in light of the pervasive issue of excessive social media use. Not unexpectedly, professionals have difficulties when they encounter systemic constraints related to connections, recreational activities, social involvement, and interpersonal connections, among other aspects. According to Tammissalo and Rotkirch (2022), at the individual level, families frequently face difficulties related to domestic assault, emotional wellness issues, and stress that are associated with the disruptions caused by excessive use of social media and the prevalence of misleading content on social networking sites. Research findings indicate that individuals who regularly use social media and dedicate a substantial amount of their active time to this activity have decreased levels of effectiveness compared to their peers, even within their familial roles. Also, with time, such individuals decrease their interest and involvement with their immediate family members (Shannon, Bush, Villeneuve, Hellemans & Guimond, 2022). As a consequence, people may find themselves in a situation where they encounter a sense of alienation from their family connections, leading to the emergence of many detrimental psychological circumstances, including but not limited to sadness, feelings of isolation, mental health illnesses, disruptions in sleep patterns, and disordered eating behaviours; therefore, how a family functions plays a pivotal part in its ability to navigate both internal and external pressures effectively. Therefore, this research examines the impact of excessive social media use on family bonding and face-to-face connection.

Research Questions

The study aimed to investigate social media's impact on family relationships. Consequently, pertinent variables and research questions were formulated and thoroughly examined to guide the study, they include the following:

- i. What is the impact of social media on family bonding?
- ii. To what extent does social media impact the face-to-face interactions among family members?



LITERATURE REVIEW

The concept of social media

Infante & Mardikaningsih (2022) defined social media as a set of technological instruments that expedite the swift dissemination of information through readily available Internet platforms; it encompasses mobile and web-based applications and gives individuals, households, and organisations the platform to engage, generate, and disseminate information. Hence, social media functions as a proficient medium for people to communicate, enabling the interchange of information and ideas across substantial communities and networks. Parise (2009) described social media as a complex network including many organisations and associations called nodes; these nodes are equipped with platforms that facilitate communication and interaction among users. These platforms often contain chatting forums, blogs, and interactive user interfaces allowing users to type and send comments, express approval by liking, and engage in discussions with others. The nodes within this network exhibit interconnectedness via various interdependencies, including friendship, shared hobbies, and dislikes, among other factors.

The Concept of Family Relationships

A family relationship pertains to the interdependence and interconnection among people within a familial entity. The interdependence between the operational dynamics of a family unit and the holistic welfare of its members, including parents, children, and other relatives, is intricately intertwined with the nature and quality of the bonds among them (Gallardo-Peralta, L. P., Sanchez-Moreno & Herrera, 2022). A recent study conducted by Yu, Kong, Cao, Chen, Zhang, & Yu (2022) argued that the familial structure is characterized by a triangular relationship involving parents, children, and other family members. This central unit heavily relies on reciprocal assistance and support as they confront various difficulties in life and adjust to changing obligations and expectations. Therefore, the family relationship, sometimes called an attachment connection, has lasting qualities and emotional importance, functioning as a crucial means of consolation and safeguarding for all family members. Within the context of this familial dynamic, the cognitive processes, affective experiences, and behavioural responses of individuals are organized in a way that seeks to solicit support and protection in response to perceived sources of distress or potential harm, regardless of whether these sources stem from internal or external factors (Davidson & Kecinski, 2022).

The Concept of Family Bonding

Family bonding is a deep emotional connection characterized by reciprocal respect, love, shared values, and mutually beneficial experiences, which helps to establish links among people (Durko & Petrick, 2013). When examining the formation of connections between families, it is crucial to reflect upon the concept of the family as a haven of security and stability. Therefore, to foster domestic unity and structure over an extended period, it is essential to participate in social activities. Through active engagement in such endeavours, individuals within a family unit will better comprehend the intricate dynamics and underlying expectations that characterize familial bonds. This knowledge will provide family members with the essential abilities to effectively navigate and actively contribute to the general operation of the family structure throughout their lifetimes. According to Lehto, Choi, Lin, & MacDermid (2009), effective communication patterns significantly contribute to solid family



bonding; this observation underscores the possibility of targeted interventions to enhance communication skills. Nevertheless, the effectiveness of family cohesiveness might be impeded if all individuals do not demonstrate a willingness to dedicate time and retain an open-minded disposition towards organized activities intended for the whole family unit.

The Concept of Face-to-face Interaction

The phenomenon of face-to-face interactions serves as a manifestation of fundamental human capacity, hence shedding insight into the unique patterns of behaviour, physiological mechanisms, and mental processes that are seen during interpersonal exchanges among family members (Marinucci, Pancani, Aureli, & Riva, 2022). Face-to-face interaction comprises a diverse array of communicative signals that transcend beyond just spoken exchanges and include a multitude of verbal and non-verbal signs. Nguyen, Gruber, Marler, Hunsaker, Fuchs & Hargittai (2022) posit that engaging in face-to-face interpersonal communication fulfills the function of starting and maintaining familial bonds. Additionally, modern society is becoming inundated with a multitude of technological advancements regularly, like social media. In spite of the fact that social media platforms unquestionably provide a number of advantages, the fact that they have replaced face-to-face connection has resulted in significant negative results and a sense of alienation or diminished significance among members of the family.

Theoretical Framework

This study's theoretical framework hinges on limited effect theory and family social theory.

Family Systems Theory: Family systems theory posits that individuals within a family unit are seen as interconnected entities, whereby their behaviours and actions have significant implications for the system's overall functioning (Gavazzi & Lim, 2023). The family systems theory analyses the family unit as a cohesive entity, rather than isolating the acts of individual members, to get a comprehensive understanding of the family's behaviour and functioning. Hence, a family's physiological and adaptive features are shown by its members' interconnectedness. Following Newton-John's (2022) findings, it is seen that family members exhibit adaptive behaviours not just in relation to one another but also in response to their environment and any challenges that may arise.

Limited Effects Theory: According to Neuman & Guggenheim (2011), the limited effects theory is based on the notion that the media has a powerful and direct impact on individuals; it posits that the impact of media on audiences is restricted in scope. It argues that individual characteristics, such as individual principles, convictions, and mindsets, have a more substantial role in shaping human conduct than simple interaction with media content (Gans, 1993). Hence, media messages, upon reception by individuals, often experience different interpretations where audiences actively participate in selecting and deciphering information from the media. The limited effects theory has considerable relevance due to its ability to provide a more nuanced understanding of the relationship between media and human conduct. Therefore, it is plausible for family members to engage with diverse social media platforms and content while exercising their discretion in choosing which content to accept or dismiss and regulating the extent of their participation with these platforms. This proactive method guarantees the preservation of family bonds, mitigating any adverse repercussions.



Empirical Review

Agbasi & Bebenimibo (2023) examined the impact of social media platforms on forming and sustaining interpersonal connections. The study used a quantitative study strategy, and purposeful sampling was utilised to choose the sample for the investigation. The data collecting tool was a meticulously designed structured questionnaire tailored to elicit answers from the sample participants according to the identified variables. Furthermore, the validity and dependability of the instrument were assessed to be 0.71 via the use of the Cronbach alpha test. Subsequently, the gathered data was analyzed using the Statistical Package for the Social Sciences (SPSS). Upon analysis, the study's results indicate that social media platforms significantly impact the development of interpersonal connections, thus affecting the bond within family units. Furthermore, the study also showed that Facebook is the predominant social media network families use.

Karen (2016) examined the impact of social media on face-to-face interactions. The research used a systematic random sampling technique to select a sample size of 50,000 participants. The research used several study tools, such as structured questionnaires, focused-group discussions, and debate schedules, to collect pertinent data. The data was then analyzed using the Statistical Package for the Social Sciences (SPSS) and presented as descriptive statistics. The study's findings indicate that social media does not have a substantial and favourable impact on face-to-face interactions. Consequently, it can be inferred that social networking platforms do not pose a danger to forming or maintaining face-to-face relationships. Additionally, Aftab & Ahmad (2023) evaluated the perceived impact of the Internet on family social relationships. The study used a modified iteration of the mixed methodology, and a structured questionnaire was distributed to a sample of 300 participants with a comprehensive set of 50 interviews. The research sample consisted of individuals aged 28 and below, selected from the pool of respondents who completed the questionnaire, while those above the age of 28 were selected from the available participants to conduct the interview. The study's findings indicate a notable and favourable correlation between the use of social media (Internet) and changes in family social connections, primarily resulting from the reallocation of time. However, the findings from the conducted interviews revealed that several participants saw the Internet as a beneficial resource for surpassing traditional constraints on social interaction. While most individuals did not report any discernible changes in their social perspectives, those who regularly used social media recognised a significant impact on their social relationships with family members.

Additionally, Chukwu & Chiemeka (2019) examined the correlation between social media usage and family values; with a specific focus on the decline on moral standards, and family principles. In order to facilitate the achievement of the study objectives, three hypotheses were formulated, with questionnaires delivered to a randomly chosen sample of one hundred participants. The study employed the chi-square statistical method with a significance level of 0.05. The appropriate degrees of freedom and critical values were utilised following the chosen statistical techniques to examine the hypotheses and determine the presence or absence of a relationship between the variables. The study results indicate that social media has significantly disrupted the conventional structure of family values. The findings also indicate that the use of social media has led to a decrease in informal relationships with brothers and sisters, parents, and other casual interactions as people prioritize their involvement with social media platforms.

Research Model and Hypotheses Development

The existing literature was used as a foundation for developing a conceptual model for the study, as shown in Figure 1.

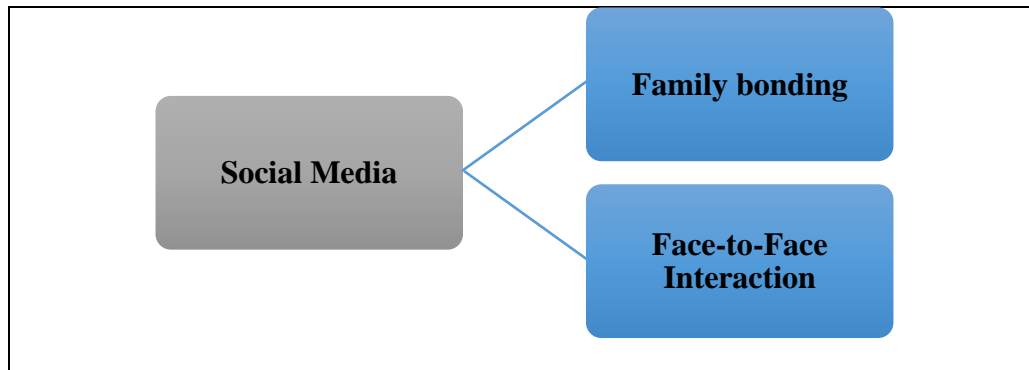


Figure 1. The Impact of Social Media On Family Relationships

Source: Kabiru & Alabi (2023)

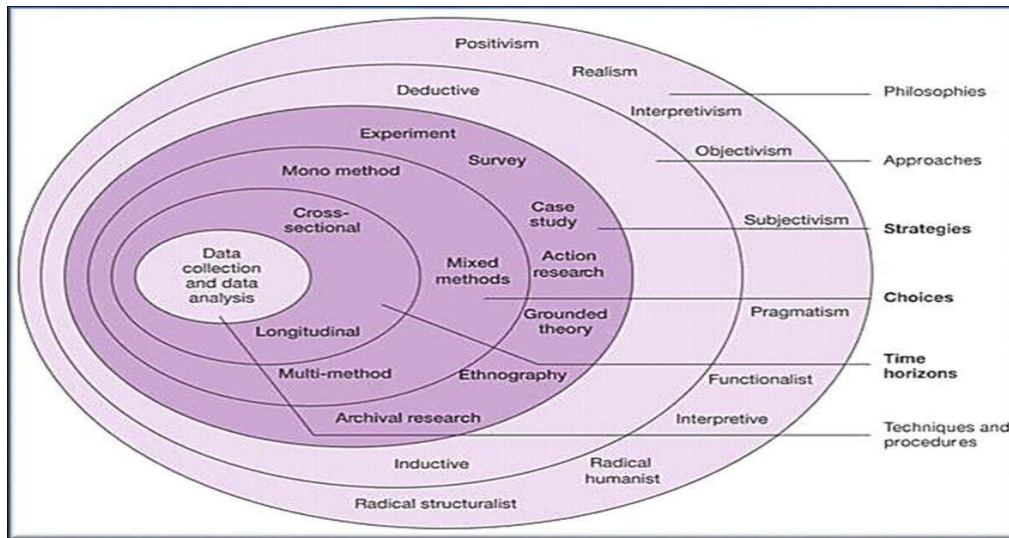
The research model encompassed the components that supported the research; each arrow represents an assumed association between the dependent and independent variables. The dependent variables are family bonding and face-to-face interaction, while the independent variable is social media. The interrelationship is clarified, substantiated, and examined within the section dedicated to hypothesis testing.

Therefore, drawing upon the established framework, it can be hypothesized that:

Hypothesis 1: There is no significant and positive relationship between social media and family bonding

Hypothesis 2: There is no significant and positive relationship between social media and face-to-face interaction.

METHODOLOGY



Source: *Research Onion (Saunders, 2019, p. 108)*

The study employed a positivist approach, which aligns with the philosophical perspective, emphasizing the importance of empirical data obtained via measurements and observations (Jayasuriya, 2023). The chosen methodology was based on maintaining the researcher's independence from the data collection process, avoiding any potential influence or coercion that may prompt participants to provide biased opinions. Furthermore, the study utilised a deductive approach, enabling the researcher to concentrate on tested and verifiable facts; the deductive technique was chosen because it provides an impartial analytical stance and maintains a professional detachment from individual viewpoints throughout the investigation (Hall, Savas-Hall & Shaw, 2023); as a result, the researcher's primary duty was to gather and objectively analyze data without bias.

The research adopted survey designs as the primary method for data collection. Surveys were selected for their suitability in obtaining insights into participants' perspectives (Dwivedi, Choudrie & Brinkman, 2006). Therefore, an online survey form was developed for this objective, especially using the Google online survey form. This choice was made due to its ability to efficiently collect a substantial volume of data within a short timeframe and its user-friendly accessibility and comprehensibility (Braun, Clarke, Boulton, Davey, & McEvoy, 2021). The survey consisted of a series of systematically designed questions, with each question strategically formulated to collect accurate and specific data about the chosen variables (family bonding, face-to-face interactions, and social media). Simultaneously, the survey was chosen for its straightforward accessibility, allowing participants to adequately convey their views and opinions about the topic.

In addition, the primary tool used for gathering data was a closed-ended structured questionnaire. This particular approach was chosen due to its notable efficacy in efficiently acquiring substantial quantities of data at a low cost (Wang, Hong, & Hsu, 2006); it also facilitates the preservation of both uniformity and confidentiality from the data source. Thus, the questionnaire was developed using the five-point Likert scale to evaluate participants' agreement with each statement. The scale included a range of values, with 1 representing a substantial level of agreement and 5 indicating a substantial level of disagreement.



Furthermore, the study utilised a single strategy, mainly quantitative methodology. This technique was selected because it facilitates systematic data collection and analysis using statistical or mathematical approaches (Kadoya, 2020). The quantitative method was chosen due to the need for a rigorous examination of the data, resulting in a more direct and less vulnerable interpretation and presentation of the result, consequently reducing the probability of mistakes and subjectivity (Bloomfield & Fisher, 2019). However, quantitative methodologies are associated with certain constraints that arise from their emphasis on numerical data. Hence, prioritizing quantifiable data may inadvertently constrain researchers, leading them to overlook more comprehensive notions and interrelationships among variables (Moises, 2020).

Cross-sectional research was used to gather participant data at a certain time, allowing for the observation without intentional manipulation; this approach was chosen based on its cost-effectiveness and time-efficiency nature (Spector, 2019). The study population was chosen using a purposive sampling technique, which involved deliberately choosing 300 participants from Jahi, Abuja; the selection process was influenced by the researcher's knowledge and affiliation as a community member, enabling direct interaction with some of the participants and facilitating efficient data collection. Additionally, Jahi is more of a residential zone, which exhibits a scarcity of commercial establishments; this implies a higher concentration of family units in the region. Furthermore, Jahi is located in close proximity to two famous neighborhoods in Abuja, notably Gwarimpa and Jabi (Villa-Afrika, 2023). Therefore, the conclusions drawn from this research may be applied to many vicinities, enhancing the achievement of generalizability. The random sampling approach was chosen due to its ability to include the whole population, providing equal opportunities and conditions for each individual. Accordingly, Taro Yamane's sampling method was used to determine an appropriate sample size, and it involves the following calculation:

$$n = \frac{N}{(1 + N(e)^2)}$$

Where n = sample size

N = population of the study

e = level of significance (5% level of significance)

N = population (300)

$$n = \frac{300}{1 + 300 \times 0.05^2}$$

$$n = \frac{300}{1 + 300(0.0025)}$$

$$n = \frac{300}{1 + 0.75}$$

$$n = \frac{300}{1.75}$$



n= 171

Based on the calculation, the appropriate sample size was determined to be 171 individuals. Additionally, the questionnaire link was distributed to the participants via several landlord association WhatsApp groups in the neighborhood using convenience sampling techniques.; hence, the completion of the questionnaire by the respondents was contingent upon their level of accessibility and voluntary dedication to participate in the survey.

Furthermore, the data analysis was conducted using SPSS software, which was selected for its ability to facilitate users in conducting efficient and straightforward analysis and interpretation (Zhang & Zhang, 2022). The hypotheses were assessed through the utilization of linear regression, selected based on its appropriateness for investigating the existence or non-existence of a significant correlation between variables, measuring the magnitude of the relationship, and making forecasts about the value of one variable based on another.

However, prior to questionnaire distribution, a pilot study was undertaken to evaluate the validity and reliability of the questionnaire. The importance of reliability testing is in its ability to assess the consistency of all components inside a measuring system (Kimberlin & Winterstein, 2008). Hence, the interrelation and evaluation of the questionnaire questions were established on a scale by examining internal consistency and reliability using the Cronbach Alpha coefficient. The rationale for using the Cronbach Alpha coefficient lies in its extensive acknowledgment as the predominant method for assessing internal consistency, as highlighted by McNeish (2018). Notably, determining the acceptable value for an internal consistency coefficient using Cronbach's alpha measure is a topic lacking researchers' agreement. However, it is advised that a minimum threshold of 0.70 should be maintained in order to assure reliability. Therefore, Hussey et al. (2023) proposed three specific criteria for evaluating the reliability of a measure. These criteria consist of excellent reliability (coefficient of 0.90 or above), high reliability (0.70 to 0.80), and low reliability (0.50 to 0.60). Accordingly, twenty individuals filled out the study's questionnaire in the preliminary survey. The purpose was to evaluate important factors like the amount of time it took each participant to fill out the questionnaire, whether any questions were left out or unclear, and how well the questionnaire was structured. The data obtained from the pilot study was analyzed in order to ascertain Cronbach's alpha coefficient, as shown below:

Reliability Statistics	
Cronbach's Alpha	N of Items
.891	3

Item-Total Statistics	
	Corrected Item-Total Correlation
Family Bonding	.724
Face-to-face Interaction	.822
Social media	.825

Source: SPSS Output

The results of the reliability test demonstrate that the questionnaire obtained a cumulative Cronbach's alpha coefficient score of 0.891, while the individual variables exhibited the following scores: face-to-face interaction (0.724), family bonding (0.822), and social media (0.825), as depicted in the table. The result was high and satisfactory, suggesting that the questionnaire is sufficient and appropriate for efficiently gathering data.

RESULTS AND ANALYSIS

Out of the expected response rate of 171, 170 questionnaires were accurately completed, accounting for 99% of the total, which was considered sufficient for completing the study.

Participants demographics

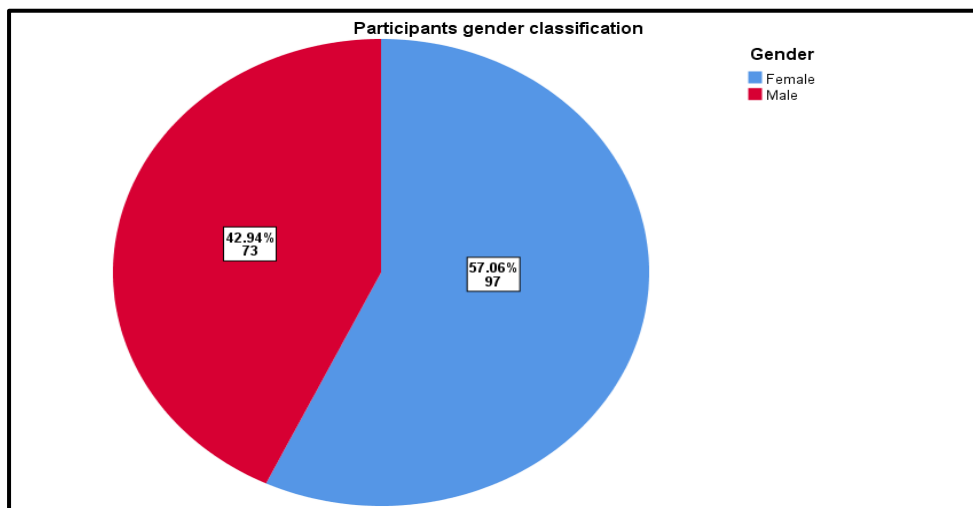


Figure 2. Gender

Source: *Field survey (2023)*

The data in Figure 1 indicates that there were 73, representing 42.94% of the participants; on the contrary, the number of female respondents was 97, representing 57.06% of the total responses. The results indicate that the study had a more significant proportion of female participants than male individuals. However, this discovery does not inherently imply a more significant female presence in Jahi; rather, it signifies that more females partook in the survey compared to males.

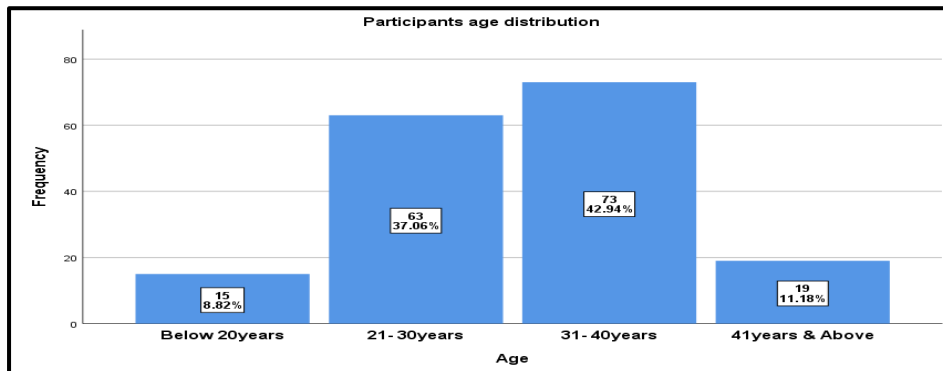


Figure 3. Age distribution

Source: *Field survey (2023)*

Figure 3 presents the age range of the surveyed participants, showing that 15 individuals, comprising 8.82% of the total sample, are 20 years old or younger, while 63 individuals, accounting for 37.06%, fall within the demographic category of individuals aged between 21 and 30 years. Additionally, the research sample consisted of 73 people, representing 42.94% of participants ranging from 31 to 40 years, while a cohort of 19 individuals, constituting 11.18% of the sample, were aged 41 years or above. Therefore, it is apparent that a substantial percentage of the participants belonged to the age bracket of 31 to 40 years.

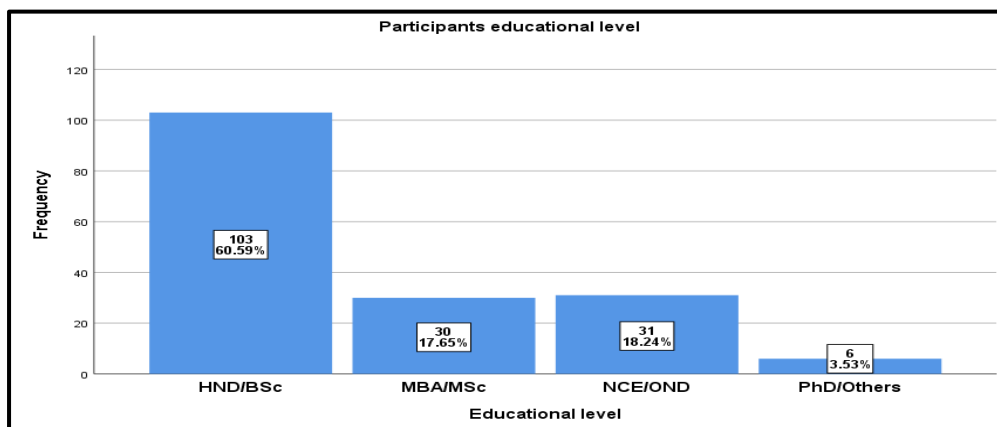


Figure 4. Educational level

Source: *Field survey (2023)*

The educational qualifications of the participants are illustrated in Figure 4; the data reveals that 30 individuals, or 17.65% of the sample, possessed an MSc or MBA degree, the majority of the selection, consisting of 103 individuals, or 60.59%, held either a BSc or HND qualification. Additionally, 31 individuals, which accounts for 18.24% of the sample, possess either an OND or NCE, while six individuals, representing 3.53% of the overall sample population, held a Ph.D. degree or an equivalent credential. The findings suggest that a considerable percentage of respondents possessed advanced degrees, including BSc or HND,

and were therefore deemed to have adequate comprehension skills to respond accurately to the survey inquiries.

Participants responses to social media usage

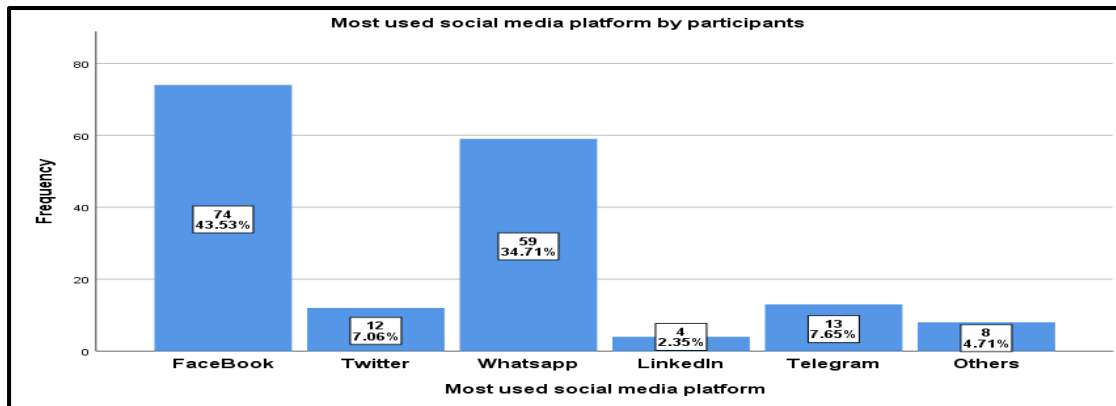


Figure 5. Most used social media platform

Source: *Field survey (2023)*

Figure 5 illustrates the social media platform preferences of the participants. The data reveals that 74 persons, or 43.53% of the sample, use Facebook as their primary platform, while 12 participants, equivalent to 7.06% of the population, reported using Twitter. Also, 59 participants, accounting for 34.17% of the sample, reported WhatsApp as their primary communication platform, and LinkedIn was mainly used by just four persons, representing a mere 2.35% of the overall sample population. The findings indicate that 13 persons, constituting 7.65% of the sample, mostly use Telegram, while 8 participants, equivalent to 4.71% of the total, chose other social media sites. The findings suggest that a considerable percentage of persons engage in the use of Facebook.

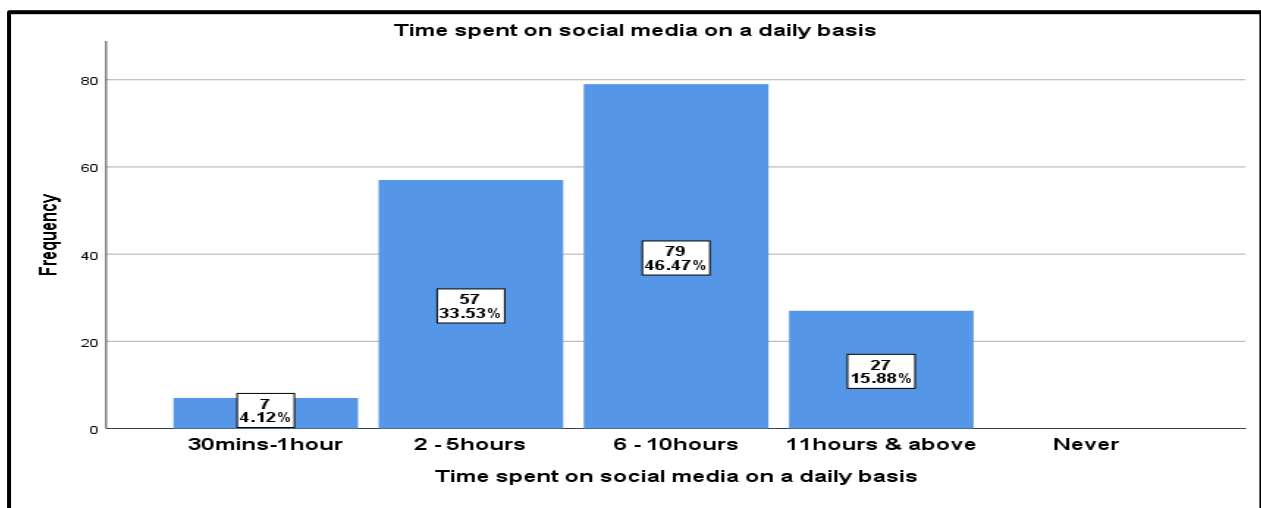


Figure 6. Time spent of social media

Source: *Field survey (2023)*



Figure 6 illustrates the daily time allocation of participants on social media platforms, it reveals that a subset of respondents, comprising seven individuals or 4.12% of the sample, dedicate a duration ranging from 30 minutes to one hour for social media engagement, while 57 participants, constituting 33.53% of the sample, allocated between two to five hours for their social media activities. Furthermore, 79 participants, accounting for 46.47% of the sample, allocated 6 to 10 hours for engaging in social media activities, and 27 people, comprising 5.88% of the whole sample population, dedicated 11 hours or more to their social media use. The findings suggest that a considerable percentage of users spend around 6 to 10 hours engaging with social media platforms.

Hypotheses testing

Hypothesis One: There is no significant and positive relationship between social media and family bonding

Table 1 Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.695 ^a	.484	.481	3.716	1.277
<i>a. Predictors: (Constant), Social Media</i>					
<i>b. Dependent Variable: Family Bonding</i>					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2172.637	1	2172.637	157.353	.000 ^b
	Residual	2319.651	168	13.807		
	Total	4492.288	169			
<i>a. Dependent Variable: Family Bonding</i>						
<i>b. Predictors: (Constant), Social Media</i>						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.281	.786		4.176	.000
	Social Media	.650	.052	.695	12.544	.000
<i>a. Dependent Variable: Family Bonding</i>						

The regression analysis in Table 1 presents a comprehensive overview of the findings. The model summary table indicates a positive correlation between the independent variable, social media, and the dependent variable, family bonding, with an R-value of 0.695. Furthermore, the R-squared value of 0.484 indicates that social media explains 48.4% of the variability observed in family bonding. Additionally, the analysis of variance (ANOVA) table reveals a p-value of



0.000, indicating a statistically significant connection, supported by the p-value of 0.000 as displayed in the coefficient. Therefore, based on the obtained p-value (0.000) being below the specified significance threshold of 0.05, it can be inferred that the alternative hypothesis is accepted and the null hypothesis is rejected. Consequently, it can be concluded that social media use significantly influences family bonding. These findings are consistent with the research conducted by Agbasi & Bebenimibo (2023), which illustrates the impact of excessive social media use on familial connections.

Hypothesis Two: There is no significant and positive relationship between social media and face-to-face interaction.

Table 2 Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.824 ^a	.678	.677	2.764	1.802
<i>a. Predictors: (Constant), Social Media</i>					
<i>b. Dependent Variable: Face-to-face Interaction</i>					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2708.518	1	2708.518	354.522	.000 ^b
	Residual	1283.506	168	7.640		
	Total	3992.024	169			
<i>a. Dependent Variable: Face to Face Interaction</i>						
<i>b. Predictors: (Constant), Social Media</i>						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.193	.584		3.753	.000
	Social_Media	.726	.039	.824	18.829	.000
<i>a. Dependent Variable: Face to Face Interaction</i>						

The regression analysis in Table 2 offers a thorough overview of the findings; the model summary shows a robust link between social media use and face-to-face interactions, as evidenced by the R-value of 0.824. The R-squared value of 0.678 suggests that social media explains around 67.8% of the variability found in face-to-face interactions. Additionally, the ANOVA result reveals a p-value of 0.000, indicating a statistically significant connection, confirmed by the coefficient result 0000. Therefore, given that the p-value is below the specified significance threshold of 0.05, it signifies that social media significantly influences face-to-face interactions. These results corroborate the findings of Karen (2016), which



demonstrate a relationship between social media use and face-to-face interaction among family members.

DUSCUSSION

The present research explored the influence of social media on family relationships, specifically focusing on the dimensions of family bonding and face-to-face interaction. Based on the hypotheses, it was observed and summarized that there is a substantial relationship between social media use and family bonding, as well as face-to-face connection among family members.

Theoretical contribution

- i. This research contributes to the existing body of knowledge by presenting empirical findings highlighting the significant consequences of excessive engagement with social media, particularly concerning its effects on family cohesion.
- ii. Previous research in this particular domain has mostly focused on variables such as behavioural factors, interpersonal variables, psychological factors, personal expectations, optimism, and self-regulation. However, this study has considered other factors, such as family bonding and face-to-face interaction, which are influenced by the use of social media.
- iii. This research emphasizes the importance of social media usage to facilitate information gathering; nevertheless, it is crucial to strike a balance to ensure that social media usage does not negatively impact familial connection and cohesion. This objective may be achieved by the recognition by family members of the impacts associated with the use of social media, their collective engagement in deliberative conversations about its implications on their relationships, and the subsequent determination of strategies aimed at averting any further adverse consequences.
- iv. In conclusion, this study presents empirical data highlighting the need to consider the individual concerns of family members about caregiving, stress and fatigue management, and the desire for emotional support in the context of excessive social media use within the family unit.

RECOMMENDATIONS/IMPLICATIONS

According to the study's results, the research also suggests that family members make a conscious effort to reduce the amount of time they spend on social media platforms and prioritize their family associations by exercising thoughtful deliberation.

In order to mitigate the adverse consequences associated with excessive utilization of social media, families should implement measures such as imposing limitations on screen time, designating some areas or periods as technology-free zones, and prioritizing in-person contacts.

The research further suggests that engaging in open conversation, demonstrating empathy, and cultivating understanding among family members effectively handle any challenges stemming



from excessive social media use and promote the development of more positive and robust interpersonal connections.

The research suggests that it would be prudent for the government to contemplate the potential implementation of initiatives to raise awareness among individuals about the negative consequences of social media use. This would be in the best interest of the Nigerian society's overall welfare.

LIMITATIONS

- i. One of the drawbacks inherent in this study is the use of closed-ended structured questionnaires. This particular approach constrained participants to choose from predetermined response options supplied by the researcher, restricting their ability to freely articulate their thoughts via written or vocal means.
- ii. The scope of this research was restricted to a specific geographic region in Nigeria, focusing on data collecting within the local community. Therefore, pertinent data about the research field, which might have bolstered the study, was not easily available within the public domain.
- iii. In addition, obtaining access to the research population to administer the questionnaire presented a significant problem throughout the data-collecting phase. It was noted that a substantial fraction of the samples was not easily available.

CONCLUSION

The study has shown a noteworthy correlation between social media use and familial connections, suggesting that social media platforms impact face-to-face interactions and family bonding. Hence, overutilizing social media platforms adversely affects familial ties via several means, primarily by consuming a substantial portion of one's time, resulting in a shortage of meaningful interactions with family members. This phenomenon may reduce possibilities for engaging in meaningful talks, participating in shared activities, and fostering bonding experiences. Moreover, individuals within a family who excessively partake in social media platforms may disregard their domestic obligations, including tasks related to maintaining the home, caring for children, or actively engaging in familial gatherings and activities. This can generate bitterness and pressure on family bonds; in some instances, an overabundance of social media might decrease in-person connection within domestic contexts. Rather than engaging in face-to-face talks and interactions, family members may choose to communicate via social media platforms, which may be less intimate and less productive in fostering robust interpersonal connections.

Furthermore, the excessive allocation of time towards engaging with social media platforms can diminish people's sensitivity towards the feelings and experiences of their family members. The absence of empathy may lead to misinterpretations, disputes, and an overall erosion of emotional bonds. Also, the excessive use of social media often results in a persistent need to compare oneself with others. Within the context of family dynamics, individuals may engage in the practice of comparing their personal lives, accomplishments, and material belongings



with those that are shown on various internet platforms. This behaviour may give rise to emotions such as envy and inadequacy, ultimately resulting in strained relationships among family members. In summary, there exists a correlation between the excessive utilization of social media platforms and the manifestation of diverse psychological disorders, including but not limited to anxiety, sadness, and diminished self-worth. The aforementioned adverse consequences have the potential to indirectly influence family dynamics, as people may exhibit symptoms of withdrawal, irritability, or social isolation.

SUGGESTIONS FOR FUTURE RESEARCH

This research investigated the impact of social media on family relationships, including factors such as face-to-face interaction, family bonding, and the use of social media platforms. However, it is recommended that future research focus on investigating the impact of social media usage on various variables, such as the prevention of family stress, the promotion of teamwork, the growth and longevity of businesses within families, the financial viability of families, collaborative efforts, strategic decision-making, and the enhancement of parent-child relationships.

The primary objective of this study was to examine the social media usage and engagement patterns in the specific Nigerian state/area (Jahi, Abuja). Consequently, it is recommended that a thorough investigation be undertaken to encompass a broader selection of areas or states, including regions within Lagos, Ebonyi, Enugu, Ondo, River, Bayelsa, Edo, and other relevant locations. The approach has the capacity to improve the overall generalizability and depth of understanding in the scope of the study.

In addition, the study exclusively relied on quantitative research approaches, using a structured questionnaire as the primary instrument for data gathering. However, it is recommended that future studies use qualitative technique or a hybrid system combining quantitative and qualitative approaches to enhance the acquisition of precise and thorough data, leading to more comprehensive findings.

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Questionnaire



Department of Management, Ahmadu Bello University, Zaria

LETTER OF INTRODUCTION

I am a postgraduate student at the renowned Department of Management of the Distance Learning Institute at Ahmadu Bello University, Zaria. Currently, I am engaged in a research endeavour entitled *"The Impact of Social Media on Family Relationships."* Kindly allocate a moment to engage in the survey by selecting the appropriate response for each statement. Be assured that any information submitted will be exclusively utilised for the research.

Yours faithfully,

(Researcher)

PART 1: BIO-DATA

What is your most used social media platform? _____

How much time do you spend on social media each day? (a) 30mins – 1hr (b) 2hrs – 5hrs (c) 6hrs to 10hrs (d) 11hrs and above (e) Never

Gender: (a) Male (b) Female

Age: (a) Below 20 years (b) 21 - 30 years (c) 31 – 40 years (d) 41 years above

Educational level: (a) O-LEVEL (b) /NCE/OND (c) HND/BSc (d) MBA/MSc (e) PhD/Others

PART 2

SA= Strongly Agree, A = Agree, N= Neutral, D = Disagree, SD= Strongly Disagree.

S/N	Family bonding	SA	A	N	D	SD
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1.	The amount of time I spend on social media has decreased the amount of time I allocate to engaging in picnics with my family members.					
2.	The extensive use of social media has replaced the time I designate to participating in watching movies with family members.					
3.	There has been a decline in the amount of time I allocate to engaging in family dining activities due to my time on social media.					
4.	The number of hours I devote to social media has superseded the time spent participating in acts of assistance within my family.					
	Face-to-face interaction	SA	A	N	D	SD
5.	Social media platforms have taken over the time I spend in face-to-face interactions with my family.					
6.	I spend more time on social media than physical collaboration with my family, which might contribute to the advancement of our family unit.					
7.	My excessive use of social media has resulted in substituting my opportunities to participate in physical recreational activities with my family.					
8.	Social media usage has supplanted my customary practice of inquiring about my family members' daily lives and general welfare.					
	Social media	SA	A	N	D	SD
9.	I frequently have recurring conflicts with my family members because of the amount of time I spend on social media.					
10.	The amount of time I allocate to engaging with social media diminishes my awareness of family occurrences.					
11.	The amount of time I dedicate to engaging in familial interactions enables me to manage stress effectively compared to the time I spend on social media.					
12.	I prefer to spend more time communicating my personal life challenges to my family members than spreading them on social media platforms.					

Thank you for your time.