

**RESEARCH ARTICLE**

Social media's detrimental outcomes on personal relationships

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Abstract

Social media is a platform to connect with people around the globe in just one click. It helps one share ideas and knowledge discuss, and socialize online with loved ones. Access to the virtual world is at the fingertips of websites, gadgets, and mobile phones. Social media transforms people and their behavior with their families, friends, and peers. Like every coin has two sides, social media has some positive features, such as networking, building public relations, and staying connected worldwide. On the negative side, social media is also laden with some major destructive components, and one of them is how it affects personal human relationships. Social media has reduced various social skills among people. What a paradox! Isn't it? It is very well stated how trust and companionship go hand in hand; there are various reasons for a broken relationship or where it fails even after its rock-solid span. Media comes in many forms, but we discuss social media and the major chaos that has ruined many lives. In this digital era where everything is so shallow and everyone is so materialistic, social networking is enormously important in aggravating it or adding more salt to the burns. This paper is written after a brief online questionnaire survey conducted in two different age groups: 18 to 30 and 35 to 52. The results very well matched our hypothesis and gave outstanding results. This research discusses the correlation between web dependency, expectations in relationships and the impact of screens in today's life and how it is majorly creating a plethora of doubts and expectations from each other in relationships.

Keywords: Relationships, Social media, Internet dependency, Interpersonal, Mental health, Emotional Well-being.

Introduction

The very recent era of millennials has their way of judging, analyzing, and crafting things with their thought process and vivid imaginations depending on their psychology, mood, or how life treats them. Failures in relationships may vary from one reason to another, from compatibility to lack of trust and insufficient correspondence; there are various reasons why relationships come up short. While the commitments are perpetual, internet-based life appears to have an exceptionally critical impact on close-to-home connections (Akram & Kumar, 2017). With the growing number of career opportunities and challenges, every individual strives for excellence and is running after fame and a taste of success. The madness of being independent

and having financial independence occasionally keeps us on our toes. Today, most of our urban population is addicted to various gadgets or forms of digital access. Be it while in transit to work or while waiting in traffic. Checking updates has become an everyday habit. Not just individually but work life, which makes it worse, too. Posting updates to do in the office through groups on WhatsApp, reminders, emails, etc. This also means that a single click on social media is very easily accessible with the gadgets in our hands all the time. This convenient access to everything in technology allows our mind to think, doubt, assume, and imagine everything possible or not happen, or we can say it can create psychodrama inside. Saddening to the state, even while having our meals or starting our daily morning chores. Seems we don't use these gadgets rather, they are using us very well. This prompts a stressful purpose behind the explanation that online networking influences reality connections and has hurtful results. Social media has many advantages and disadvantages, affecting relationships and hamper social beings' emotional development. There is no doubt that social media-based life is a creative and innovative thought with a splendid open door with extra extension for headways; likewise, it subtracts fatigue and includes a portion of amusement. At times just like yellow journalism, it also gives hoax information, makes you financially unstable if you depend on it completely, and loads you with stress and anxiety (Katz & Blumler, 1975).

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Advantages and Disadvantages

It allows people to connect over many things but might create a very negative impact, along with the ability to receive advice or be encouraged socially. It also affects your mind and body. Along with awareness and innovation, on the other hand, it is extremely addictive. The recent development, a more detrimental outcome, is the constant updates around us. This is constantly checked in or shared, affecting one's reputation and harming personal relationships.

Literature Review

Uses and gratification theory (UGT) characterizes and is intended to comprehend how people intentionally search out media to satisfy certain requirements or objectives, such as relaxation exercises, unwinding, or associating by mingling. It is fundamentally a group of people-focused methodology that centers more on what individuals do with various types of media than what media does to individuals (Katz & Blumler, 1975). UGT varies from other media impact hypotheses in that it expects that people have control over their media utilization, as opposed to situating people as detached purchasers of media. Different media types exist; every human has demands and needs depending on their life. Self-esteem is a very important part of people using social media to keep themselves occupied and always trying to be the butterfly that fetches the most likes or comments on social platforms. Various researchers proved around 90% of the population have gadgets with them 24/7 and are addicted to them. What triggers our research is how the adults, too, are in the same zone as the young generation who are a part of this addiction moment (Cheung *et al.*, 2011). The most widely recognized hypothesis is to comprehend why people bespeak more in social networking. The following hypothesis was first proposed by Katz and his partners Blumler and Gurevitch in the year 1973 and was outlined to contemplate the thinking processes individuals compass for connecting with social media they accomplish to delight to covet the necessities they have (Blumler & Katz, 1974). People settle on their own choices on which media to connect with to fulfil the desiderate necessities they have, which precisely is our concentration through research on how these requirements lead to compulsion and can destroy connections and can harm them to a degree which can't be fixed (Nagar *et al.*, 2017). Anyway, thinking about social media, those requirements are not generally acquired. Social media content creators are focused towards influencing their intended audience (Krishnan & Gayatri, 2020).

In many cases, U&G centers around buyers' intentions in utilizing explicit media and the fulfillment they get from their utilization (Hayes, 2013). Most extreme online client profiles regularly depict some variant of garbled lives the clients speak to. One of the most important facets of the UGT theory was PDA (public display of affection), in which social media users tend to grab some affection to an extent

to which they are happy when a large number of people show their interest in someone else's life, psychologically it affects their life very badly (Shahjahan & Chisty, 2014). They emotionally feel disorganized and demotivated, and this harms their self-esteem. On the other hand, phubbing also had some major effects and bad impacts on the married lives of people with addiction. Phubbing is a threat to some fundamental key areas of the human mind, which consists of control of emotions, lack of self-esteem, belongingness in relationships, and its existence. One feels rejected when one faces phubs or people surrounded by phubbers. The third most significant piece of the review is the teaching of FOMO and anxiety and fear of passing up a major opportunity (FOMO) which implies the mental mindset that an individual may be passing up a social chance or circumstance (Lai *et al.*, 2016). This mindset requires them to remain continually associated with others and be refreshed about their companions' actions and when. Typically check in on Facebook or maybe upload boomerangs on Instagram to see their friends' married lives or social well-being (William, 2012). Although much research is done to show how social media affects people's lives so vastly, very little research is done on what factors force people to dwell on these mediums to sense the feeling of belongingness or pleasures that give them temporary happiness.

Methodology

This research is accomplished with a mixed-method study, which includes an assessment done using a doc form survey and short answer questions. This study's sample includes social media users between 18 to 55 years of age. The survey was set up and distributed on Twitter and Facebook pages from January to February 2020. The domains where the survey was posted included: "Sample Size," "Bangalore, "India," "Social media affecting lives," and "How and to what extent." The partake size for this study was 84 participants, of whom 76 completed the survey. Two were not filled out, whereas the remaining six were incomplete. The survey used the Likert scale and was calculated on a five-point Likert scale (1= Strongly Agree, and 5 = strongly disagree), and all 10 of the following inquests were used without variance (Table 1):

Table 1: Questions asked on self-confidence

SC.1	I don't think I am this bad.
SC.2	I feel they hate me.
SC.3	I feel I am certainly useless.
SC.4	Nobody is proud of me.
SC.5	He/she doesn't love me anymore.
SC.6	I have put on weight, and I look very ugly
SC.7	They are so happy, and we are breaking apart.
SC.8	Our relationship has failed post all these years.
SC.9	Why can't I be loved?
SC.10	I don't have a positive attitude towards anything in life.

Questions Asked on Self-confidence

The hindmost survey was done on the basis of the modified interpersonal relationship scale. Both scales are measured using a 5-point Likert, were primarily separated into numerous categories, and have been adapted for the entire study.

The following questions were framed based on the interpersonal relations scale (Hendrick, 1988) (Table 2).

Questions Asked Based on Empathy and Belongingness

Mutated interpersonal relationship scale (Garthoeffner et al., 1993).

Questions asked based on Trust

The entire survey was to study a few qualities in partners, such as trust, self-disclosure, empathy, genuineness, communication, and comfort (Table 3).

Results

Without being gender biased or female-centric, it was a mixed survey that focused on social media usage and influence. The hypothesis stated how expanded time spent the maximum on social media leads to decreased quality of human beings' interpersonal kinship and affects their mental health and stress levels for no reason but only internet phubbing and immaturity over living a social life rather than a life which can make them happy yet full of content (Figure 1).

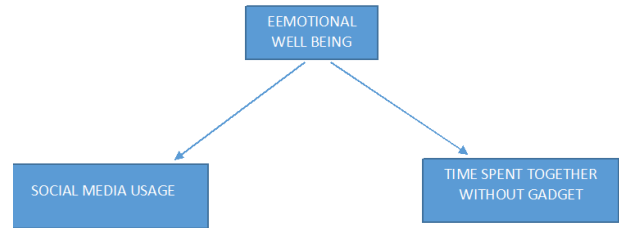


Figure 1: Picture showing the split of emotional well-being

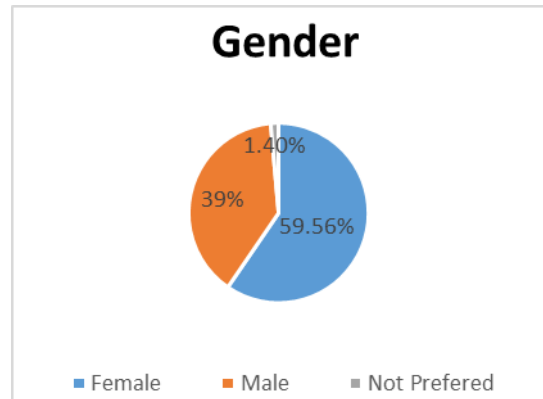


Figure 2: Gender percentage of the survey

Table 2: Questions asked based on empathy and belongingness

EB.1	Does your partner like your appearance?
EB.2	Do you frequently fight over reasons affected due to social media?
EB.3	Are you satisfied with your marriage/relationship?
EB.4	Do you compare your life with others on social media?
EB.5	Does it affect your morale?
EB.6	How much do you love your partner? Moreover, trust him/her?
EB.7	Does Social media build and generate this illusion of having more social assurance and acclaim in your life?
EB.8	Do you want him/her to compliment you on social media platforms?
EB.9	Does it bother you if you don't know your partner's password?
EB.10	Do you keep a check on your partner's social media activities?

Table 3: Questions asked based on trust

T.1	There are several times I cannot trust my companion
T.2	My companion lies to me.
T.3	The alertness of being taken for granted.
T.4	Solid bond of trust between us.
T.5	We both are opposite in terms of social media usage

The use of media and its frequency caper a compelling role in altering human rapport and relationships. One of the most noteworthy results with feedback from a survey participant was ("I'm often angry when I compare myself to other folks because I feel like I will not be able to measure up"). Time wasting ("Most of the time I compare myself to others, or I unconsciously check Facebook and later regret upon wasting my time on the same gnarled and distorted over the perception of reality ("checking Instagram stories which tend to encourage my belief that I need to have the newest yet the best version of everything, the participant also quoted how through social media posts, one can never know the truth behind a post but it doesn't change the way that it makes me feel from time to time") hence proven with the poll and survey how social media is affecting lives and is deviating people reality to virtual reality. Although the survey did not find that compulsive web users were lonelier or depressed, we cannot state that these users generally exhibit poor social skills or are underconfident. The over-addiction surely disrupts the flow of thoughts and quality time spent together. Every one of these negative feelings doesn't endanger the general passionate prosperity of an individual; anyway, the moderate climax of rehashed impacts can, in the long run, separate the enthusiastic hindrances of the social media user evoking short term immediate damage and lead to enduring harm after some time. This investigation has found how the pursuit of social media thumps the user's emotional opulence and offline relational connections (Figure 2).

Discussion

As humans, it is instinctive for us to thirst to scroll down, share things, upload, chat and post on the internet. However, this study shows that social media is not without its snares and pitfalls. It clearly states how addiction will likely foster and inculcate negative propensities and further dive us into a condition of significant passionate pain by permitting our well-being and connections to break down without resistance that is happening already. This research discusses and confirms prior research on uses and the gratification theory, social media and its effects, and problems faced in relationships, but also offers affixed data that perhaps went through past research where researchers have studied in depth about the detrimental effects of the same on human relationships (Katz & Blumler, 1975). Beyond previous limits showcased, social media plays an important role in conceiving addictive behaviors. In addition to concurring in the behaviors, we have noticed and felt the topic is fascinating to discuss with dispassionate observers. One final thought for this research study is that social media are still relatively new. As this phenomenon continues to develop, only continued research and time will be able to identify what is truly happening to the human race and mankind in the years to come. We cannot say that using social media is harmful, but we are stating how addiction is ruining today's generation. At the onset of discussions, we also noticed how social media could extend and pulverize someone's reputation and deceive them just by building a rumor and spreading it on social media/online platforms.

Conclusion

In a fast-paced manner, technology is growing and developing. Networking has swiveled in our lives and routines. Knowingly or unknowingly, we all are dependent on social media consistently. It has various merits yet holds a couple of deficiencies that conflict with people and their relationships. It can prompt misconception and dissatisfaction and even kill productivity. It can invade a couple's privacy too, a few points which we all can learn from. We should not let social media-based life mentally program us into the vortex of vanity, which centres on where we are in the real world. We must limit our screen limits and spend more quality time with our loved ones than depend more on virtual joys. That's what matters. We need to know where to start and where to stop to lead a joyous yet happy personal life and to self-assess the difference between private and public. A few things need notification or any sort of validation from anyone rather than entirely for us. Future research should find ways to determine gender-oriented usage, which can provide us with a better prospect of influence or media dominance in a relationship. The limitation of the study was the poll, which

was taken through social media, as there were clashes of opinions and bias in some areas. However, the author feels full justification for the research being done to show the apt results of how social media has influenced relationships and harmed them, which is detrimental. Outcomes are mostly breaking up, opting for divorces, maximum cases over trust issues, stress, and mental harm done to emotional well-being. Further research can be done to find how social media can exasperate and affect individual lives and how one can overcome the same.

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