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Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)Platform & Workflow by: [Open Journal Systems](#)**Impact of social media on husband-and-wife relationship****Mian Sohail Ahmad (corresponding author)**

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samikha7610@gmail.com**ABSTRACT**

A quantitative research study investigates social media effects on marital relationships while focusing on communication types and trust levels and relationship contentment. The fast integration of digital technologies into everyday life makes social media function as a relational device yet it also creates marriage conflicts. An investigation examines the effects social media has on the quality of communication and relational cooperation between married partners. The research team collected information from various backgrounds of respondents through standardized survey questions which were evaluated using basic percentage calculations. The research indicates that intense social media usage disrupts direct human interaction because it diminishes relationship trust and degrades marital contentment levels. The use of digital distractions causes married couples to experience impaired understanding along with emotional alienation. Social connections through social media exist but extended social media use typically creates problems within relationships. The study provides fundamental knowledge about contemporary marriages during the digital era and commands attention to maintain both social media realism and mindfulness for relationship health.

Key words: Social Media and Marriage, Communication, Satisfaction, Trust, Quantitative Mardan Pakistan.

Introduction

Many sectors experience transformations resulting from globalization processes while Information and Communication Technology functions as a leading driver and technological factor. The introduction of modern digital communication technologies created a digital transformation which reshapes the behavior of humans while affecting their understanding and their interactions with others. Virtual social networks have spread widely because of technological progress with smartphone features leading to social transformation while pushing people away from family relationships and causing depression (Iranian Ziba Barghi).

Intense social media usage inside marital relationships leads to fewer interactions between couples which produces emotional distance between spouses and increases marital disagreements. Some married couples choose to bypass professional relationship help by using

online services that create additional problems in their partnerships. These addictive networks create detrimental effects on personal relationships at the same time as they lead to excessive online activities that prevent marital stability (Reza Taheri)

People use social media networks as essential communication tools which provide opportunities for interactions and facilitate knowledge sharing while creating worldwide networks. The tools improve both personal connections with others and family communication although they create disadvantages as well (Pearson & Nelson, 2000).

As the study examines the social media effects on family dynamics the researchers acknowledge families as the essential structural unit of society. Family communication modifications affect both society and the nation through their role in developing civilization and maintaining individual connections (Kapoor, 2018).

Literature review

Effects of social media on quality time between couples

Smartphone adoption in the 21st century has resulted in a rapid growth of social media website usage. Through the extensive use of social media and the internet people worldwide can reach out and share ordinary daily experiences easily by clicking once thus creating the global borderless "village" phenomenon. The associated problems of using Facebook and WhatsApp will be analyzed in this research section. Facebook promotes virtual communication instead of real-life human interactions despite its Facebook name. Facebook has become a modern addiction that harms users based on observations of nearby population behavior (Nawi & Hamzah; Latifi, 2015). People used to allocate many hours of their time on Facebook computers as well as mobile devices only in recent years. Extreme time consumption happens throughout multiple daily hours because of this behavior. The wasted time demonstrates two possibilities because people could use this time to spend it with their loved ones and pursue productive activities (Nawi & Hamzah; Latifi, 2015).

According to Latifi (2015) couples become emotionally dissatisfied and disconnected when social media usage consumes too much of their attention. The research shows that people usually notify their social networks about life milestones before telling their spouse thus making their significant others feel unimportant. The excessive use of virtual communication leads users to interact less with people in person which harms their personal relationships (Aaron et al., 2014). The duration of time users spend active on Facebook exhibits a negative relationship with their engagement with their partners (Latifi, 2015). Research demonstrates how smartphones with simple access create social media dependencies which may lead to virtual support systems replacing genuine human relationships. The research conducted in Malaysia and Texas demonstrates that high social media involvement generates conflicts within relationships as documented by Chan et al. (2008) and Latifi (2015). Studies from Iran and the U.S. established that heavy social network service usage leads to marital conflicts and thoughts of divorce (Lenhart & Douggan, 2014; Valenzuela et al., 2014).

Studies in Saudi Arabia present different results because 72% of participants disagreed that social media affects marriage (Alanazi, 2015). Despite concerns, studies highlight benefits. Social media provides shared experiences as well as strengthened emotional connections and improved communication especially when helping long-distance couples (Krafsky, 2010). WhatsApp facilitates daily check-ins, while video apps like FaceTime support remote bonding. Research showed that 21 percent of American respondents reported better marital connections because of sharing social media content with their spouses according to Lenhart and Douggan (2014). The absence of non-verbal signs during digital interactions becomes

manageable when these digital tools support face-to-face communication to strengthen marital connections.

The Role of Social Media in Emotional Infidelity and Its Psychological Consequences

Through social media platforms users now have a platform to share all aspects of their daily existence such as morning routines, meal photos, trips outside the home and deeply personal thoughts. The advantages of connectivity come with evidence showing how severe social media usage can generate negative mental outcomes and strain relationships. Users create false identity components in their Facebook profiles which produces incorrect reality understanding across their peer network (Krasnova et al., 2013). Research findings reveal that typical social media news feed scrolling leads to the decline of self-esteem together with diminished feelings of self-worth and negative self-image (Krasnova et al., 2013).

The development of emotional infidelity in digital settings represents a fundamental problem that produces close emotional connections between people outside their main romantic bond (Nelson & Salawu, 2017). Emotional infidelity develops through online connections so individuals meet their emotional needs outside marriage instead of within their marital relationship which results in "a heart affair" (Nelson & Salawu, 2017). Direct betrayal by both physical and emotional means devastates primary relationships to the level where it creates psychological problems and distances emotions while risking bodily damage. According to Cano and O'Leary (2000) emotional infidelity results in a sixfold increase of depression risk for couples versus relationships without infidelity. Research has shown that this type of betrayal creates overwhelming psychological distress which matches those associated with losing a spouse (Young et al., 2000).

Emotional infidelity creates more problems than individual distress because it triggers harsh revenge actions alongside jealousy which could result in violent behavior. Behaviors associated with emotional infidelity usually result in an emotional bond between participants who develop intimate connections with virtual partners who replace their actual marital partners (Nelson & Salawu, 2017). The focus on an alternative relationship results in people taking more secrets and step away from their partner while trust between them deteriorates. Emotional infidelity through social media has received two names from researchers: "cyber infidelity" and "internet infidelity." They have also established observable signs for its identification. Increasing self-disclosure with an online partner together with labeling the connection as friendship alongside revealing sensitive thoughts about the mainstream partner along with mental evaluation of virtual and actual relationships and investing more time in the virtual connection than the spouse represents indicators of emotional infidelity according to Nelson and Salawu (2017).

Emotional infidelity causes behavioral changes in infidelity participants who tend to modify their online relationship statuses hastily. Studies show people sometimes change their Facebook status to single after spousal arguments but it serves mainly as a way to start conflicts (Nawi & Hamzah, 2010). Online status changes frequently result in serious incidents such as the murder of a woman by her spouse when she modified her marital status in the United States (Nawi & Hamzah, 2010). Studies indicate Facebook together with WhatsApp damage relationship trust and security and relationship clarity since partners often communicate with others outside their relationship which causes relationship conflict and emotional distance (Ngonidzashe, 2016).

Empirical studies reinforce these findings. Research in Nigeria demonstrated that 62% of interviewed individuals experienced emotional infidelity because their family members or friends had been involved in such activities (Nelson & Salawu, 2017). Research data reveals that 35% of respondents revealed confidential personal details to their virtual friends and at the

same time 40% shared intimate aspects of their lives with online acquaintances who were unknown to their spouses (Nelson & Salawu, 2017). The research outcomes show that online intimate sharing creates relationship breakdowns in partners. The United States demonstrates parallel patterns in relationship infidelity because 27.8% of people reported experiencing different forms of infidelity through electronic means and intimate relationships according to Schonian (2013).

Effects of online dating apps on couple relationships

Human beings continue to pursue love partnerships while online relationship services revolutionize dating platforms. Since Match.com introduction in 1995 the evolution of online dating services has included OKCupid in the early 2000s and Tinder in 2012 (Cooper, Delmonico, & Burg, 2000). Users can discover compatible partners and keep managing their relationships through the virtual environment that online dating provides according to Blossfeld and Schmitz (2012).

Through online dating people do not need to depend on their friends' connections to meet new partners because connections develop through mutual interests. The process of online dating presents both disadvantages and advantages. Users suffer deception alongside time addiction along with the danger of relationship betrayal thus affecting their emotional state and social connections (Merkle, 2000; Whitty, 2002). Introduction to virtual dating expands the prospect of different partners in addition to creating friendship possibilities for shy individuals. The general community acceptance of these technologies does not exempt them from misuse that can ruin romantic relationships according to Cooper et al. (2002).

Social media has changed human interactions through new communication possibilities that help create diverse social networks (Kapoor, 2018). Too much online communication weakens the quality of and break down personal face-to-face relations. This process creates greater social separation and emotional detachment. Experts confirm social media changes family relationships which subsequently alters the structure of society (Valkenburg & Peter, 2007).

According to Kraut et al. (1998) online communication poses a threat to relationships because it causes family members to become less emotionally connected. A study performed in Oman demonstrated that internet usage led to deterioration of both familial and marital relationships which disrupted traditional cultural norms (Abuwaydah, Rauf, & Atiwi, 2016). Al-Sharq (2012) discovered that young Saudi Arabian users through social media gained control over decisions and expanded their female followers' views about men yet their family traditions remained protected. Social media has resulted in rapid growth of emotional infidelity because it enables users to engage in self-disclosure and virtual affairs (Okorie, 2017). Social media acts as an essential resource through which long-distance intimate partners sustain their relationships (Shinde, 2022). Modern relationships experience two parallel effects as a result of social media usage according to data in these studies.

Social media has transformed contemporary relationships by functioning as a link and obstacle in intimate partnerships between people. Long-distance communication is possible through social media which permits couples to maintain their relationship despite living apart (Shinde, 2022). The excessive use of social media weakens partnerships because it encourages people to interact virtually rather than holding engaging conversations in person. Research shows that checking phones continuously during intimacy periods negatively impacts emotional connections thus requiring uninterrupted direct correspondence (Miles, undated). Modern relationship measurements through social media now consider public acknowledgments and shared posts as signs of commitment which leads to conflicts when expectations remain

unfulfilled. Social media functions as a vital tool for divorced parents to keep their relationships alive by providing them with ways to stay connected (Nair, 2024).

People who engage too much with social media networks face a higher risk of divorce since these activities lead them toward emotional detachment and dissatisfaction. Complete understanding about the use of social media needs to be established for sustaining stable relationships and satisfied partnerships. Modern relationships experience major changes from social media because it affects how people communicate while also impacting trust and emotional relationships. Excessive use of social media triggers partner attention diversion which develops relationship distance and leads to decreased relationship satisfaction according to (Matthews, 2019).

A survey confirmed that social media preoccupation creates tension in 25% of couples which subsequently causes them to neglect each other and leads to feelings of resentment. Social media platforms frequently function as conflict precipitators since the practice of online interactions with former friends and publishing information publicly leads people to distrust each other (Bornman Law Group, 2022). Social media evidence now appears in divorces and custody proceedings since these platforms have proven their power to affect romantic partnerships. Social media tools bring positive aspects to users by helping them know different cultures while offering valuable relationships counseling material. Duality exists in marital relationships according to studies on Jordanian and Arab societies because social media can both benefit and harm relationships (Fernandez). Relationship stability depends on both moderateness in actions and transparent conversation between partners.

Purpose of the study

This study aims to investigate the ways in which social media platforms such as Facebook, Instagram, and WhatsApp impact interpersonal communication. In Mardan, a district of KP, Pakistan, social media use and its effects on communication and family stability will be the particular focus of this study. Additionally, this study will offer some suggestions and solutions for avoiding social media platforms' drawbacks and for utilizing this new technology in the best possible way.

Research Objective

To analyze how social media use affects the communication patterns and quality between husbands and wives.

To evaluate the effects of social media on relationship satisfaction and trust between spouses.

Hypothesis

Social media use significantly affects the communication patterns and quality between husbands and wives.

Social media use significantly affects relationship satisfaction and trust between spouses.

Methodology

Research Design

The study uses a quantitative research approach, which is appropriate for looking at how factors relate to one another and extrapolating results to a larger population. The data will be gathered from a sample of married people using a survey methodology. With this method, data may be gathered and analyzed in a methodical manner, leading to a thorough comprehension of the study issues.

Data collection

A standardized questionnaire that is distributed in person to a broad range of participants will be used to collect data. There will be sections on social media usage trends, communication quality, relationship happiness, trust, and demographic data in the questionnaire. Through the

use of an extensive questionnaire, the study seeks to collect specific data relevant to the research goals.

Population and Sample

This study's target demographic consists of married couples who live in Mardan, KPK. To guarantee that every member of the target population has an equal chance of being chosen, a straightforward random sampling technique will be used. This technique aids in obtaining a representative and diverse sample. A statistical method will be used to estimate the sample size in order to guarantee that there is enough power to detect significant effects, hence improving the reliability of the results.

Data Analysis

For the data analysis simple percentages were used to evaluate the data. Both descriptive and inferential statistics were included in the analysis. The sample's demographics, communication styles, relationship satisfaction, trust, and social media usage patterns will all be summed up using descriptive statistics. There will be reports of metrics like mean, standard deviation, frequencies, and percentages.

Data Analysis and Discussion

Introduction: 1.1

In this chapter, we collect data about social effects of social communication, focus on different aspects on communication, communication enhancement, subject discussion, and daily connectivity. The results show the positive concept of social media in improving communication, with the main proportion of respondents, it indicates that it is conveniently interaction and connection to the connection.

Social media use has improved our communication as a couple.

Table 1.1

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	13	40.6	40.6	40.6
	Agree	11	34.4	34.4	75.0
	Neutral	5	15.6	15.6	90.6
	Disagree	2	6.2	6.2	96.9
	Strongly Disagree	1	3.1	3.1	100.0
	Total	32	100.0	100.0	

Test Statistics

	Frequency	Response
Chi-Square	18.000 ^a	18.000 ^a
df	4	4
Asymp. Sig.	.001	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.4.

The results indicate that social media is considered to be positive in communication between couples. Seventy five percent of those surveyed said it enhances communication and strongly agreed, only 9.3 percent said no and 15.6 percent remained indifferent. The chi-square test was significant $\chi^2(4) = 18.00$, $p = .001$, which proves that this positive trend is not an accident. This refers to the fact that social media is significant in strengthening communication between spouses.

We often discuss topics we see on social media.

Table 1.2

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	10.0	10.0	10.0
	Agree	14	70.0	70.0	80.0
	Neutral	1	5.0	5.0	85.0
	Disagree	1	5.0	5.0	90.0
	Strongly Disagree	2	10.0	10.0	100.0
	Total	20	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	12.400 ^a
Df	2
Asymp. Sig.	.002
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.7.	

The findings indicate that a significant number of interviewees often talk about the things that they watch on social media. Sixty percent (70 in agreement and 10 in strongly agree) of the total (200) indicated an affirmation of agreement (or strongly agree) and only 15 (5 in disagree and 10 in strongly disagree) indicated a neutrality. The chi-square test was significant $\chi^2 = 12.40$, $p = .002$ which means that this tendency is not accidental. These results indicate that the content of the social media is actively involved in couple conversations.

Social media helps us stay connected throughout the day.**Table 1.3**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	6	28.6	28.6	28.6
	Agree	10	47.6	47.6	76.2
	Neutral	2	9.5	9.5	85.7
	Disagree	1	4.8	4.8	90.5
	Strongly Disagree	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	8.143 ^a
Df	3
Asymp. Sig.	.043
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.3.	

The results indicate that majority of the respondents feel social media keeps them in touch during the day. Sixty-six point two percent (76.2) agreed or strongly agreed (47.6% agreed and 28.6% strongly agreed), 9.5% were neutral and 14.3% disagreed (4.8% disagree and 9.5% strongly disagree). The chi-square test was noteworthy $\chi^2(3) = 8.14$, $p = .043$ which demonstrates that the distribution of the responses is not accidental. In general, the findings indicate that social media is significant in keeping couples in touch on a daily basis.

Our communication quality has decreased due to excessive social media use.**Table 1.4**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	9.5	9.5	9.5
	Agree	9	42.9	42.9	52.4
	Neutral	4	19.0	19.0	71.4
	Disagree	5	23.8	23.8	95.2
	Strongly Disagree	1	4.8	4.8	100.0
	Total	21	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	9.238 ^a
df	4
Asymp. Sig.	.055
a. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.	

The findings show that there are both positive and negative perceptions on the question whether the use of social media is reducing the quality of communication excessively. Approximately 52.4% of the respondents gave the affirmative or strongly affirmative (42.9% affirmative and 9.5 strongly affirmative) responses, whereas 28.6% gave the negative response (23.8% negative and 4.8 strongly negative). Also there were 19% who were neutral indicating the uncertainty of some respondents.

The chi-square test took a value of $\chi^2(4) = 9.24$ with $p = .055$ that just exceeds the 0.05 value. It implies that the distribution of responses does not have a significant statistical value and the trend may be by chance. On the whole, the findings indicate that, despite the high number of people who believe in declining quality of communication, the test statistic does not establish significant, steady trend.

Social media use leads to misunderstandings in our communication.

Table 1.5

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	3	14.3	14.3	14.3
	Agree	9	42.9	42.9	57.1
	Neutral	1	4.8	4.8	61.9
	Disagree	6	28.6	28.6	90.5
	Strongly Disagree	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	10.190 ^a
Df	4
Asymp. Sig.	.037
a. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.	

The results show that a high number of the respondents feel that the use of social media may result in miscommunication in their interactions. Fifty-seven point two percent (57.2) said yes or yes strongly (42.9) and 38.1% said no (28.6) yes strongly. The percentage of people who were neutral was only 4.8%.

The chi-square test is significant $\chi^2(4) = 10.19$, $p = .037$, which means that the distribution of responses is not likely to be random. Altogether, these findings indicate the possibility of social media consumption being one of the contributors to the miscommunication between partners.

Social media use takes time away from face-to-face communication."

Table 1.6

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	4.8	4.8	4.8
	Agree	12	57.1	57.1	61.9
	Neutral	5	23.8	23.8	85.7
	Disagree	1	4.8	4.8	90.5
	Strongly Disagree	2	9.5	9.5	100.0
	Total	21	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	12.714 ^a
df	3
Asymp. Sig.	.005
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.3.	

The findings indicate that a large number of the interviewees believe that the use of social media steals time and does not provide them with physical communication opportunities. Sixty one point nine percent placed their agreement or strongly agreed (57.1% agree and 4.8% strongly agree), 14.3 percent disagreed (4.8% disagree and 9.5% strongly disagree). Also, a percentage of 23.8 marked neutrality, which implies that there were some mixed opinions.

The chi-square test is also statistically significant, $\chi^2(3) = 12.71$, $p = .005$, which indicates that the distribution of answers was not caused by chance. Altogether, these results are indicative that social media can decrease the amount of time that couples spend on direct communication.

Social media use enhances our ability to communicate openly and honestly.

Table 1.7

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	4	25.0	25.0	25.0
	Agree	10	62.5	62.5	87.5
	Disagree	2	12.5	12.5	100.0
	Total	16	100.0	100.0	

Test Statistics

	Frequency
Chi-Square	6.500 ^a
Df	2
Asymp. Sig.	.039
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.3.	

According to the results, the majority of the respondents feel that social media makes them more capable of communicating freely and frankly as 25% strongly agree and 62.5 agree. The percentage of disagree as opposed to agree was only 12.5% and these showed a positive perception. The chi-square test is statistically significant ($\chi^2 = 6.500$, $p = .039$) which implies that the distribution of responses could not have been the result of chance and the respondents were always inclined to say yes. This implies that social media is significant and helpful in enhancing an open and honest communication in relationships.

We experience communication breakdowns due to excessive time spent on social media.

Table 1.8

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	13	52.0	52.0	52.0
	Agree	9	36.0	36.0	88.0
	Neutral	1	4.0	4.0	92.0
	Disagree	2	8.0	8.0	100.0
	Total	25	100.0	100.0	

Test Statistics

	Frequency
Chi-Square	15.800 ^a
df	3
Asymp. Sig.	.001
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.3.	

The findings indicate that there is a high perception that the excessive use of social media causes communication breakdowns. Eighty-eight percent of the respondents said yes or yes (52 percent said yes, strongly, and 36 percent said yes, strongly), with only a minor number, 8 percent, saying no, and 4 percent being neutral.

The chi-square test is statistically important, $\chi^2(3) = 15.80$, $p = .001$, which shows that the pattern of responses was not determined by accident. On the whole, the findings indicate that the excessive use of social media is a trend that has been generally perceived as a cause of communication failures between couples.

Social media use has increased my satisfaction with our relationship.**Table 1.9**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	12.5	12.5	12.5
	Agree	8	50.0	50.0	62.5
	Neutral	2	12.5	12.5	75.0
	Disagree	4	25.0	25.0	100.0
	Total	16	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	2.000 ^a
df	2
Asymp. Sig.	.368
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.3.	

The findings report divided opinion as to whether the use of social media has led to the satisfaction of relationships. Sixty two point five percent (62.5%) responded yes or strongly yes (50% yes, 12.5% strongly yes), and twenty five percent (25) said no and twelve point five percent (12.5) said no. This means that even though most of them are claiming that they are more satisfied, a significant percentage expresses differing opinions.

The chi-square test value 2.00, $p = .368$ is insignificant, which means that the distribution of responses can be explained by chance. So although a percentage of the respondents are more satisfied the test statistic does not give a strong consistent pattern.

Social media allows us to express appreciation and love for each other publicly.**Table 1.10**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	4	25.0	25.0	25.0
	Agree	10	62.5	62.5	87.5
	Neutral	1	6.2	6.2	93.8
	Disagree	1	6.2	6.2	100.0
	Total	16	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	6.500 ^a
df	2
Asymp. Sig.	.039
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.3.	

Based on the findings, the majority of the respondents agree that social media enables them to share appreciation and love to one another in a public manner. Respondents agreed or strongly agreed (62.5% agree and 25% strongly agree) on 87.5% with 62.5% agree and 25% strongly agree, 6.2% said that they were neutral and 6.2% said they disagreed.

The chi-square test is also statistically significant, $\chi^2 = 6.50$, $p = .039$, which means that it is unlikely that the distribution of the responses is explained by chance. In general, the findings indicate that social media is important in facilitating the expression of affection by couples publicly

Social media use has caused jealousy in our relationship.

Table 1.11

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	10.0	10.0	10.0
	Agree	2	20.0	20.0	30.0
	Neutral	1	10.0	10.0	40.0
	Disagree	6	60.0	60.0	100.0
	Total	10	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	3.200 ^a
df	2
Asymp. Sig.	.202
a. 3 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.3.	

The findings reveal that the majority of the interviewees do not think that the use of the social media has brought about jealousy in their relationship. Sixty per cent (60) of the respondents disagreed with 30 per cent (30) per cent (30) agreeing, or strongly agreeing (20). Also, 10 percent was indifferent.

The outcome of the chi-square test, $\chi^2: 2 = 3.20$, $p = .202$ is not statistically significant, which means that the trend in responses can be assumed to be the result of chance. In general, the responses indicate that most respondents do not have a strong concern regarding jealousy that occurs because of using social media.

We have experienced conflicts due to social media interactions with others.**Table 1.12**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	13	48.1	48.1	48.1
	Agree	8	29.6	29.6	77.8
	Neutral	2	7.4	7.4	85.2
	Disagree	4	14.8	14.8	100.0
	Total	27	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	10.481 ^a
df	3
Asymp. Sig.	.015
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 6.8.	

The findings show that a number of the respondents have had conflicts because of interactions with others via the social media. Sixty-seven point seven percent (77.7) of the respondents said yes or strongly yes (29.6 percent yes, and 48.1 percent strongly yes), and 14.8 percent said no and 7.4 percent said neither.

It has a statistically significant $\chi^2 = 10.48$, $p = .015$ showing that the pattern of the observed responses could not be caused simply by chance. In general, these results indicate that relationship conflicts may be caused by social media communication with others.

Our relationship satisfaction has decreased due to social media use.**Table 1.13**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	2	11.1	11.1	11.1
	Agree	7	38.9	38.9	50.0
	Neutral	3	16.7	16.7	66.7
	Disagree	5	27.8	27.8	94.4
	Strongly Disagree	1	5.6	5.6	100.0
	Total	18	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	6.444 ^a
Df	4
Asymp. Sig.	.168
a. 5 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.6.	

The findings reveal ambivalent attitudes toward the question of whether using social media has weakened the level of relationship satisfaction. There was 50% agreement or strong agreement (38.9% agree and 11.1% strongly agree), a 33.4% disagree (27.8% disagree and 5.6% strongly disagree), and 16.7% neutral.

The chi-square test, $8 (4) = 6.44$, $p = .168$ does not have a statistically significant value, and hence it is possible that the observed pattern in response is because of a mere chance. In general, the results indicate that although a portion of the respondents believe that social media contributes to the decline of satisfaction, the tendency is not universal in the sample

We use social media to celebrate important moments in our relationship.

Table 1.14

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	36.4	36.4	36.4
	Agree	12	54.5	54.5	90.9
	Neutral	2	9.1	9.1	100.0
	Total	22	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	6.909 ^a
df	2
Asymp. Sig.	.032
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 7.3.	

The results indicate that a majority of the respondents rely on the social media to mark the significant moments of their relationship. Sixty-five percent (54.5% agree and 36.4% strongly agree) out of 100% agreed or strongly agreed, and 9.1% were neutral.

The chi-square test is statistically significant, $2 (2) = 6.91$ $p = .032$ which means that the pattern of responses is not likely to be as a result of chance. In general, such findings indicate that couples tend to use social media to make their important moments public and share them with others.

Social media use has led to suspicions and mistrust.

Table 1.15

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	1	6.7	6.7	6.7
	Agree	7	46.7	46.7	53.3
	Neutral	2	13.3	13.3	66.7
	Disagree	5	33.3	33.3	100.0
	Total	15	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	6.067 ^a
Df	3
Asymp. Sig.	.108
a. 4 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 3.8.	

The data shows that there are ambivalent attitudes as to whether the use of social media has resulted in suspicions and mistrust. Fifty-three point four percent (53.4) also said yes or strongly yes (46.7) and 33.3 also said no and 13.3 said indifferent.

Chi-square test, $2(3) = 6.07$, $p = .108$ is not significant hence it is possible that the responses observed may have been as a result of chance. Altogether, although a part of the respondents claim that social media brings about mistrust, the same tendency is not evident in the sample.

Social media helps us maintain trust by being open about our activities.

Table 1.16

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	9	37.5	37.5	37.5
	Agree	10	41.7	41.7	79.2
	Neutral	5	20.8	20.8	100.0
	Total	24	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	1.750 ^a
df	2
Asymp. Sig.	.417
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 8.0.	

The findings indicate that the majority of the respondents feel that social media contributes towards keeping their relationship trusting because of sharing activities. Sixty-one percent (41.7% agree and 37.5% strongly agree) stated that they agreed or strongly agreed, and 20.8% said they were neutral.

The chi-square test, $\chi^2(2) = 1.75$, $p = .417$, is not statistically significant, which implies that the observed pattern of responses may be as a result of a chance. On the whole, social media is seen by the majority of the respondents as an incentive to trust, though the responses are not statistically significant

Social media has a positive impact on our relationship satisfaction.**Table 1.17**

Response					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	8	34.8	34.8	34.8
	Agree	12	52.2	52.2	87.0
	Neutral	2	8.7	8.7	95.7
	Disagree	1	4.3	4.3	100.0
	Total	23	100.0	100.0	

Test Statistics	
	Frequency
Chi-Square	14.043 ^a
df	3
Asymp. Sig.	.003
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 5.8.	

The findings reveal that the majority of the respondents feel that social media influence the satisfaction of their relationships in a positive way. Eighty-seven percent (87) of the respondents said that they agreed and strongly agreed (52.2% agree and 34.8 strongly agree) and four point three percent (4.3) said they disagreed and eight point seven percent (8.7) said they were neutral.

The chi-square test is significant, $2(3) = 14.04$, $p = .003$, which means that the responses are not likely to be attributed to chance distribution. Generally, these results indicate that social media has a positive impact on relationship satisfaction among most of the respondents

Conclusion

The results of the present research suggest that social media has a considerable impact on the communication between couples and their relationships. Most respondents indicated that social media enhances communication, is enabling to express feelings freely, maintains trust and promotes satisfaction in the relationship. Meanwhile, the overuse of social media was also linked to the possible difficulties, such as the lack of understanding, conflicts, the loss of face-to-face communication, and, in particular, the loss of satisfaction. Chi-square tests indicated that most of these trends were statistically significant, and the patterns that were observed were not by chance. In a nutshell, although social media can be used beneficially in the connection and intimacy, its excessive use can lead to difficulties in communication, thus creating a reason to use social media in relationships with more moderation and awareness

Recommendations

Enhance Communication Skills: Couples should engage in workshops or counseling focused on effective communication strategies to mitigate the negative effects of social media. **Set Boundaries:** Establishing clear boundaries around social media use can help couples prioritize quality time together and enhance direct communication. **Promote Awareness:** Couples should regularly discuss their social media habits and their impact on their relationship, fostering transparency and understanding. **Encourage Offline Activities:** Couples are recommended to participate in offline activities that strengthen their bond and reduce reliance on digital

communication. Future Research: Further studies should explore the long-term effects of social media on marriage and investigate specific demographic factors that may influence these dynamics.

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