Effects of Social Networking Sites on Family Bonding

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A R T I C L E   I N F O

A B S T R A C T

This article describes the effects of using social networking sites on family bonding. Study was conducted in GC University, Faisalabad during March and June 2019. Structured questionnaire was used to collect data from the students. Only those students were randomly approached who spent minimum two hours using social networking sites in a day. A survey was conducted with the help of trained volunteer. 210 questionnaires were distributed, therefore, only 195 questionnaires were found filled and incomplete questionnaire were excluded from the study to maintain the authenticity of study. To analyze the data, SPSS 20.0 was used. The result of the study indicated that mismanagement and excessive use of social media networking sites were highly affected on the family bonding. It was also notable that the students were irritated and disrupted while using social media networking sites and they also accept that their usage of SNSs affected the relationship with family members.

Introduction

Social Network Sites are web-based operations that enable people to create a public or semi-public profile within a closed system, create a list of other users in this system, and communicate information with these people all within the same social network system. SNS are online communications with motivation and participation inspired by its regular users (Brandtzaeg and Heim, 2008). SNSs are services for the users to maintain relationship among friends, families and peers (Pornsakulvanich and Dumorongsiri, 2013). These sites execute different mind-set of users; especially behavior of young users is origin of investigation because usage of SNSs is higher in young people (Pfeil et al. 2009).

Social media networking is powerful tool to mold the family bonding and communication. In recent era family's members are busy in individual interest, interrelation between family members decreases because everyone seems busy in using mobile phones. Family bonding is highly affected due to usage of SNSs, teenagers of family affected by rising trends. Family members' sense of responsibility has been shifted through chats on face book and other social media networks as WhatsApp, twitter, tiktok etc. Parents are not aware about time limit of using SNSs (Moore, 2009).

Significance of Study

Social networking sites have features for viewing, audio, movement and even online chat, speaking and commenting traditionally that distinguish you from other social media tools such as

TV (sight, sound and movement) (audio only) or print (visual only). With its four online chat features, speaking and commenting distinguishes it from other technical, broadcast and print sources. Social networking sites are tied to an online network which is why they are called social networking sites. Facebook, twitter, you tube, and Instagram are the most popular names people have used on Smartphones, PCs, laptops or tablets etc. new. The role of social networks was judged in this regard in relation to social networking sites that are strongly influenced by family unity.

Social networking is a modern phenomenon as it has a profound effect on people's lives. In the meantime, members of social networks are friends and followers as strangers, all over the world. For example, one of the SNS members from Pakistan has friends and followers from all over the world. These fans, friends or members of online networks from all over the world are interacting and interacting. This online connection and its influence create a gap between interpersonal relations with special emphasis on uniting family members. Such as summarizing social networking sites that reduced face-to-face contact.

Objectives of Study
1. To know about socio-demographic profile of respondents
2. To describe the effects of social media networking on family bonding.

Review of Literature

Ngonidzashe (2016) in her study "Social networks and social interactions in family relationships among the people of Zimbabwe" opposed extended social networking sites around the world. One good thing is that SNS reduces distances between family members, friends and strangers around the world.

Lalor (2009) argued that "Family is as important to a young person as it is to its most important goal of security, love, participation and self-awareness." The purpose of the study is digital exploration.

Nosheena (2015) in her article "The SNS Influence on Youth Communication Patterns: The Pakistan Case" said that overuse of the SNS creates isolation among young people. This situation, in recent days, is being challenged as it reduces the role of family formation. Walter (2014) argued that the SNS undermines the morals and values of our family and that this case is strongly opposed in developing countries.

Parker and Plank (2000) state that young people are more likely to find new media using it more often than other generations.

Levesey (2014) in the article, "Defining the Social Media" defines social media as a form of direct communication between two or more people. Social media refers to communication that involves the transmission of information in a certain way, the formation or formation of many people. The article considers social media as a 'one too many' link.

Bishini & Sharma (2013) conducted a study called "Impact of social media on family relations a comparative study of urban and rural youth". The main idea of their study is to identify the effect of social media on human family relationships and especially its impact on young people. And more researchers want to see the impact of communication on the behavior of urban and rural youth separately.

Farrer (2013) concludes that sociology is the study of how social media affects people's perceptions of each other and their daily interactions. This kind of communication is now becoming a source of change in the world's attitudes. Thinking, fulfillment, emotions, attitudes, and motivations are strongly influenced by social media. Major media sociology looks at technological thinking and concludes with current behavior compared to the past.

Goddard and Saunders (2011) concluded the media as one of the most important topics in developing people's minds. Communication is now faster through social media. Now communication takes place within seconds between people from different regions of the world. These interactions affect the way people behave. People know about different cultures from time to time. People are aware of the customs and values of other cultures in a very short time through social media. Social media is the most prominent source of information Social media is becoming a part of life for everyone in the world.

Ramitt (2008) stated that there are hundreds of thousands of social networking sites that

specialize in intelligence. Social media have an impact on human interaction. Social media is a process where it affects two or more. Thus, one can say that social media builds connections with people in one's life through the emergence of technology, and especially social networking sites that change one's behavior, attitudes, and emotions. And with the changing moods, attitudes and behaviors through social media there are changing relationships with people.

Giddens (2006) postulated that social networking sites have become increasingly popular online in recent years. One of the main concerns with the use of social media is that as people spend more time communicating online and handling their daily activities online, they may be spending less time communication with one another in the material world

Material and Methods

The study was conducted in GC University, Faisalabad to understand the effects of using social networking sites on family bonding. Universe of the study was students of GC University Faisalabad. The study was conduct between March and July 2019. Targeted sample for this study was 210 students; students are randomly selected from different departments. Only those students were the part of this study that spent two hours minimum using SNSs in a day for any purpose. Data was collected through structured questionnaire and 210 questionnaires were distributed, only 195 questionnaires were found completely filled out, and other incomplete questions were excluded from the study to maintain the authenticity of study. For data collection, survey method was used by the researcher with the help of another volunteer who was guided about the process of collecting the data. After collecting data, information in questionnaires was entered into SPSS, 20.0 to analyze the data. Descriptive analysis technique was used to examine the answers of the students regarding descriptive statements to explain the issue under investigation.

Results and Analysis
Univariate Analysis
Table No 1: Gender of Respondent

Gender	Frequency	Percentage
Male	110	48
Female	120	52
Total	230	100.0

Above table indicates that majority of respondent were female i.e. 52 % and 48 % were male, in research most of the respondent belonged to the female.

Table No 2: Types of family

Family System	Frequency	Percentage
Joint	50	22
Nuclear	180	78
Total	230	100.0

This table shows that most of the respondent's family i.e. 22% belonged to joint family, 78% of the respondent's belonged to nuclear family system.

Table No 3: Monthly income of the family household

Income	Frequency	Percent
20001-30000	64	29
30001-40000	31	13
40001-50000	58	25
50001-60000	57	24
More than 60000	20	9
Total	230	100.0

Above table shows that majority of the respondent's family income i.e. 29 % belonged to from 20001-30000, 25 % of their family income belonged to from 40001-50000 or , 24% of their family income belonged to from 50001- 60000, 13 % of their family income belonged to 30001-40000, 9 % of their family income belonged to from more than 60000.

Table No 4: Social networking sites is affecting the user's family relation?

Family relation	Frequency	Percent
strongly agree	96	41.7
Agree	82	35.7
Neutral	15	6.5
strongly disagree	15	6.5
Disagree	22	9.6
Total	230	100.0

This table shows that the majority of respondents namely 41.7% strongly agree that social networking sites affect user-family relationships, 35.7% agree to affect user-family relationships, 9.6% disagree that SNS affects user-family relationships and 6.5% are both neutral nor do they condone social networking sites that affect user-family relationships. Social networking sites contribute to the unity of human families. There is a strong relationship between social networking sites and weak family ties. Therefore, social networking sites are a product of communication. The widespread availability of social networking sites and their negative impact on family relationships makes it an important subject to learn. The main purpose of this study was to describe the links between social networking sites and family relationships. The role of social networking sites was judged by this. It is thought that there is an important relationship between social networking sites and family ties.

Table No 4.14: You ever hide your time on social sites from family?

Time	Frequency	Percent
strongly agree	98	42.6
Agree	80	34.8
Neutral	12	5.2
strongly disagree	22	9.6
Disagree	18	7.8
Total	230	100.0

This table provide a view that most respondents, 42.6% strongly agree to hide your time on

family social networking sites, 34.8% agree to hide your time on family social networking sites, 9.6% strongly disagree with hiding your time on family social networking sites. social media and its impact on academic performance is focused on students in developed countries. It is for this reason that when it is necessary to conduct this study aimed at investigating students' use of social networking sites and their impact on academic performance in between, 7.8% do not agree to hide your time on family social sites and 5.2% do not take sides in social media. With the increasing use of social networking sites, more and more people are becoming smaller it relies heavily on tangible relationships that sacrifice their families and social values.

Table No 4.15: Family members irritate when you use an online networking site?

Disturb the family relation	Frequency	Percent
strongly agree	91	39.6
Agree	87	37.8
Neutral	20	8.7
strongly disagree	11	4.8
Disagree	21	9.1
Total	230	100.0

It shows that most respondents namely 39.6% strongly agree that social networking sites disrupt family relationships with users, 37.8% agree that social networking sites disrupt family relationships with users, social networking sites can affect their family and adolescent relationships. Social networking sites can be very effective in their social life. The use of social networking sites can affect the personality of young people, socializing with people. By using social networking sites, you spend a lot of time on entertainment. 9.1% disagree with social networking sites disrupting family-user relationships, 8.7% of neutral social networking sites disrupt family-user relationships and 4.8% strongly disagree with social networking sites that disrupt family-user relationships.

Table No 4.18: More use of SNS disturbs the relation of family and user?

Disturb	Frequency	Percent
Strongly agree	96	41.7
Agree	82	35.7
Neutral	22	9.6
strongly disagree	20	8.7
Disagree	10	4.3
Total	230	100.0

This table presents data as majority of respondents 41.7% were found strongly agreed about the statement (SNS disrupts family and user relationships), 35.7% agree that SNS disrupts family and user relationships, 9.6% of SNS neutral family and user interference, social networking sites they contribute to family ties. There is a strong relationship between social networking sites and weak family ties. Therefore, social networking sites are a product of communication. The widespread availability of social networking sites and their negative impact on family relationships makes it an

important subject to learn. The main purpose of this study was to describe the links between social networking sites and family relationships. 8.7% strongly disagree with SNS disrupting family relationships with user and 4.3% disagree with SNS disrupting family relationships with user.

Discussions and conclusion

No doubt social media networks are big source of information and learning, despite the fact it has loose family bonding and group cohesiveness. This upsurge of using social media by the students that have changed the overall scenario of bridging up the family ties for group cohesion. The result of the study was coincided with the earlier study conducted by (Alahmar, 2016) and concluded that use of social networking sites has negatively affected the group interaction and communication. The result of this study also indicates that users of the SNSs hide their spending time of its use from their family members; their habit of extensive use of SNSs is a new form of soft addiction (Azizi, Soroush, Khatony, 2019). A new form perception was developed among the student that family members irritate them while using social networking sites, proclaiming self-disgusting family cohesion and bonding.

The study concluded that effects of using social networking sites on family bonding is debatable under contemporary social issue. The use of social networking sites has disadvantage and advantage also. Positive use of SNSs provides an opportunity to students for a good learning environment, but it has lost familial relations. Group activity of all members is not same now that was prevailing in past. Mismanagement of time of its use reflects mental health issues as this study describe that family members interrupt and irritate the users.

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