



SOCIAL MEDIA AND INTERPERSONAL RELATIONS-

A CASE OF FACEBOOK AND INSTAGRAM

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**SOCIAL MEDIA AND INTERPERSONAL RELATIONS-
A CASE OF FACEBOOK AND INSTAGRAM**

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MASTER THESIS

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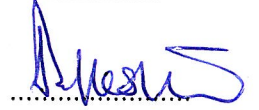
FINAL APPROVAL FOR THESIS

This thesis, titled “**Social Media and Interpersonal Relations- A case of Facebook and Instagram**” has been prepared and submitted by **Muzafalu KATAMBA** in partial fulfillment of the requirements in “**Anadolu University Directive on Post Graduate Education and Examination**” for the Master’s degree in **Department of Journalism** has been examined and approved on **18/04/2018**.

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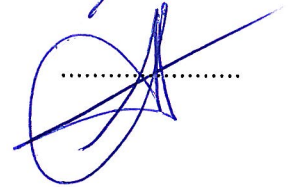
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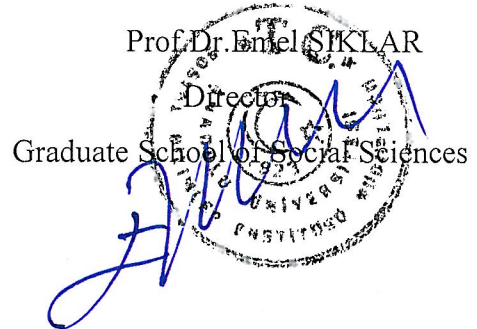
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ABSTRACT

SOCIAL MEDIA AND INTERPERSONAL RELATIONS- A CASE OF FACEBOOK AND INSTAGRAM

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Anadolu University, Institute of Social Sciences, April, 2018

Supervisor: Associate Professor: İzlem Vural

With advancement in communication and information technology, social media have become one of the key communication tools available not only to academicians, researchers, scientists and policy makers but are also being used by the people for interpersonal relations purposes. The use of social media has changed the behaviors and discipline of partners in interpersonal relations. Today, research has focused on how people can maximize the usage of social media for a healthy and happy interpersonal relations. Meanwhile, this study was conducted to assess the relationship of social media (Facebook and Instagram) and interpersonal relations and to identify appropriate ways through which social media can change the behaviors and discipline of partners in interpersonal relations. Quantitative research method was used, and questionnaires were applied to the Anadolu University students and employees. A total 128 valid questionnaires of the people who were in interpersonal relationships were used and their responses were analyzed in frequency distribution tables with simple percentage and graphs by using SPSS program. The finding of the study reveals that Instagram was the most used Social media site by the young adults. This study suggests that partners should put laws in place to follow while using social media platforms to balance their interpersonal relationships in an online environment since Facebook and Instagram are not entirely resulting in good but a threat to relationships as well.

Keywords: Facebook, Instagram, Interpersonal Relations, Social Media

ÖZET

Yüksek Lisans Tez Özü

SOSYAL MEDYA KULLANIMI VE BİREYLERARASI İLİŞKİLER - FACEBOOK VE INSTAGRAM ÖRNEKLERİNDE BİR İNCELEME

MUZAFALU KATAMBA

Basın ve Yayın Anabilim Dalı

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Danışman: Doç. Dr. İzlem VURAL

İletişim ve bilgi teknolojisindeki ilerlemeyle birlikte, sosyal medya sadece akademisyenler, araştırmacılar, bilim adamları ve politikacılar için değil, aynı zamanda insanlar tarafından bireyler arası ilişkilerde kullanılan önemli iletişim araçlarından biri haline gelmiştir. Sosyal medyanın kullanımı, bireyler arası ilişkilerde kişilerin davranışlarını ve denetimlerini tamamen değiştirmiştir. Günümüzde araştırmalar, insanların sağlıklı ve mutlu bir şekilde bireyler arası ilişkileri sağlayabilmeleri için sosyal medyanın nasıl en üst düzeyde kullanılabileceğine odaklanmışlardır. Bu çalışma sosyal medya ve bireyler arası ilişkiler arasındaki bağlantıyı değerlendirmek ve sosyal medyanın, bireyler arası ilişkilerde çiftlerin davranışlarını ve denetimlerini etkileyebileceği uygun yolları belirlemek amacıyla yapılmıştır. Nicel araştırma yöntemi kullanılmış ve Anadolu Üniversitesi öğrencilerine anketler uygulanmıştır. Kişilerarası ilişki içinde olanlardan toplam 128 geçerli anket kullanılmış ve katılımcılardan elde edilen veriler SPSS programı kullanılarak basit yüzde ve grafiklerle frekans dağılım tablolarında analiz edilmiştir. Araştırmanın bulguları genç yetişkinler tarafından en çok kullanılan sosyal medya sitesinin Instagram olduğunu ortaya koymaktadır. Bu çalışma Facebook ve Instagram'ın bütünüyle yararlı olmadığı aynı zamanda ilişkilere karşı tehdit oluşturması bakımından çevrimiçi bir alanda çiftlerin ilişkilerini dengede tutabilmeleri için sosyal medya ortamlarını kullanırken dikkatli olmalarının gerekliliği önermektedir.

Anahtar Kelimeler: Facebook, Instagram, Bireylerarası İlişkiler, Sosyal Medya.

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I also extend sincere gratitude to classmates, the Lecturers of Journalism and the entire Faculty of Communication at Anadolu University-Turkey, for the knowledge and guidance that you gave me. I am highly indebted to all those respondents who provided me with information and data about the study.

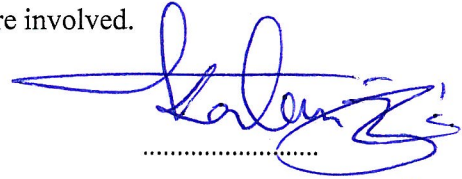
I also would like to thank my parents Hajj Habiib Sserunjogi and my lovely mother Mrs. Jalia Nansubuga for their insight that helped to guide me in the right direction and eased the anxiety of the unknown. I also wish to thank my mother Asumanta Nakiwala and the entire family of the late Hajj Ismail Balimuttajjo for encouraging me to follow my dreams of finishing a Masters degree in Journalism. All my brothers and sisters I cannot describe how great it was and how much it helped to have you all.

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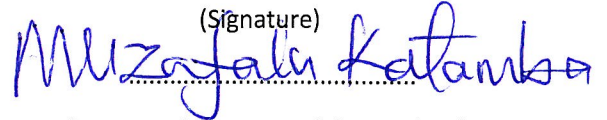
Finally, I also extend my gratefulness to all my friends and relatives who in one way or the other supported me over the years and during my masters studies while in Turkey at Anadolu University. You have all been and continue to be an inspiration to me.

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with “scientific plagiarism detection program” used by Anadolu University, and that “it does not have any plagiarism” whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.



(Signature)



(Name and Surname of the Student)

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1. INTRODUCTION

Since the creation of the world, people have created many ways through which they share ideas and information to each other for fluent and easy communications (Barabasi, 2002). Communication has, however, changed at great speed from primitive to technological way of networking and transfer of messages mainly after the evolution of information. Information made life easy in the field of communication (Baran, 2010). Formally, social network was there since the dawn of man but was just a mere form of social connectedness by virtue and physical interactions between people until the invention of social media sites (Saleh and Mukhtar, 2015). People can now interact through social media sites to share ideas, solve problems and create mutual understandings between each other. This technological social networking was empowered by the development of the internet. The Internet has been accommodative and supportive to several communication tools and channels including Social networking sites. The Internet is being described as a network that has made networking easy throughout the world where individuals socially, politically, economically and religiously have interpersonal relations freely (Edosomwan et al., 2011). Meanwhile, bad communication skills also may damage interpersonal relationship between people (Pritta, 2014)

Social media usage has been on increase over 20 years ago since the first social media site SixDegree.com was discovered in 1997 (Pritta, 2014). The ability to allow people to communicate to each other in long distances and sustaining interpersonal relationships have improved as a result of social media evolution (Wiest, 2015). People have been continuously discovering new Social Networking Sites. These includes but are not limited to; Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, Snapchat, Myspace, Flickr, WordPress, Blogger, LiveJournal, Second Life, Reddit and Lulu (Nordness, 2015). Along similar lines, people make choices over social media tools they should use and abandon some (Wiest, 2015). Although social media seems to be someone's choice, Fox and Moreland, 2015 found that some people are forced to use Facebook to maintain their relationships. This may happen especially when a person is appropriate with Facebook use and pressurize the other to use it too.

Therefore, this study focused only on Facebook and Instagram to find out their contributions on interpersonal relationships. The discovery of multi-purpose movable electronic gadgets including computers, tablets, I-pads, cell phones and recently Smartphones have expanded Facebook and Instagram usage to the families, and today millions of couples including married, those in couple relationships, and other couples among other people move with their smart phones in their pockets to access Facebook or Instagram whenever they feel interested in order to strengthen their interpersonal relations among themselves (Pempek et al., 2008). Instagram and Facebook raised more usage of the Internet and Web tools where partners express themselves and stay connected with their spouses, families and friends (Mahmut, 2012). Facebook and Instagram also eased the discovery of new information, enable to find lost friends, settle family problems especially for the partners who probably fear to face their spouses immediately in case of any misunderstandings and wrangles. As many people leave far away from their families due to some circumstances like work, persons in relationships also control their families in long distances on Facebook and Instagram for easy communication, and long-distance communication is carried out by millions of social media users (Enderhan and Evrim, 2012).

Generally, Facebook and Instagram might have been importantly contributed to the overall life of their users including those in interpersonal relationships and other couples respectively which is believed to have strengthened many relationships. Besides that, Clayton added that Facebook and Instagram have also become threats to many interpersonal relations in form of family instabilities, and destruction of moral values. People start up their relationships with intentions of being together forever in good or bad situations. Divorce, separation and infidelity are major Facebook and Instagram related negative impacts that possibly damage interpersonal relations. Therefore, for the people to sustain their relationships to desired stage and at the same time stay connected to Facebook and Instagram, appropriate means should be used to make Facebook and Instagram an avenue for warning against relationship problems rather than causing them (Saleh and Mukhtar, 2015). Sharing of information, posting photos, liking friends' posts, liking posts from different pages, sending voice messages via Facebook messenger and use of the recent 2016 invented Facebook live video are the common acts that persons are enjoying on Facebook and

Instagram which can probably cause the end of face to face interpersonal relations (Pritta, 2014).

Like any other technological inventions, both Facebook and Instagram might have positive and negative impacts on human beings. However, this study will examine the relationship between Facebook, Instagram and interpersonal relations among people. Meanwhile, at the end of this study, impacts of Facebook and Instagram on interpersonal relations will be analyzed and readers would be aware of how and of which impacts both Facebook and Instagram have to their well-being as persons in interpersonal relations. Finally, an advice will be recommended at the end of this study to show how people, those in long term relationships, engaged, and general Facebook and Instagram users in interpersonal relations should appropriately be used for healthy and happy relationship maintenance.

1.1. Problem of the Study

The development of technology and the support of the internet have been the cause of the evolution of social networking sites for quick and easy exchange of information. These with their continuous growing usages laid foundation for the researchers to extend their investigations to the internet supported social networking sites. As a result, researchers have systematically started on carrying out different research on the social networking sites' relationships, impacts and contributions on marketing, health, religion, families, relationships and education among others. With focus on Facebook and Instagram, current research appears to validate the view that Facebook and Instagram have been contributing to the cause of much misunderstanding and sometimes leading to the end of interpersonal relations of many people as a result of social media usage (Cravens et al, 2012; Volante et al, 2015; Saleh and Mukhtar, 2015). This has been as a result of the poor usage of the internet, spying on partners, online portrayal of ambiguous information, careless liking and posting on social media and the internet cheating which could be hindering interpersonal relationships (Clayton, 2014)

However, despite of being threats to lives of the people, Facebook and Instagram have become addictions which people cannot live without especially in this technological era

(Saleh and Mukhtar, 2015). Facebook and Instagram have put new life in the relationships of human beings, people find their partners on Facebook or Instagram and fall in serious interpersonal relationships. According to the research on social media conducted by pew research center (February, 29, 2016), In the US alone, 66 percent of Americans went on date with people they found on Facebook and other social networking tools in 2016, more than 43 percent in 2005. The same study also indicated that 5 percent of the people found their relatives online ended up in interpersonal relations based on marriage. Meanwhile, some people also join Facebook and Instagram when they are already knowing each other as an avenue to solve relationship problems.

However, regardless of how and when people have joined Facebook or Instagram as couples, Facebook and Instagram remain influential in relationships (Trusov *et al.*, 2009). Therefore, the general problem is to determine why people have been continuously joining Facebook and Instagram even though the results, figures and facts from previous studies show that these social networking tools have negative impacts on interpersonal relationships and to know the changes these social networking sites contribute to the lifestyles of the people. If people continue to use social media without online rules and regulations they follow, they will not only be wasting time and jeopardizing their online behaviors but they will also be contributing to the breakdown of their own interpersonal relationships.

People in relationships have made Facebook and Instagram part of their daily life where they do not spend a day without being online. (Pritta, 2014). With today's wave of social media usage, therefore, this study seeks to draw attention to the people using Facebook and Instagram especially those in interpersonal relationships of any kind and those who would find partners in future to appropriately use social networking sites for happy and healthy relationships, sustaining interpersonal relationships, business and family stability, important information sharing, spreading message of social togetherness and utilizing time if they are to make Facebook and Instagram more beneficial in their relationships.

1.2. Purpose of the Study

- a. The purpose of this paper is to analyze the way how Facebook and Instagram usage change lives of the people in interpersonal relations.

- b. This study also examines the appropriate way on how Instagram and Facebook should productively be used by persons to help in maintaining their interpersonal relationships due usage behaviors.
- c. To know the suitable time partners should spend online, the number of times partners check their Facebook and Instagram accounts in the presence of their spouses at home have also been analyzed and the main uses of Facebook and Instagram among partners have been identified.
- d. This research will purposely examine the role of Facebook and Instagram and to elaborate more about their usage in interpersonal relations.

1.3. Significance of the Study

The results of this study will be useful to the future researchers, academicians, interpersonal communicators and to the other Facebook and Instagram users in general. After knowing the findings, persons will be able to know and avoid bad behaviors caused by the use of Facebook and Instagram and to learn how to improve their manners of using these social networking sites to appropriately maintain and sustain interpersonal relationships in this technological era.

The findings in this study will help to approve the consistency or the difference in the earlier findings that indicated that Facebook and Instagram lead to breakdown or to the improvement of interpersonal relations. On the other hand, previous research much considered the impacts of Facebook on relationships. In this study, research will go deeper to examine whether time spent on social media and the purpose of using it influence life styles of the people in interpersonal relations.

To academicians, this study will broaden past findings on Facebook, Instagram and interpersonal relationships. Furthermore, this study will also help to bridge the gap left by the previous researchers like (Kaisa and Jamie., 2007, Drigotas al et., 1999) who encouraged further research on social media and its root cause of problems in interpersonal relations irrespectively. The general community will also know from the findings the appropriate and effective use of Facebook and Instagram for good communication.

1.4. Hypothesis

Many countries in the world have been affected by social media usage, and particularly, the impact of Facebook and Instagram usage which is on rise (Beril et al. 2010). This section has highlighted the hypothesis of the study. Meanwhile, today, the number of the internet and Social Media users has increased which has also made social media more popular in people's daily routines (Sawyer, 2011). Below is the hypothesis of this study:

H1: More frequent use of Facebook and Instagram will be related to a higher likelihood of justification of infidelity and separation among partners.

H2: Facebook and Instagram are resulting in good to the lifestyle of the people who use these sites appropriately in interpersonal relationships.

H3: Facebook and Instagram have disadvantageous contributions to the lifestyles of the people in interpersonal relations who use Facebook and Instagram inappropriately.

H4: Instagram has small role to the breakdown of interpersonal relations because some people still need to know about its functioning.

1.5. Limitations of the Study

Finishing this research had challenges and limitations right from the beginning to the conclusion of this work. This section explains some of the challenges and limitations:

- a. Time consuming. A lot of time required to collect and analyze the data gathered. This is because some respondents could not answer the questionnaire in time which even forced me to extend the time that was set for data collection in order to reach the desired number of participants.
- b. Due to growth in technology, many social media tools have been discovered. This has limited this research because some correspondents would use other social media sites other than Facebook or Instagram which made generalization of the findings hard.
- c. Inability to control the environment during data collection. I had no powers of order over the respondents like to see whether everyone who got the questionnaire

filled it or not. This was a limitation in the way that many didn't bother to answer and some answered late.

- d. Difficult in data analysis. Analyzing data was not such easy, it required use of analysis which was hard to a learner in the field of communication.

1.6. Definitions of Key the Terms

Interpersonal relations: Interpersonal relations means social associations or connections between two or more people (Obakpolo, 2015). These involves day to day interactions of both verbal and non-verbal communication between people.

Social Media: Social media are the websites that allow people to share information on the internet by the use of computers (Kibe and Kamunyu, 2014).

Facebook: According to Evasiuk, (2010), Facebook is an online social networking site on which people create personal profiles after registering with it.

Instagram: Paramboukis at el., (2016:84) defined Instagram as a social networking site used for photo and video sharing popularly among the young people.

Online communication: It means different ways in which people as well as computer can interact with each other over the internet.

2. LITERATURE REVIEW

Online communications have made Facebook and Instagram accessible and easy for persons to interact in social, economic, political, religious and other aspects of life especially with the introduction of text messaging (Nordness, 2015). People on Facebook and Instagram use one to many styles to communicate personal or public content like; uploading photographs, shooting and posting videos, texting, sending audios and recently sexting. This technological social life has been with great influence to make the entire world be together like a small village where individuals interact even face to face with others in distanced areas. Not like in modern societies where people live together in current time or network societies where changes in life caused by the spread of digital information, Öykü et al., (2011) described the today's technological based small village as Cyber society where people can possibly unite without basing on time, space, or even physical conditions. Öykü, Ceyda and Seyda, (2011) added that people in cyber societies can use several methods to interact to each other depending on their decisions, interests, time, funds, man power or even by the influence of others. This means that people can live in the current technological society regardless of their differences in age, gender, professionalism, occupations, religions and cultures.

Marriage is one of the most important social environments that builds interpersonal relations among the people of different cultures, countries, religions and norms together in the world to achieve common but different goals (Shaw, 1997). As time goes on, the interpersonal relations between the male and female partners unites their relatives to become one group with common goals in the community. However, interpersonal relations as the key factors for uniting people would be powerless without communication. In families, therefore, it is communication that kills or strengthen relationships between couples, children, and family relatives. Improved communication is what creates and maintains interpersonal relationship bond (Iryna, 2012). Today, technological communication has commonly associated with the daily activities of couples and other people which has led to the rapid social changes in modern societies positively or negatively. Therefore, this section will widely review the literature of how modern communication is associated with interpersonal

relations, and it will consist of sections like: the relationships of Facebook, Instagram and interpersonal relations, the internet and communication developments.

2.1. Communication

Technology alone cannot determine the future of human being (Hirst and Harrison, 2010). People use technology mainly to Communicate important issues that probably plus a number of other factors can determine the future of the world. Therefore, people use technological social networking particularly Facebook and Instagram as a mechanism to make what is on their minds meaningful and important to the rest of the people. According to Baran, (2010), people communicate through sharing photos, messaging and other means to create relationships with others. Meanwhile, formal communication had no much impact to the society because messages had been sent to the minority group of people and in old times, face to face conversations were commonly used and people could move long distances by means like foot, animal transportation, sending letters and use of sound drums to carry and to send messages to the receivers. This has made communication the greatest foundation to keep people in touch for happy relationships in all aspects of life regardless of changes of new generations and eras (Baran, 2010). However, with technological developments, changes in communication systems have been transforming from primitive to modern way of the internet-based interaction, and since communication has been changed from traditional to modern way of exchanging messages and information (mass communication), people need to know the effectiveness of the new communications for better relationship and togetherness.

2.2. Interpersonal Communication

Interpersonal communication is commonly known as a two-way type of communication where two people communicate face to face to each other. To explain interpersonal communication deeply, in his research on improving interpersonal relations in working places, Obakpolo, (2015) said that interpersonal communication also involves an exchange of information, meaning, feelings and emotions through verbal and non-verbal interactions on day to day basis not only between two people but more than two people. In addition, interpersonal communication is not only what people say but when they say it, how

it has been said, the voice or gestures used to say it and for what reason which strengthen the relationships between communicators. Obakpolo, (2015) added that not like intrapersonal communication where a person communicates to himself or herself purposely to interpret an idea into a meaningful information before he or she communicates, people can easily develop special interpersonal relations for the benefits of themselves as a group, organizations, families or institutions among others through interpersonal communication skills.

Furthermore, the behaviors people apply and interpersonal communication skills people use in places like markets and other business centers where people mainly interact and communicate to earn a living, can as well be common in other places like families, schools, religious institutions and villages. This is because Interpersonal communication connects people including partners, business persons, and academicians through information that is broadcast on radio and television all over the world (Obakpolo, 2015).

Trenhold and Jensen, (2000) categorized interpersonal communication into, Direct communication and mediated communication. Trenhold and Jensen also explained direct interpersonal communication as the mean of interaction where people in interdependent relationship communicate to each other direct or face to face, direct interaction is grouped into Dynamic communication (takes place between two persons), Group communication (for more than two people), Public communication (this involves large group of communicators with a common goal), and organizational communication that involves communication within big business institutions. On the other hand, Trenhold and Jensen, (2000) elaborated Mediated interpersonal communication as an interaction that needs the help of technology like computer to be effective. In mediated interpersonal communication, technology helps to link the sender and the receiver of the message either in form of audio conversation or by face to face live video conversation. This is because the internet supported gadgets can easily be used by the two parties to communicate to one another despite of the distance.

Furthermore, in both direct and mediated interpersonal interactions, people are expected to know each other, talking about a well-known topic between themselves, communication fluently with meaningful feedbacks and at sometimes they set the pace on which information flows. Meanwhile, some academicians discovered another type of

interpersonal communication known as impersonal interpersonal communication. With impersonal communication, a short-term quality interaction might occur between two parties with an intention of both parties to achieve a certain goal even though they never met each other before (Trenhold and Jensen, 2000). For example, functional short-term communication might occur between a buyer and the Salesman.

According to Kibe and Kamunyu (2014), technology or computer mediated communication has changed the norms of interpersonal relations and create another way of sending and receiving messages where people can even communicate verbally without seeing one another. They revealed that although mediated interpersonal communication has been growing every day, its role in interpersonal communication cannot change the reactions of the communicators because the effectiveness of the computer mediated message cannot change a person in the same way as face to face received messages. Therefore, they emphasized that the face to face physical interactions of two people will remain vital in communications because their reaction is transformed in the same way like two chemical substances. This means that the body language and reaction of two people communicating face to face can also tell the story which cannot be the same with a computer mediated interpersonal communication.

Kibe and Kamunyu (2014), went further and explained the key elements of interpersonal communication which includes the sender, receiver, message, the channel through which the message is sent or delivered, noise, the context and the feedback. In addition, they refuted that any communication cannot be taken to be interpersonal unless it has these key elements which make interpersonal communication cycles complete.

Pritta, (2014) said that with the help of technology, interpersonal communication will not lose its value because people can still use technology to exchange feelings, messages and information through verbal and non-verbal interactions between persons with common features, strong and deep associations. However, interpersonal relations can also be based on regular business or academic interactions, love, interference and solidarity plus other kinds of social commitments.

2.3. Mass Communication and New Media

In the past years, information and technology have provided people with new communication capacities. For some decades, people have been much more capable of sharing, sending and receiving information after the development of mass communication devices through which people transmit information from one person to the large audiences (Biagi, 2005:7). Mass communication targets many people of different beliefs, cultures and behaviors associated with media influence and media effects. Meanwhile, the history of mass communication started from prehistoric means of art and writing to the current new communication of using technology. Mass communication started when people could transfer messages from a single source to the large audience. Therefore, Hirst and Harrison, (2010) said that mass communication moved from theories like gate keeping, magic bullet theory and others through modern theories such as computer mediated communication where all tools of mass communication can be accessed at ago using connected computer system. Mass communication is a mean of transferring information that falls under the field of social sciences which is being associated with journalism (print media), radio and television (broadcasting) film, advertising and public relations, and that due to development in technology, mass communication has extended to include new media and Social Media (Hirst and Harrison, 2010). Therefore, new media have strong and quick feedback models than traditional media.

Aletivina and Fatemeh, (2012) said that mass communication is being supported by new communication and currently people can enjoy music, reality shows, serials, beauty parades, fashion shows and other sorts of entertainment using new media technology. However, they also explained that from with papers, print, newspapers and magazines, communication moved more further to films and the internet as new forms of mass media which people use to communicate with unseen audiences worldwide. In addition, they said that the Internet and technological development have resulted into what is called ‘new media’ which includes communication networks, digital media, computers and information technology (IT) which has led to another process in mass communication called ‘convergence. Today people talk about new media as the scope that helped in globalization.

Having access to mass and new media communication tools, people have been getting opportunities to access unrestricted information via viewing, listening and reading to add on their knowledge bank and finally benefit from mass communication content (Amedie and Jacob, 2015). Meanwhile, people benefit from media either positively or negatively according to their cultures, religions, academic knowledge, analysis of the issues, power of the medium and information among others. Many times, it is power of information that forces receivers of mass communication messages to act immediately as it was stated in the magic bullet theory of media (Baran, 2010). As a result of both interpersonal communication and relations, Lujja and Zeynep, (2017) showed that today companies and marketers have abandoned their Public Relations departments to use mass communication channels and social media for advertising. This is mainly noticed by people who watch, listen and read adverts from media and get motivated to buy the products to satisfy their needs and also keep information in their minds permanently (Lujja and Zeynep, 2017). Therefore, new media have helped profit increment in many production companies, and to help consumers to decide on what to buy through media adverts.

Furthermore, according to Hakim at el., (2014) both mass and new media like print, broadcasting and narrowcasting medium like radio, newspapers, televisions, the internet and telephone among others act as vehicles for transmitting news, and information to the general public which helps people to know what takes place in the society as well as helping people to always get informed about world social, political, economic and religious issues. They however, warned that people should be careful over what they consume from the media because in the current world of media globalization, media content has been considered by some people as a great cause of negative effects to the cultures of some societies. They gave an example of children who spend much time on television than the time they spend with their families, friends and at school to be more likely to face problems as a result of media content. Meanwhile this indicates that television has overpowered the formal places like school that were taken as the major socializing places.

According to Alevtina and Fatemeh, (2012) the degree of globalization as a result of mass communication and new media can also undermine some national cultures but this

depends to the particular cultures. Cultures are also transferred and exchanged through media which helps the transfer of social values and heritage from one nation to another or one society to another through interpersonal and other relations. It is the same media which preserve and keep cultural values for the future generations to transfer them to another generation as well by socialization. Through preserving and keeping cultural values, according to Rapolieno, (2010) media can solve future social problems because media preserve, keep and offer the would be lost or forgotten information to the society for the people to know the reality, importance and meaning from of activities taking place in societies. This means that after identifying the problem through journalists, media publish it to the society for the state, government or responsible people to take action over it.

In the context of social transformation, interpersonal relations and the changing family concept, mass communication and social media have changed women's social life and fight for their rights in societies. Mass communication affected how women control their families, opened for their free participation in the general activities of the societies 'equally' like men and their roles are reflected from the media to society and from society to media in this modern society (Büyükaslan and Kirik, 2013). If it was not mass communication and new media, probably women could not have any contribution to the political, social, economic and religious decision makings in their societies but thanks to mass communication, the internet and technology.

2.3.1. Mass Communication Tools

According to Baran, (2010) the effective communication occurs when the sender of the information or message and the receiver can understand and manage to respond to each other. This indicates that misunderstanding, lack of feedback, irreverent response and undesirable reactions are the signs of failed communications which can even cause anger, loss of time, loss of lives and material among others. Therefore, relating to above information, effective communication means the uninterrupted flow of information, use of understandable language, meaningful feedback and appropriate medium or communication tool. However, Baran, (2010) explained Mass communication tools as the channels of

communication through which message is transmitted from the sender to the receiver and vice versa.

Although mass communication commonly known for targeting large audiences, in the book, *History of mass communication and culture*, O'sullivan and Jewkes, (1997) said that the intention of the sender of information like the speaker or the writer is what would determine mass communication before even considering which tool to be used. Below are some of the mass communication tools:

2.3.1.1. *News paper*

Human society would not be as it is seen today if writing (printing) was not in existence. Print was the first revolution in the society of communication and became popular in 15th century (Hirst and Harrison, 2010:79). In his book introduction to mass communication, Baran, (2010) said that the first written information was produced in the ancient Rome where government announcements were written on carved metals and stones and finally posted in the public places for the people to read. Between 713 and 734, the Tang dynasty bulletin of the court of the Chinese published a handwritten government news which was written on the silk and read by the government officials, and during the Ming dynasty in Beijing china in 1580s, there was the first published private newsheet although it could be read by the few people (Baran, 2010). Meanwhile, due to increased need for information and cross boarder interaction in the early modern Europe, there was much need for the people who had travelled to other countries to know what took place in their home countries (Hirst and Harrison, 2010).

O'sullivan and Jewkes, (1997) wrote that handwritten information called *Avvisi* that was met for concise was produced. these were handwritten newsletters used to transmit military, economic and political news effectively and quickly to Italian cities around 1500–1700. *Avvisi* had some characteristics of newspapers though were not taken as newspapers. Additionally, the first monthly publication was called *Notizie Scritte* and was produced in 1556 by the government of Venice and was cost one *Gazetta* (a small coin). However, they further noticed that none of these publications fully had the classical characteristics and proper newspaper because were not intended for general public but for the few specific

audience and strictly to some certain specified topics. They added that for many years newspapers were published and supplied to the audience by email and more advanced transportation systems like rail, air and sea to reach to the public and some people who lived in cross boarder countries.

It was growth in education, emergency of democracy and technology that favored more newspaper publications which later helped man to transform the world (O'sullivan and Jewkes, 1997). Today writing has been developed to transferring newspapers from place to place and others are being read on the internet. Meanwhile, as of 2017 most newspapers were both published in hard copy and in online in soft form. The hard copy is called print and the soft copy called news website or online newspaper. Many newspapers currently publish both feature and news articles on local, national and international events on business, entertainment, art, society, political, fashion, health, culture and sports among others.

2.3.1.2. Radio and Television

When he was explaining the background of Radio and Television, in his book *Introduction to mass communication* Baran, (2010) said that Radio was the first wireless gadget to allow huge transmission of messages to the big, wide and to the far audience to national and international levels. Radio development was a work in the process that started in 1880s and conducted by different scientists who helped to develop radio to its current stage. He however, added that Radio lost popularity when television came into existence after its invention by Baird in 1920, this could concurrently send pictures and voices to large population almost everywhere.

Meanwhile, according to Biagi, (2005), In 1950s television overpowered radio and became the primary medium of information for influencing public opinion due to its power of concurrent sound and image. However, despite of the internet, technological development and other advanced communication channels like television, newspapers among others, radio is still among the most world's popular and dominant mass-medium of communication mostly in developing countries (Baran, 2010). This is because of its widest coverage, using local and understandable languages and being the cheapest (to access radio set) compared to other media like TV, newspapers, the internet and other technological means.

Today, the effects of radio and Television have attracted so much attention of many people including, parents, poor, rich, illiterate, literate, religious leaders, social scientists and anyone else who is concerned with what takes place in the society which makes both Radio and Television a unifying bond (Biagi, 2005:153).

2.3.1.3. *The Internet*

Biagi, (2005) said that the Internet became easier and accessible to the general public by the help of special packet called the internet protocol (IP) that makes it possible to use several networks composing the internet to look like one network. In his argument, he also clarified that the internet's ability to integrate print, video and audio has enabled it to become mass media because it supports computers to send huge huge information through network and the same information can also be saved and used by people using different servers and other computers. Furthermore, he added that the computer connected to the internet can access information from varies servers and other computers which makes technological communication easy. Therefore, the internet has become important in the lives of the people including professional and personal and its usage, accessibility and knowledge to use the internet has become a culture among the people.

2.4. Media Convergence

When describing media convergence, Jenkins, (2006), explained that convergence is not limited only to the coming together of media, but all means of communication people use to interact with others. Convergence is also the “brulling the lines between media even between point to point communications such as the post, telephone and telegraph and mass communication, such as the press, radio and television. A single physical means be it wires cables or airwaves may carry services that in the past by any one medium be it broadcasting, the press, or telephony can now be provided in several different physical ways. So, the one to one relationship that used to exist between a medium and its use is eroding” (Jenkins, 2006:10).

Meanwhile, the advancement in technology has enabled people to access all the mass communication tools on one gadget using the internet. Previously people could only get information by accessing their television sets, radios, and printed newspapers. To move with

technology and to catch up with media market and communication competition, news websites and companies, social media accounts and other technological sites decided to feed their receivers with news, adverts, announcements, entertainments and other information through technological methods which enabled people to start receiving all the kind of media information from different channels on one interconnected gadget like computer, cell phone, smart phones and tablets among others (Baran, 2010).

This act of accessing different media on one gadget is what known as media convergence. Convergence changed the media industries and the way news is made. Digitalization and technological media convergence removed boundaries of media platforms. According to Ivar, (2007), it is easy to cross boundaries and to easily share contents between journalists making news for radio, television and web, and in terms of being diverse in audience and content, media organizations changed from the normal traditional methods of delivering news to the new methods of online delivery. Ivar, (2007:53) also added that media websites and the internet pages have been updated by journalists 24 hours with information which made news production harder as all focuses are on inline production

Today, the advancement convergence also carried out within the same integrated media industry to integrate production in different media platforms and to encourage cooperation between desks. This changed media professional practices and news journalism practices for multiple media platforms in one organization. Cottle, (2003:16) said that the landscape of news production changed and it opened a path for many journalists to practice their work as they work for multimedia under one integrated organization. Meanwhile, Bromley, (1997) said that even before media convergence journalists could work for media like radio, television, and some with local newspapers at ago.

Digitalization and convergence developments have made it difficult to identify mass communication tools, for example to know what broadcasting, print is and what is not (Scannell, 2005). However, Cottle, (2003:16) noted that: “studies pursue this differentiatedness regarding news forms and journalistic practices into the production environments and explore how news production ‘contexts’ and news ‘texts’ can be productively approached as mutually interpenetrating, and not as analytically separate

elements”. In addition, with different but common view, Ivar, (2007:53) also indicated that: “Looking at the introduction and impact of news technologies on journalistic practices and news output, he claims that digitization, new communication technologies and technological convergence are factors contributing to a “radical reconfiguration of broadcast newsrooms and changing professional practices”.

2.5. The Internet and Social Media

When he conducted research on public communication practices in the web 2.0 to 3.0 medias cape, Macnamara, (2010), explained that since it was invaded in 1990, the World Wide Web has been developing at high speed until 2014 when it was termed Web 2.0, and since then, it has been fundamentally making important developmental changes in communication, media and social networking sites. Although Web 2.0 has been important in shaping the lives of the internet-based activity workers in different economic and social fields, caution should be taken that this technological breakthrough can as well lead to economic meltdown in the societies.

However, to reach to the current stage, Macnamara, (2010:1) further said that media has been a gradual change and it has gone through four distinct revolutions in the history, it started with “Greek alphabet which led to writing as the first, followed by invention of the printing press, the development of broadcast media (radio and television) and arrival of the computer and social media”.

The changes in technical nature have changed commercial media to the new media that allow forms of education innovation and creativity, and the people who used to look for the information from the internet have also become information producers as well (Bernatowicz and Iwansik, 2012). This has affected the structure of the information flow in the media where information was from the sender to the receiver, and from the receiver to the sender in form of feedback, this has been changed because what used to be the audience has also become source of information to give to the media. As a result of development in technology, media consumers look for the news, write the news, and publish it on different social media sites from where media houses find it and republish it to their audiences.

The internet has become the source of firsthand information, people immediately publish news on the internet when it has just occurred before even local media know about it. However, to catch up with online competition, the local known media like Radio and Television also started to update their pages on the internet like Social Media sites and websites with the occurred information before putting it in their publications or on air (Bernatowicz and Iwanski, 2012).

There would be fear that this wave of development in technologies might cause the decline and probably the downfall of old media because people may not expect much new to be provided by the old media like radio, television and newspapers in this internet dominated era. However, Jenkins, (2006) said that regardless of the coming of the internet and new media, old media will persist because technology just come and go. In addition, the so called old media have been serving and satisfies their targeted special audiences which might make their downfall hard since they have built strong foundations many decades ago (Jenkins, 2006). Meanwhile, the alarming technology has been changing the status of old media by making it fall or rise but new media cannot replace old media completely and if the new media was to replace old media, spoken words would be replaced by wrings, television would have replaced radio, and cinema would have replaced theater and then the internet would replace all of them, but since old media are important to the certain group of people, they have managed to live alongside new media (Jensen, 2006).

According to Biangi, (2005), posting news on the internet is quicker and possible because people move with their mobile phones well connected on the internet in their pockets which they use as cameras to take photos, and at the same time use them as computers to write and post news on their Social Media platforms for other people to access it, this makes an information consumer a reporter too. For almost two decades, web has changed the world and the way how information is searched, stored, published and consumed. The strong wave of web innovation since the development of the internet has been Social Media. Social Media became influential and of much interests among journalists and other people because of its news-breaking power, and the speed of communication and networking has been improved

as well as the competence and creativity of information dissemination in the current fast changing social economic environment.

According to Aryna, (2012:1), the Internet has been important in modern society where the internet connected gadgets have been used almost by everyone, for example, 85% of Americans owned cell phones and 77% of them had access to the internet. Aryna, (2012) further explained that Social Media services have engineered the use of the internet because they offer their users the opportunity to get connected to each other, share information, using social media for academic purposes and for leisure time which has completely changed lives of the people.

Due to the importance of social networking sites, the widespread adoption of the internet users by different of all ages has increased, and interpersonal relations have been run on social media platforms, for example, Parents also communicate with their children, relatives, friend and partners on social media sites and Facebook in particular to strengthen family relations (Madden *et al.*, 2012). But there are many situations where children extend themselves from their parents and pay attention to their phones to chat with their friends on social media (Phubbing), the reverse is also true.

Sawyer, (2011:4) noted that Social Media goes hand in hand with website, this is because social media are web-based services that allow people to construct public profiles with in a bounded system to share views, information and photos with others in the same system by using web based connected gadgets. Sawyer added that because of the web services and online social networking, everybody has the ability to share his or her opinion and to participate in different conversations on the internet which makes everyone a publisher or a critic. This is because the ability for the internet users to criticize and to argue about media contents can help to purify online information since the audience has the ability to use social media platform to comment and discuss on different matters.

The most used and popular Social Media sites are Google, YouTube, Twitter and Facebook (Lujja and Zeynep, 2017), but according to the founder of the Facebook, Mark Zuckerberg, if Facebook was a country, it would be the 6th most populated country in the world. However, it should also be known that some people open up more than one Facebook

accounts and some accounts may not be active due to different reasons of the people opened them.

While describing the operational system of the internet, Moira, (2011) explained that it is easy for the people to own more than one Social Media account because Social networking sites like google, Facebook, and Myspace are more of private than public and they are microcosms of the internet and all their services are based on obligations. Due to their privacy, it is very rare for the strangers to interact with social networking account owners like by sending and receiving email, private messages or sharing news with unknown persons. This is because Social Media Sites require names of the communicator which helps to identify strangers from the friends of the user in the friend list like of Facebook or those you know. In addition, “Anonymity and pseudonymity have been linked with social disinhibition, such as trolling and flaming, though the effects are often small, and the real-name policy has been controversial among users who prefer to keep their online personalities separate from their offline lives” (Moira 2011:76).

Furthermore, computer mediated communication is more needed than face to face communication since it gives a second chance to users to correct and edit the mistakes they have already posted and also help them to select which information they need to display to the public or to hide by using the settings that gives options to the internet users to make their accounts private, this helps them to choose the nature of information they would need to receive or to reject, news sources to follow and business pages to follow among others (Moira, 2011). However, some social media users can tell lies in their social media profiles, this confuses other users and makes it hard for them like to look for the person basing on his or her well known original identification. Therefore, it would have been better for the people to use their original identifications in an online environment because those who include their real information in their profiles like their names, schools, towns, work places and age can easily be identified by their existing friends and it can as well.

Social media users with real profiles be with more friends than those who change or write fake information in their profiles (Lujja and Zeynep, 2017). This is because the real information in the profile can easily help other users to become social media friends with

their old existing friends they met before. On the other hand, giving real information in the profile might make it easy for the strangers to use your information to tarnish your image, to cause harm on you, and secretly following you with unknown ambitions mostly if your profile has no strict settings, therefore, this might be the reason to why many social media users change their profiles and give incorrect information about themselves.

Meanwhile, some users use attractive profile photos with different intentions, and the act of using attractive photos is done mostly by the online daters. Effectively, Moira, (2011), said that strangers are most likely to start relationships with the people they met online because of the force of attraction of the good-looking profile photos. She, however, advised that having no profile photo is much better than using unflattering photo.

2.5.1. Facebook

In the study on the consequences of consumer engagement in social networking sites, Lujja and Zeynep, (2017) described Facebook as a platform and a communication tool that allow people to interpersonally communicate freely to share messages with others for fluent and sustainable relationships. However, not only being among the oldest social media tools, Facebook is also among the largest tools to be used and is accessible in 70 languages with more than 1,515,204,150 active users worldwide and an estimate of 41,000,000 Facebook users only in Turkey (Lujja and Zeynep, 2017). In 2015 alone, Facebook also reached over 47 million video viewers which put it in third place close to YouTube and yahoo (Bloggerwits, 2015). This means that Facebook is among the most used social networking sites probably because of its easy communication, solving love affairs and sustaining of relationships among others which have influenced people including partners to join the new technological communication through Facebook.

Although it is most commonly known to access social media sites on the internet connected gadgets, Facebook became among the best tools because it can support people even if it is not connected on an online network to enable people including partners in interpersonal relations even in geographically poor locations to use it (Clayton, 2014). This plus other advantages made Facebook among the most popular tools since it was established in 2004. Facebook's popularity empowered its existence for more than ten years despite of

competition from different social media tools like Twitter, Instagram and Skype among others (Farrugia, 2013). Meanwhile, although Facebook appears to be important in human life, people should not expect entirely positive impacts from it and any new human invaded technology.

2.5.2. Instagram

Antony, (2016) described Instagram as a visual social media platform. This is because Instagram is a photo sharing network where one can share photos and small simple videos freely. Couples use much of images and videos on Instagram to communicate with their partners, friends and families (Lujja and Zeynep, 2017).

Instagram was launched on 6, October 2010 by Kevin Systrom and Mike Krieger, and it is 6 years younger than Facebook (Kally, 2015). The August, 11, 2016 statistics on Instagram compiled by the Socialbankers, a global social media analytics company, indicated that although Instagram is owned by Facebook operators since they bought it in 2012, Instagram has its particular separate users and by 2016 it had more than 500 million active users who used to post images, videos and sending messages to others, with about 1 242 151 users. The same statistics also indicated that among the world's Instagram users 3.2 per cent were living in Turkey, and these statistics showed Turkey in the 9th position among the Instagram user countries in the World. The most Instagram user countries were Brazil with 13.6 per cent, United States 6.4 per cent, Mexico 6.4 per cent, India 5.4 per cent, Egypt 4.6 per cent, Philippines 3.3 per cent, Indonesia 3.2 per cent, and Thailand with 3.2 percent users.

John, (2015) said that although Facebook bought Instagram in 2012, after only four years you would not believe the two are under same control and ownership. He added that outside of Instagram users' ability to log in and post to their Facebook accounts, you almost wouldn't know the two entities are connected. However, while researching about the popular social media sites in 2016, Antony Maina showed that 95 per cent of Instagram users also use Facebook at the same time. Instagram users mainly use it to post information about travel, fashion, food, art and similar subjects. When it comes to partners this can act as a podium for making daily family programs especially when they are in long distances.

Meanwhile, Instagram adopted very fast because it existed at the time when people were used to social media usage. It also forced its self into the social media market easily due to its different unique photo editing features plus its filters together with video techniques (Antony, 2016). Unbearably, many technology users still need more teachings about the platform since majority are just starting to discover Instagram and few know how to use it, (Guidry et al., 2015). However, some people who are used to Instagram, use it on daily basis because of its simple photo-taking and photo-sharing applications. This enable them plus other persons to easily use their smart phones to snap photos as well as choosing filter to transform images

2.6. Facebook, Instagram and Interpersonal Relationships

Social media is a group of the Internet-based applications that built on the technological and ideological foundations of web 2.0, which allow the exchange and creation of user created content (Kaplan and Haenlein, 2010:61). With the web 2.0 model, the publishers only create platforms for the users and then leave the space for the users to create content. In addition, web 2.0 also allows users to comment, criticizes, re use and re publish content created by the other users (Jennifer, 2010:5). Freedom to share, open communication, and decentralization of the authority by the new web 2.0 overpowered and replaced the old model of web 1.0 where web publishers created content to the users. Traditionally, with web 1.0 model, users could use publishers' content for communication but with no chance to share, comment or add anything to the original content or to create another original content to the same website (Jennifer, 2010:5). Web 2.0 model applications like google made it easy to support Social media sites to connect people online using highly accessible and scalable publishing techniques.

Berscheid *et al.*, (2004) in their study on jealousy and relationship closeness, Instagram facilitates a new way where people interact with others. Interpersonal relation differs from more casual relationships in areas like caring, trust, love, commitments and maturity among others. This is because in interpersonal relationships people communicate with those they have knowledge and information about. They further said that with interpersonal interactions, people talk about well-known topics of their interests like love, business, politics and other

issues that connect their relationships because when people feel committed to each other they start sharing confidential information with their partners which they can't share with someone else. They added that free interpersonal interactions between partners increases love, intimacy and confidence in relationships and partners start depending on each other to live better life.

However, with frequent time of communication with each other, interpersonal communicators become one person as a couple instead of individuals and this means what one partner does affects the behaviors of the other (Adalberto, 2016). Although they probably cause separation among couples and infidelity, Facebook and Instagram can also be used to start, build and maintain new relationships (Trusov *et al.*, 2009). In addition, not only maintaining, experimenting, bonding and integrating relationships, but Facebook has also become a primary way of starting couple relationships. In their research on the role of Facebook in couple relationships, Fox *et al.*, (2013), found that initiating a relationship on Facebook is very simple compared to other old means of creating relationships with each other.

The Facebook executive, Carlos Greg Duik,(2014), in his research about the formation of love that was based on Facebook data analysis and focused mainly on Facebook relationship status data, also agreed with Fox *et al.*, (2013) that relationships can easily start as a result of Facebook messaging. It is known that Facebook has relationship profile domain: Relationship status, this status empowers or discourage people in the start of the relationship between two persons on Facebook, discovered that two people can easily be known after they fall into relationship on Facebook. In addition, profile visits, messaging, sharing and interaction rates between the two whose love started as a result of Facebook were increasing when their relationship Facebook status were still single (Fox *et al.*, 2013).

On the other hand, Carlos, (2014) also said that the Facebook messaging and sharing of some people after updating their relationship status to in relationship were on decrease. Meanwhile, the probable cause of this situation is to start a happy tie between two people in which they spend more time with each other than before they fell in serious relationship together. Partners that share relationships status on social media are likely to be living in

happy interpersonal relationships with their partners and posting pictures on social media with their partners may probably mean that they are satisfied with their relationships (Adalberto, 2016). Probably before interpersonal relations, people get much time to share, post and messaging rather than after falling in relationship where they get focused to their partners and probably spend much of the time with their loved ones.

In addition, in the study conducted on social media practices by Pew research center, an American think tank, in February, 29, 2016 found that some couples start their relationships with strangers on Facebook and later make it into strong interpersonal relations. This probably occurs because persons on Facebook are always eager to reply to the message to know more about the person who sent it. With continuous chatting, the two people may agree to meet and know each other physically which may not be the case with face to face communication where someone may ignore the other at the first sight. However, people are divided into two on starting relationship on social media where some say they cannot fall in love with someone whom they never meet because it is not good, while others say that the life has changed with technology and you can meet a partner on social media and make a real love which is normal.

Profile picture sharing may be intended to show your Facebook friends and followers how you look like, but in romantic interpersonal relationship it may annoy another partner especially when it's not agreed upon with him or her to share it. Some interpersonal communicators with love bonds negotiate to announce their relationship status on Facebook to put barrier from other friends who may have feelings towards their partners. However, an author and blogger on dating in Los Angeles, Lennie, (2011) talked on the topic of putting relationship status on Facebook and said that it is embarrassing to announce relationship status in public because some relationships don't last longer.

Relationship status is not everybody's business, because it's a relationship of two people and when it is put on Facebook it can lead to no privacy between lovers, it is embarrassing to tell people your personal details of life (Lennie, 2011). Meanwhile, some of practices done on Facebook result into interpersonal relationship problems like jealous, cheating, time wasting, infidelity and separation of persons. Clayton, (2014) said that this

tend to happen because just as many activities carried out on Facebook and Instagram in the name of communication, in this 21st century, these technological online activities result into positive and negative impacts to the social well-being of those in interpersonal relations

When social media existed, it changed communication systems and styles through which people reach information to others. Interests and need of people on using social media also increased (Enderhan and Evrim, 2012). However, few people knew that social media would dominate the field of communication as it is today, where academicians, researchers, business personnel and scientists among others take time to conduct several research about social media and its tools. In arts and humanities, social media research picked researchers' interests after Social networks became important in determining the social agenda and relationships. Social media created small societies (cyber societies) for the people including those relationship as they use them for different purposes (Öykü, Ceyda and Seyda, 2011).

Furthermore, social media shortened the distance between partners and brought their relatives and friends together. In the process of bringing families together, some partners use social media as well to consult their families about their future relationships like in making decisions on the future partners they would like to be with. In the same line, experiencing relationships emotions or making relationship decisions would be better for persons to stand on their wishes. But many people follow the directions of their families, friends, work colleagues, neighbors among others whose desires may not satisfy the emotions and the wishes of the person intended to fall in relationship (Fatma and Hovardağlı, 2015).

However, after getting a partner, social networks can be important in strengthening lovers' interpersonal relationship because no couple can stand alone to achieve its desires, wishes and necessities. Among the ways to keep other people near to support your relationship is by use of social media. Fatma and Hovardağlı, (2015) said that interpersonal relationships are in the social vacuum of social networks whereby a interpersonal relations cannot exist without other social connections. People have series of kinship relationships in the world like friends, business partners, neighbors and relatives among others with whom they communicate with via social media tools. For example, Families can help to strengthen the relationship bond between the couples since there would be love of the family for their

siblings. In addition, the research on social media usage and relationships conducted by Pew Research Center in October, 8, 2015 indicated that many young adults in interpersonal relationships used social media to communicate with their partners in positive way either to build or strengthening their relationships. Therefore, lovers should not be much stressful over the categories of people their partners associate with on social media. However, it should be noted that the same social networks can as well affect interpersonal relationships in positive or negative ways. Therefore, the important act is to build relationships on trust and commitments whether on social media or not.

Simpson (2007) said that to keep trust in relationship means being fair and honorable to someone. People expect much care and support from their partners in interpersonal relations and not to be harmed by them since they believe to have interpersonal bonds between them. Meanwhile, interpersonal relationship can also be built on other factors like communication, emotional support, and self-disclosure. Self-disclosure means revealing personal information with the partners, and according to Adalberto, (2016), two people cannot leave in interpersonal relationship with love bonds when they still hide some personal information from their partners. Time invested in relationship is also important although some relationships can as well develop and last longer based on daily activities of partners.

Previously, in the study on consanguineous marriage and Turkish families in Turkey and Europe, (Baykara, 2015) indicated that Social media played a positive role in creating social changes among people by initiating relationships, strengthening interpersonal bonds and marriages. This impact improved social engagement in relationships though it only benefits people who use social media sites appropriately. Getting married is one of the social tasks of many families in the world, for their children to reach up on, this was mainly a duty of parents and elders to influence children to see that they get married. According to Baykara, (2015), not like in old times, over the past four decades, Social media has played this parents' role when it reduced Parents' much involvement in spousal choices of their children.

There is a strong decline of arranged interpersonal relations based on marriages in many families due to the increased couple-initiated relationships where people find spouses

themselves as a result of proper social media including Facebook and Instagram usage mostly among the people living in outside countries (Baykara, 2015). This means that migrations and education influenced the increase of couple-initiated relationships, although Slater, (2013) said that Social media cannot be ruled out as part of this big global social change because it is the tool through which educationalists and immigrants use to transmit messages.

Facebook usage increased especially among youngsters to share ideas and opinions and today it is possible to find new friends, fall in relationship, to find the interpersonal partner and to sustain relations with the ones whom you meet in this world by proper use of social networking sites. According to Enderhan and Evrim, (2012), people who lived out of their countries used social media more than those at home since it is the only way they could reached their relatives, spouses and friends because of the frequent online chatting, many end up finding spouses and consequently end up in a relationship.

Since Facebook and Instagram interconnected, this has given chance to social media managers, users and other personnel to see the available information, for example by using Facebook account to check and see partners profile on Instagram (John, 2015). People can also know others updates, last time they appeared online, their online history among others, and the interconnection of Facebook and Instagram made the two sites attractive to the users.

In the research on motivations and behaviors of Instagram users' affordances during interpersonal relationship process, Aniss, (2016) found that Instagram's affordance played a role in coming together of partners and maintaining their relationships. However, although Instagram may negatively play the role in the separation of partners, it may also help to achieve interpersonal relationship goals because people may have a big number of Instagram friend lists but partners still give much time and concentration to those whom they share common goals to avoid relationship disorders. This is because the delay of the spouse to reply to the partner especially when he or she sees you online may probably develop into conflict of interest between partners and sometimes divorce, quarrels, separation, and infidelity. Therefore, although people live in different interpersonal relations, those interpersonal groups that involves love and romantic behaviors remain strong among others.

However, Urista *et al.*, (2009) said people use Instagram and Facebook to get information about other people they meet in their life and to form relationships. This is because it is nowadays easy to access someone's personal profile information on Facebook or Instagram especially from the unlocked accounts. This means Instagram usage affected its users differently probably due to different social, economic, religious, time, behaviors and educational factors on which users based to utilize Instagram.

Negatively, according to the Hurriyet daily news newspaper published on Friday, December 30 2016, an architect woman in Turkey's city of Istanbul in 2016 sued her husband who was a board member of a one private hospital and asked for separation and divorce as a result of social media misuse. A husband used to send nude photos and sexually explicit messages to the public on social media which led to family disorders and lack of trust between the partners.

Salleha et al, (2015) reviewed that people can easily adopt Instagram but it does not mean they implement its use. This means people may have Instagram applications on their phones but it may take long for them to use Instagram due to different reasons. But this might be different from married people because according to Pew research center's findings of February 11, 2014, by 2014 about 66 percent of Married couples and those in interpersonal relationships used Instagram and Facebook to sustain their already built relationships and to still be closer to their friends.

Meanwhile, Taylan, (2011) found that communication is mainly shaped and led by media including social media tools. Facebook aimed at mainly informing people, but today spouses use it to persuade, entertain and teach each other as part of their social life. Facebook also created social relationships and is one of the most indispensable components of the community in shaping and extending cultural elements and traditions. However, the same Facebook can contribute to the cause of the separation of persons and spread of infidelity especially when couples lose trust between themselves. This can easily be seen in influential communication between people of interpersonal characters. As a result of mistrust to those in romantic interpersonal relations, Katherine and Katrina, (2014) noted that if a partner's

computer is left accessible and a spouse's password is known, partners normally check their spouses' social media sites which finally lead to the state of being unfaithful.

Limited trust, unfaithfulness and cheating as a result of Facebook usage would cause infidelity and separation of the couples. This make it difficult for the couples to meet their life expectancy intended for being together as lovers. Therefore, this means should be implemented by the people to embark on the good use of social media particularly Facebook and Instagram such that it increases on their love and happiness in their interpersonal relations instead of tears and quarrels (Pew research center, February, 11, 2014).

The world built through discussion groups on the Internet, and not only spouse to spouse chatting, but partners also intervene in Facebook group discussions for easy communication between people who are in touch in news group on the Internet. Being in the same social media group as a couple help to know the social behaviors of your partner and how he or she associates with others. They further said that the appearance of Facebook and Instagram sites has not only made face to face online communication easier but also changed interpersonal relations dimensionally where Facebook and Instagram act as the turning center of communication to ease online relationship affairs and lives.

Facebook and Instagram are less costly and save time compared to previous traditional ways of communication like sending letters. People use Instagram and Facebook to create condition of sharing interests in common basing on their particular interests and despite of having different beliefs and different attitudes in common, Instagram has power to fundamentally change the interpersonal behaviors of partners in their lives and link them easily to their relatives, friends and family members which is now easier with video callings (Trisha, 2012).

As a result of advancement in technology, Facebook brought live video coverage in late 2016. Explaining the importance of live video, Angelo, (2016) said that partners are expected to communicate online because it presents them with an entire environment and easy interpersonal interactions with their spouses which can help to reduce on the risks and problems that would result into misinterpretation of written messages. Facebook's live video make communication easier because of its ability to allow viewers to quickly reply to the

message and give direct feedback to communicators through comments, and when it comes to partners, this lead to excitement and trust among two partners as one can see what takes place in the surrounding environment of the other. However, with live video, once the communicator makes a mistake it is difficult to correct it live on air, viewers detect it quickly which is not the case with text messages which can be read through before sending.

Although in 2016 Facebook had started over ten years ago, Nicole, (2016) said that Facebook's impact was more evident in 2016 because people including partners could use it even without downloading additional software to view and broadcast live videos. This gave more gravitas to Facebook services and also brought it plenty of publicity.

Although people might have a lot of followers on their social media pages, Aniss, (2016) said the major intention of someone in interpersonal relationship to post a photo on social media is to seek for infection from their partners. Partners also do post photos to seek for attention and popularity from their lovers and see whether and how their lovers share, react, comment, behave or share their photos. In addition, with the power of Facebook and Instagram, persons in interpersonal relationships also use to post personal photos to show their partners how popular and lovely they are towards their friends basing on the number of likes they receive on their shared photos.

In his research on the impact of Twitter use on relationship infidelity, Clayton, (2014) said that poor Social media usage can lead to social media-related conflicts among partners, and since Facebook and Instagram allow users to interact in almost the same way using same gadget, the impacts of both Facebook and Instagram in relationships are comparable and probably similar. In the long run this might result into relationship breakups, infidelity and separations. This is because the speed on which social media usage grow and attract users made people not to think about any negative impact of it.

Therefore, a lot of carefulness is important while using social media sites and involving social media in relationship guaranteed the users to get prepared for any impact from its use. People in the long-term love relationships tend to use social media and utilize it differently compared to those who have been together for short period of time (Lanhart and Duggan, 2014). However, using social media can be less important than that of face to face as some

people can prefer face to face communications as their most effective way to send messages despite of social media live chatting. D'Ambrozio, (2012) said that physical face to face interactions can help communicators to articulate details of their conversation and also allows them to understand each other much better as they follow body language and morale of one other. Meanwhile, today, Social media is considered important other than anything else in the social life of the people world over as a cyber society.

Although Facebook has influenced people, the size and the nature of how it has been changing people's behaviors matters. In the research on social media users in Turkey, İşlek, (2012) identified that social media usage is based on behaviors and interactive participation of the user in different situations and behaviors and social media content can determine user's behaviors on the way they behave as they use social media. İşlek went on and explained that since the content on social media is created by many sources like persons, organizations or companies on different subjects without being filtered, people log-in their accounts without knowledge on what content they will find on their sites, this indirectly or directly influence behaviors, actions and general social life of persons using a social media because sometimes there is now way people can avoid contents that can cause them problems.

For example, a person who is not interested in alcohol cannot avoid adverts on alcohol to appear on his or her site when are posted by the companies or other fellow social media users. Therefore, the only option is to abandon the content, delete it from the account or hide it especially on Facebook using the settings power and control one has over his or her account.

According to Beril et al., (2010), through social media relationships, relatives and friends of the two married partners can meet their life expectations to rebuild a new environment of themselves empowered by the power of social media tools. Social media also contributed to a lot of family breakdown as a result of social media misuse. Infidelity, separation, cheating and divorce are some of the negative behaviors of social media usage that would break up families if are not solved quickly.

Fulya, (2013) stated that it is a general responsibility for both people who have been affected as a result of social media to get solution to the problems before affecting their

families and to feel their pains together, this is because once a person join social media platform, it may directly make a change to his or her general behaviors and their surrounding environments as a mean of adopting new technological environment. It is believed that social media usage bring impact to individuals the moment they start using it but being positive or negative impact depend on the time, content and the manner of using it.

Although some impacts maybe miner and solvable, among the threatening probable negative impacts the Turkish government has been worried of on social media usage are the separation of marriage relationships and divorce. According to the *Anadolu Agency* Newspaper published on 05, 02, 2015, the increasing rate on which married couples separate forced Turkish Ministry of Family and Social Policy to open counseling centers across the country, giving tutorials for people who intend to fall in relationships or to get married and those with interest to separate or divorce respectively. This was reached up on to solve the threatening technological problems that change minds of the people negatively on marriages and influencing divorce in the country.

Öykü, Ceyda and Seyda, (2011) said that it has been understood that matchmaking concept has a new content due to the benefits that the new media offer. They added that couple interpersonal relationship is one of the services all over the internet and it has become a profitable and money-making market as a result of social media growth. They further found that traditional marriage has become modernized with the emergence of the internet, friendship and relationship websites alongside social media in some societies of Turkey. They added that in some certain contexts people's traditional attitudes have not been completely abolished but mixed with modern views.

2.7. Facebook, Instagram and Interpersonal Relations Breakup

Although Facebook and Instagram have been considered as the social media platforms that create and sustain relationships, they have been also acting as platforms for creation of trouble situations among partners and sometimes end their interpersonal relationships. When the internet dominated communication industry in both developed and developing countries, the world has been shaped by the internet by enabling people to access social media platforms including Instagram and Facebook easier and the usage of these technological platforms has

become a core habit to several people in the world and it is hard for some people live in an offline environment.

The statistics portal, social media statistics and facts of 2016 showed that the number of social media active accounts had reached 2.34 billion people which means a big number of social lives of the people changed as a result of social media development worldwide. For example, previously people could first check themselves to make sure they have moved with their house keys, but with the current modern social changes, they consider Smart Phones, Tablets and the other internet connected movable gadgets among the first things to put in their bags before leaving their homes. This culture dominated because social media channels have been used by the people to keep in touch with friends and family, accessing news sources, marketing, advertising, entertainments and for leisure time.

Schneider, (2003) found that trust and satisfaction in relationship decreased through loneliness and abandonment as people gave much time to social media more than to their partners. This happen where one of the partner spend much time on social media and ignore talks with his or her spouse. This has sometimes acted as a barrier of communication between partners which also force them to make decisions to separate or divorce as the last resort in their relationships.

People probably feel stressed and become eager to know the kind of people their partners talk to on social media especially at the time when their counterparts take long to respond to their messages or when they are offline. The situation sometimes worsens as some lovers start demanding for the passwords of their partners to access their accounts to exactly know the hidden information in their social media accounts, and others just use spy methods because asking for the password may alert their partners and delete all the bad information within the accounts (Saleh and Mukhtar, 2015). However, according to February, 11, 2014 findings of Pew research center, some partners share their social media accounts and passwords with their beloved ones to avoid circumstances that may even spoil their interpersonal relations

With the intentions to know the kind of friends whom the people in relationships chat with who are not their beloved ones, in the research on social network effects in romantic

relationships, Fatma and Havardağlu (2015) formed two groups where one was of married people, and another of people in growing romantic relationships (Flirt group) to discover the categories of social media friends each group chat with mostly. These were grouped regardless of their gender. They, however, found that participants in the flirt group would spend much of their time chatting with their beloved ones and on the other hand, in the group of married people results showed that their most social media friends were their mothers and siblings.

Meanwhile, although Facebook and Instagram keep partners connected, the lack of face to face sharing of love, feelings and ideas lead to decrease in patience between them which result into divorce in long run. Even though is the most frequently used social networking site, Saleh and Mukhtar (2015) found Facebook as the major tool that can lead to separation of people in interpersonal relations and cause divorce. Saleh and Mukhtar's results also indicated that using Facebook for spying in relationships is now common where opening and secretly visiting Facebook accounts of others often has many times resulted into bad habits which finally led to separation of families due to loss of mutual love, respect and trust among partners and the failure to solve social media related poor acts.

However, Facebook should not be considered as the main causer of divorce among lovers because it has been causing divorce only in the situations where signs of divorce had already existed due to other factors (Saleh and Mukhtar, 2015). Some other immoral behaviors, disagreements in relationships, conflicts and norms can negatively lead to divorce as well though Facebook may influence and be part of them, surveillance factor is also taken as an advantage for using Facebook among close partners in interpersonal relations (Fegguria, 2013). Surveillance may silently contribute to the breakdown of families and moral values when continuously practiced among social media users. However, Facebook can be productive and good if it is used appropriately and people in romantic interpersonal relationships should avoid sharing, posting and liking Facebook posts those are likely to cause domestic problems or injure their relationships (Usman, 2011).

Since the development of modern communication technology of social media, separation of interpersonal groups has not only increased in European communities, Africa

and America, but worldwide. Historically, Tuğçe (2013) explained that in Turkey's old times separation of married people and divorce were related to the family bonds, but today among the new reasons that have been reported by people in most parts of the country that lead to their relationships breakup are related to Social media usage and Facebook in particular. Tuğçe, (2013) added that much divorce and separation situations among people happened as a result of improper use of Facebook and the internet mostly by the internet addicted married people alongside smart phones. This was also emphasized in the Press release published by the Turkish statistical Institute on 02, April, 2015 which indicated that the number of people in interpersonal relationships based on love in 2014 had increased by 4.5 percent compared to that of 2013.

In the research conducted in Jigawa state in Nigeria, on social media and divorce, Saleh and Mukhtar (2015), stated that all their 119 respondents who participated to their study by the use of stratified random sampling method agreed that social media tools including Facebook and Instagram can cause separation, divorce and other interpersonal relationships problems but despite of knowing the possible negative impacts of social media, people were not ready to abandon the modern way of using technology. Saleh and Mukhtar also added that through surveilling of other people's accounts, people used the Facebook based information to testify their oppressors in the courts of law and many of clients in courts of law presented evidence from social media. Meanwhile, Marshall *et al.*, (2012), stated that online surveillance saves time, it is convenient and easier compared to the traditional offline surveillance before the discovery of technology.

Facebook is used in general aspects of life and it is not surprising for it to quickly penetrate into courts of law. Meanwhile, courts of law should also weigh the relevance and the authenticity of the evidence plugged from social media because some people intentionally create fake social media accounts in the names of other people to forge evidence. In addition, the evidence information partners get from social media sites as defense to ask for breakups in courts of law may not be strong enough to cause separation but sometimes decisions are made according to the interests of lawyers and court judges. The blogger and lawyer, Geoff Bowyer, (2014) advised that social media evidence should be prepared and planned before

used in courts and checking of the witness and other party's Facebook pages needs to be handled carefully. In addition, a witness with personal knowledge about social media or a computer forensic expert should be asked to authenticate the evidence to create the situation that provide true evidence to explain the reality in the manner of limiting separation of people in relationships.

Therefore, partners should know those they become friends with on social media sites and understand the characters and intentions of their Facebook friends since some friends may be Facebook enemies. Meanwhile, partners in relations can appropriately continue using social media without being caused situations that may ruin their relationships. This can be done through setting up boundaries like strengthening passwords and other possible means to restrict people who can unlawfully intervene with their relationships on either Facebook or Instagram (Tokunaga, 2011). Meanwhile, even Partners who found each other on Facebook would put up boundaries to their partners and sometimes being spies on their partner's Facebook accounts to know what they communicate with other people to ensure trust and relationship stability in an online environment (Fagguria, 2013).

It might be hard for the partner to trust his or her spouse with social media when their relationship started on social media. This brings doubt among partners as they develop fear from each other to probably cheat on them as they remember the background of their relationships. As a result, some partners have been controlling Facebook accounts of their counterparts, and others use to order their spouses to remove or block some of their friends and ex- partners they consider to be threats to their relationships. According to Pew research center (2014), 38 percent of partners were asked by their spouses to remove some friends from their Facebook networks and 22 percent were asked by their current partners to unfriend their ex- partners. Advisably, Saleh and Mukhtar, (2014) argued religious leaders, friends, media institutions and family members to engage in the struggle to prevent break down of families and other interpersonal relationships through creating awareness about the use of technology to protect moral and to avoid negative implications of social media usage.

Marshall *et al.*, (2012) said that the misuse of Facebook can cause anxiety and mistrust which are threats to relationships. According to Fegguria, (2013:17), mistrust in relationships

now common since it has become a norm to many Facebook users to check their partners' accounts because "monitoring a partner through Facebook is "almost" the socially acceptable way to check up on your partner". But despite mistrust, people might also start their interpersonal relations by the use of Facebook and be able to develop it to stay forever. However, Facebook can also separate those in committed interpersonal relationships rather than creating new relationships (Tonkunaga, 2011).

2.8. Facebook, Instagram and Infidelity in Interpersonal Relations

Female and male have some controversial and similar ideas about the cause of infidelity in interpersonal relations although they agree that it is caused by both emotional or physical means (Kaisa and Jamie, 2007). Interpersonal relations can remain stronger when there is commitment, much time investments in it, care, and trust and satisfaction among partners, although the increased use of Facebook and Instagram have weakened these factors on which marriage was built which has increased infidelity behaviors and breakdown of families. To explain the cause of unfaithfulness in relationships, Kaisa and Jamie (2007), found that 50 percent of individuals in marriage and interpersonal relations got involved in some form of infidelity due to other factors other than social media. However, they also noticed that male social media users are much attracted by sexual appearances of female friends in an online environment while females are forced by relationship dissatisfaction in their current affairs as primary cause of infidelity.

This situation of being unfaithful to the spouse is among the negative impacts that have been caused by social media usage in some interpersonal relations where infidelity, mistrust and misunderstanding in relationship between partners is inevitable. Elphinston and Noller, (2011) showed that the internet usage in relationship has contributed directly or indirectly to the violation of infidelity which reduced relationship satisfaction in relationships. The argument on the outcomes of technology misuse in interpersonal relations continued, Kaisa and Jamie, (2007) also said that infidelity that has been caused by social media in the society can as well lead to other cause a great deal of distress, turmoil, and separations in relationships and probably divorce in the long run.

In this era where technology has made connections easy, Facebook as a tool of communication technology has contributed to many infidelity cases and other Facebook related negative impacts in relationships. Roughly 50 percent of individuals in interrelated relationships engage in some Facebook related forms of infidelity at some points and researchers are studying this serious relationship transgression more to better understand the root of the problem (Clayton, 2014).

Arguing on love, relationship and connection secrets, Susie and Otto, (2015) said that Facebook negative impacts like temptations, intimacy and jealous are the main cause of infidelity among partners. But mistrust in relationships most of the times occurred when two ex-lovers kept connected on Facebook even after their interpersonal relations breakdown (Susie and Otto, 2015). In the way to try to reduce on the social media cause of infidelity, Kaisa and Jamie, (2007) advised that people should research and read more about technology related information to be aware of the problems caused by poor technology usage and to know their solutions such that social media does not interrupt with their stable relationship ties.

Infidelity is every partner's matter of interest to be handled seriously because it has become a threat to interpersonal relationships and the emergency of Facebook created a big chance for spouses to cheat on their partners which might not be the case in the no-technology era. In Saleh and Mukhtar, (2015), 79 percent of the respondents agreed that Facebook can cause infidelity in relationships and 21 percent said it cannot. However, infidelity should not be taken as a direct or immediate negative impact to all Facebook users because some partners can easily solve infidelity problem and stay in their relationships peacefully.

In their research on social media focused on Facebook and twitter, Volante et al., (2015) observed that old people in age were ready to stay with their partners in relationships peacefully even though their relationships had experienced infidelity, on the other hand, young adults were not patient enough to stay in their relationships with unfaithful partners which lead to their interpersonal breakups. Volante et al., (2015) also stated that people who were not in relationship spent much time on Facebook than those who were in their happy interpersonal relations. Therefore, this might indicate that there are some barriers that stop

partners to frequently access Facebook, and on the other side, people who are single might have much time to spend online probably to use social networking sites to search for the partners.



3. METHODOLOGY

In this chapter, the research design, sample, data collection instruments, data gathering procedure and analysis plan will be discussed.

3.1. Research Design

In this study, descriptive research design will be used to determine the extent of the relationship between Facebook and Instagram usage in interpersonal relations. The form of data collection was statistical data, this will be used to interpret and prove the fact that online caused problems like separation of couples and infidelity in interpersonal relations are directly or indirectly linked to the Facebook and Instagram usage. The population was general but only data of respondents who were in marriage, engaged, long term relationships and those who were separated or divorced was considered. The sample consisted of males and females who were non-randomly selected. The primary reason why non-random sampling was used is because it was easy to manage, more so, non-random sampling is independent and by using it helps to reach more population. This is because it allowed some respondents to search within their networks and forward questionnaires to the friendly colleagues. This method is also less costly, takes little time and it helps to ethically protect the rights of the correspondents.

3.2. Sample

A sample is a subset of respondents that is selected to represent the entire population as a whole (Lujja, and Zeynep, 2017). It is often hard to survey all the members of the particular targeted group because of the number being too large, information is collected from the part of the population to represent the whole. Therefore, this study was conducted within Anadolu University environment, Yunus Emre campus where university employees and students who qualified to fill the questioner had a chance to participate in research. Both male and female population had equal opportunity to participate regardless of their age. A total of 215 people responded to the questionnaire and only findings for 128 respondents were used after removing unqualified samples. The unqualified participants were those who had never been in interpersonal relations and some few who said they did not use social networking sites. Meanwhile, the unqualified respondents answered the questionnaire

because non-random sampling method was used and there was limited time to ask participants whether they qualify for the questionnaire or not and to protect the rights of participants. However, only results of those in marriage, engaged, long term relationships, and those who were separated or divorced were considered to reflect the objectives and aims of the study since they were in interdependent interpersonal relations. Since social media sites are many and many of the respondents used different social media platforms, this research considered only respondents who used either Instagram, Facebook or both to come out with the right impacts they have on separation of partners and infidelity in interpersonal relations.

3.3. Data Collection Instrument

A questionnaire was designed to gather data about the ideas, knowledge and experiences of the people regarding the influence of Facebook and Instagram in interpersonal relations. The questionnaire included a brief introduction of the study and a consent form that explained what the study was about, and how the data and information of the respondents would confidentially be used. The contact information of the research was included on the survey questionnaire. Age, gender, academic status, relationship status, and social media usage status among others made up of the questions. Questions were designed from the literature on Facebook, Instagram, separation of partners, and interpersonal relations behavior among people. The survey contained questions on what the participants thought are the Facebook and Instagram usage behaviors of partners that cause their separation and infidelity, a question on the time social media users should spend on social media while they are at home with their partners, and also, some asked questions required participants to share their ideas on the sharing of Facebook or Instagram passwords with their interpersonal partners. Majority of the questions were closed-ended, and these were based on the Yes, No styled questions. The questionnaire involved a total of 20 questions.

3.4. Data Gathering Procedure

In this survey, participants were selected from social networks like friends, teachers, workers and students who also shared them with their concerned networks. The researcher made sure that the participants have personal knowledge and idea about social media plus

being in couple interpersonal relations of any kind, separated or divorced. The researcher also advised participants to share questionnaires with others especially those they know well that they were conversant with relationship experience. Pre-test survey was conducted before the questionnaire was used for the final data collection to determine if there were some gaps to in the questionnaire, to see what questions could be eliminated and questions that could work well. The google form online questionnaire was designed and the link was spread to participants via emails, Facebook, and Instagram accounts. However, to utilize the available limited time well, some questionnaires were also printed out and were supplied in hard copies to the respondents. The online data collection method was convenient to participants because it allowed them to answer the questionnaire in their free time and in the way, they felt comfortable. Many Questionnaire links were spread as much as possible and participants could answer all questions and click submit at the end bottom of the questions. Questions were compulsory and each question could be answered once to ensure consistency, accuracy, credibility and reliability in findings. Participants were politely requested participate in the study and were explained the intention of the data collection, this was to make them confident not to be worried of the future use of their information as this research was about social life of participants. After two weeks of data collection, data was downloaded and coded into the computer and statistically analyzed using the Statistical Package for Social Sciences (SPSS).

3.5. Data Analysis Plan

After gathering, data was cleaned and coded before analysis. The analysis was based on the Facebook and Instagram usage behaviors as per the personal statistic (demographic variables). These included relationship status, age, gender, education level, and type of social media platform used, and to determine the primary cause of infidelity and separation in interpersonal relations, a researcher gave the list of the assumed causes from which the respondents identified. Finally, the data was analyzed using the Statistical Package for Social Sciences (SPSS) to test the validity and reliability between Facebook, Instagram and how people use them in interpersonal relations.

4. DATA ANALYSIS AND FINDINGS

In this chapter, the outcomes and analysis of this study are presented. The analysis is based on Facebook and Instagram usage behaviors of respondents in interpersonal relationships, and these will include age, education level, relationship status, type of social media site used, average time spent on social media, and gender among others. However, the results indicated that a total of 215 people responded to the questionnaire, but out of these respondents only 128 were used after removing 2 respondents who said they did not use any type of social networking site and 85 respondents who had never been in any interpersonal relationship tie. Therefore, the results are only built on the legible and useful responses (N=128).

4.1. Statistics of Findings

Table 4.1. *Gender distribution of respondents*

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	71	55.5	55.5	55.5
Male	57	44.5	44.5	100.0
Total	128	100.0	100.0	

4.2. Age Grouping of Respondents

Table 4.2. *Statistics of Age grouping of respondents*

2. Age				
Age grouping	Frequency	Percent	Valid Percent	Cumulative Percent
18-22	56	43.8	43.8	43.8
23-27	47	36.7	36.7	80.5
28-32	14	10.9	10.9	91.4
33-38	4	3.1	3.1	94.5
39-43	1	.8	.8	95.3
44-48	4	3.1	3.1	98.4
49-53	1	.8	.8	99.2
54-58	1	.8	.8	100.0
Total	128	100.0	100.0	

Sample in table 1, above showed that out of 128 respondents, 57 were male representing 44.5% and 71 were female representing 55.5%. Although female respondents were more than male, the range in number was small which showed balanced gender participation of respondents. In addition, according to age brackets sample, results in table 2 indicated that generally young population participated in this survey. Young respondents between age groups 18-22 were the majority representing 43.8%, those between 23-27 represented 36.7%, respondents between 28-32 represented 10.9% while those between 33-38 and 44-48 represented 3.1% each. Meanwhile, age groups 39-43, 49-53, and 54-58 had 1 respondent each represented 0.8%.

4.3. Education Level of Respondents

Table 4.3. *Education level of respondents*

Education level	Frequency	Percent	Valid Percent	Cumulative Percent
High school	3	2.3	2.3	2.3
University	96	75.0	75.0	77.3
Masters/Doctorate	27	21.1	21.1	98.4
Lower education	2	1.6	1.6	100.0
Total	128	100.0	100.0	

Results from table 3, indicated the participation of respondents according to their education level and majority of undergraduate students responded to the questionnaire. 96 undergraduate (University) students represented 75% with the highest number, 27 graduate students (master/ doctorate) represented 21.1%, while 3 high school students represented 2.3%. The results indicated that all the most recognized levels of education were represented. However, despite of having uneducated group among the categories of education level on the questionnaire, none of the participants was uneducated and only 2 participants (1.6%) represented lower education level which means all participants were able to read and understand questions on their own. This makes data reliable for sustainable results. Undergraduate and graduate students made the biggest number because questionnaires were supplied mainly to the people within the premises of Anadolu University.

4.4. Relationship Status of Respondents

Table 4.4. *Relationships status*

	Frequency	Percent	Valid Percent	Cumulative Percent
Divorced +Separated	24	18.8	18.8	18.8
Engaged	10	7.8	7.8	26.6
Long term Relationship	75	58.6	58.6	85.2
Married	19	14.8	14.8	100.0
Total	128	100.0	100.0	

Of the participants included in the sample, results showed that 24 of the respondents were divorced/separated which represented 18.8%, those in long term relationship were 75 representing 58.67%, a number of 19 married people represented 14.8% while engaged respondents were 10 representing 7.8%. Therefore, this showed that all the considerable respondents were either in or had ever been in interpersonal relations.

4.5. Time Spent Using Social Media Tools by Respondents

Table 4.5. *How time was spent on social media by respondents*

Time spent on Social Media.					
Time in minutes		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5-15	6	4.7	4.7	50.8
	15-30	17	13.3	13.3	13.3
	30-45	16	12.5	12.5	25.8
	45-60	26	20.3	20.3	46.1
	60-70	21	16.4	16.4	67.2
	70+	42	32.8	32.8	100.0
Total		128	100.0	100.0	

On the time spent on social media by respondents daily, according to table 5 above, results showed that those who spent more than 70 minutes on social media daily had the highest number with 42 respondents representing 32.8%, 21 (16.4%) respondents said they spent between 1 hour and 70 minutes on social media sites, those spent between 45 minutes to 1 hour were 26 representing 20.3%, while 16 of respondents said spent between 30 to 45 minutes representing 13%. Meanwhile, 17 of the respondents spent between 15 to 30 minutes, and only 6 respondents representing 4.7% spent less than 15 minutes on social media per day.

As the majority of respondents responded to have spent more than 70 minutes on social media daily, this means that regardless of being in interpersonal relationships where they are expected to spend much of their time interacting face to face with their partners, children and

other closest members, respondents spent much of their time on Facebook, Instagram and other social media tools for different purposes.

4.5.1. Time spent on social media compared to gender and relationship status

Table 4.6. *Time by gender and relationship status*

Relationship status * Average time spent on Social Media. * Gender Crosstabulation

% within Relationship status.

Gender		Average time spent on Social Media.						Total
		15-30	30-45	45-60	5-15	60-70	70 and Above	
Female	Divorced	11.8%	11.8%	11.8%		17.6%	47.1%	100.0%
	Engaged	33.3%		16.7%		16.7%	33.3%	100.0%
	Long term relationship	16.7%	13.9%	19.4%	5.6%	8.3%	36.1%	100.0%
	Married	16.7%	8.3%	8.3%	25.0%	16.7%	25.0%	100.0%
	Total	16.9%	11.3%	15.5%	7.0%	12.7%	36.6%	100.0%
Male	Divorced					28.6%	71.4%	100.0%
	Engaged	50.0%		25.0%			25.0%	100.0%
	Long term relationship	5.1%	15.4%	33.3%		20.5%	25.6%	100.0%
	Married	14.3%	28.6%	14.3%	14.3%	28.6%		100.0%
	Total	8.8%	14.0%	26.3%	1.8%	21.1%	28.1%	100.0%

Meanwhile, results also indicated that divorced male respondents spent much time on social media compared to their counterpart female divorced respondents (71.4% divorced males spent more than 1hour while only 47.1% divorced female spent more than 1hr on social media). Those who were engaged spent less time on social media with a number of 3 female and 3 males who went beyond 1hr on social media, and in the same category those who were married spent little time on social media with a number of 5 female and 2 males who spent more than 1hr on social media per day. However, respondents who were in long-term relationships spent much time on social media compared to other relationships status categories with a number of 18 female and 16 males who spent more than 1hr on social media

per day. Therefore, this means that those who are engaged and married spent less time on social media compared to those in long-term relationships and their divorced counterparts. This can be interpreted that those who are married and engaged might be under strict rules from their partners over social media usage or probably spending much of their time with partners, children and other relatives interacting face-to-face offline. While people who are divorced might be with a hope of getting new partners through social media or using social media for leisure and reducing on stress, and those who are engaged might have been unconfident with their spouse before they officially legalize their relationships.

However, Murat, (2014) said that following norms and traditions in Turkey helped people to use social media spaces effectively, in a way that is safe and productive regardless of the time spent online. This means that even though social media is powerful to change behaviors of the users, traditions and norms can also shape social media usage of the people. This was also found out in this study where participants supported the act of hiding password from the partner as the rule that can help to prevent relationship conflicts between partners. In this case Ulaş, (2013) said that hiding personal information is part of culture and tradition.

4.6. Most Used Social Networking Sites

Table 4.7. *Social media usage by respondents*

	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	20	15.6	15.6	15.6
Instagram	66	51.6	51.6	67.2
Instagram/Facebook	26	20.3	20.3	87.5
LinkedIn	1	.8	.8	88.3
Tumblr	1	.8	.8	89.1
Twitter	5	3.9	3.9	93.0
Instagram/Twitter	1	.8	.8	93.8
WhatsApp	5	3.9	3.9	97.7
WhatsApp/LinkedIn	2	1.6	1.6	99.2
YouTube	1	.8	.8	100.0
Total	128	100.0	100.0	

Table 7 above, shows social media usage sites by respondents. Respondents were given options including Facebook, Instagram, Facebook and Instagram and a space for other options was left for the respondents to write their other preferred social media tools. According to the sample, Instagram scooped the biggest number of users among the respondents with a number of 66 respondents which represented 51.6%, and this was followed by Facebook with 20 respondents translated to 15.6%. It should be noted that within the sample, Facebook was not popular social media site as it was found by previous research and that some of Facebook users often used it in conjunction with Instagram or with other different social media sites. Therefore, those respondents used both Instagram and Facebook concurrently had a number of 26 translated to 20.3% while 1 (0.8%) respondent used Twitter and Instagram concurrently, Twitter had 5 respondents translated to 3.9%, WhatsApp and LinkedIn had 2 respondents representing 1.6%, and 5 respondents used WhatsApp representing 3.9%. The least used were Tumbler, LinkedIn and YouTube with 1 (0.8%) respondent each.

In this study, results have indicated that today the young generation is joining Instagram more than Facebook or any other social networking site. Therefore, this study contradicted with previous findings of Mwangi, (2013), Saleh and Mukhtar, (2015) and Farrugia, (2013) who found that Facebook was the most used social media site. This probably means that as technology develops Facebook usage decreases, and this might be a threat to Facebook because Instagram usage is more likely to overpower Facebook in future time.

4.7. Social Media Usage and Age Groups

Table 4.8. *Social media by age*



Used Social Media tool * Age Crosstabulation

% within Most Used Social Media tool

Social media	Age								Total
	18-22	23-27	28-32	33-38	39-43	44-48	49-53	54 +	
Facebook	15.0%	25.0%	30.0%	15.0%	5.0%	5.0%		5.0%	100.0%
Instagram	59.1%	34.8%	4.5%			1.5%			100.0%
Facebook Instagram	30.8%	50.0%	7.7%			7.7%	3.8%		100.0%
Others	37.5%	37.5%	18.8%	6.3%					100.0%
Total	43.8%	36.7%	10.9%	3.1%	.8%	3.1%	.8%	.8%	100.0%

As technology develops, social media usage increasingly penetrating into the life styles of the people. People join different social networking sites due to the factors like flexibility of the site and group influences. However, in this recent study, results indicated that Instagram was the most used social networking site by young adults. 59.1% of the respondents between the age of 18 to 22 used Instagram, and 15.0% respondents of the same age used Facebook. On the other hand, Facebook was used mostly by respondents between the age of 28 to 32 who were 30% and only 4.5% of this same age group used Instagram. As expected, Instagram had only 1.5% of its users who were above 33 years, and in all respondents, it was only Facebook that had 5.0% of respondents above 50 years of age.

Therefore, Facebook was used mainly by people who are above the age of 28 while Instagram was used by the people below the age of 22 which implies that more of young

people have joined or joining Instagram than Facebook by 2017. This indicates a big threat towards Facebook which its users may decline in future time due to increased performance of Instagram and other social media tools. However, this might have been sighted by Facebook owners and it might be among the factors that influenced them to buy Instagram in order to stay strong, active and productive in the field of online communication in this technological era. Meanwhile, majority of those who used both Instagram and Facebook were between 23 to 27 years with 50% of respondents while other social media tools had 37.5% as the highest percentage of users who were between the age of 18 to 27.

This results therefore, contradict with Lenhart *et al.*, (2010)'s findings whose results showed that young adults used Facebook mostly compared to other social media tools which is a clear indication that Instagram usage is growing at high speed compared to Facebook, and that few of young adults join Facebook yet those who have Facebook accounts could be joining Instagram too.

4.8. Social Media and Finding New Friends Focusing on Facebook and Instagram

Table 4.9. Showing whether Facebook was used by respondents to find new friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	20.3	20.3	20.3
	No	90	70.3	70.3	90.6
	Not sure	12	9.4	9.4	100.0
	Total	128	100.0	100.0	

Table 4.10. Instagram and finding new friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	30.5	30.5	30.5
	No	75	58.6	58.6	89.1
	Not sure	14	10.9	10.9	100.0
	Total	128	100.0	100.0	

In previous research, Mwangi (2013) found out that 96.7% of respondents had social media friends whom they did not know and they had never met in the real world. This means that these were the people they met online and make them their new friends as a result of social media usage. However, in this new research, results have contradicted with (Mwangi, 2013)'s findings, in table 9, results indicated that 90 (70.3%) respondents never used Facebook to make new friends, and in the same line according to results in table 10, Instagram users with a number of 75 (58.6%) said they don't use Instagram to make new friends. However, among the participants sampled, a number of 26 respondents which translated to (20.3%) said that they used Facebook to make new friends, and 39 (30.5%) respondents used Instagram to make new friends. Meanwhile, 12 (9.4%) of the respondents sampled were not sure whether Facebook can be used as a tool to make new friends or not, and a number of 14 (10.9%) respondents were not sure whether they can use Instagram to make new friends or not.

Therefore, according to the results in tables 9 and 10 above, although some respondents said they find and make new friends by using Facebook or Instagram, majority number of respondents did not use either Facebook or Instagram to find and make new friends. This indicates that Facebook and Instagram contribute less to add on the number of friends of their users, and friends they meet through other means like face to face communication majority make their social media friends as well. Meanwhile, as a result of conservatism in Turkish societies, people use social media carefully not to break the old traditions of their culture although some be online without considering the cultural norms of their societies and some do not even think much about the possible consequences of breaking the norms which leads interpersonal breakdown as a result of traditional misconduct.

4.9. Social Media Impacts on Interpersonal Relationships

Table 4.11. *Responses on whether social media affect interpersonal relations*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	62.5	62.5	62.5
	No	31	24.2	24.2	86.7
	Not sure	17	13.3	13.3	100.0
	Total	128	100.0	100.0	

After noting the total amount of respondents used different social media tools, according to the results in table 11, respondents responded differently on whether social media change their behaviors in interpersonal relations or not. A number of 80 (62.5%) respondents responded by saying that social media tools have impacts in interpersonal relationships, and a number of 31 respondents sampled 24.2% % said social media has no either positive or negative impact in interpersonal relationships while 17 (13.3%) respondents were not sure whether social media have impact on them as users in interpersonal relations.

Therefore, according to the partners as showed in table above, social media usage affects parties in interpersonal relationships either positively or negatively. According to Ulaş, (2012), the impact of social media to partners can also be driven by the factor of government approach to social media usage censorship and propaganda. Results further show that the culture of widespread censorship can make people to rely more on personal recommended information that come from friends and family on social media than from other online sources they do not trust (Ulaş, 2012). Meanwhile, social media negative effects might be predicted as those that may cause loneliness, infidelity, separation, and jealous among others while positive are those that might strengthen parties in interpersonal relations to last longer.

4.9.1. Facebook and negative impacts in interpersonal relations

Table 4.12. *Does Facebook have negative impacts on interpersonal relationships?*

Used Social Media tool * Does Facebook cause negative impacts? Crosstabulation

% within Most Used Social Media tool

		Does Facebook cause negative impacts?			Total
		Yes	No	Not sure	
Social Media tools	Facebook	65.0%	20.0%	15.0%	100.0%
	Facebook Instagram	69.2%	23.1%	7.7%	100.0%
Total		67.4%	21.7%	10.9%	100.0%

On Facebook impacts in interpersonal relations, of the number of Facebook users sampled, 65% responded that they experienced negative impacts of using Facebook, 20% respondents indicated that they did not experience any negative impact as a result of Facebook usage while 15% were not sure whether Facebook negatively affect relationships or not. On the other hand, 69.3% who used Facebook alongside Instagram also said Facebook usage is a threat to interpersonal relationships while 21.7% never experienced any negative impact as a result of Facebook usage and 10.9% were not sure.

According to the results therefore, despite people's continuity to use it, Facebook is a dangerous social media tool towards parties in relationships and any of its negative impact is expected by majority of its users. This indicates that partners should use Facebook carefully to avoid the well-known negative impacts that come as a result of its poor usage.

4.9.2. Facebook and positive impacts

Table 4.13. *Does Facebook lead to positive impacts on relationships?*

Used Social Media tools * To you, does Facebook has positive impact in relationship? Crosstabulation

% within Most Used Social Media tool

		Does Facebook have positive impact in relationship?			Total
		Yes	No	Not sure	
Social Media tool	Facebook	60.0%	20.0%	20.0%	100.0%
	Facebook Instagram	38.5%	38.5%	23.1%	100.0%
Total		47.8%	30.4%	21.7%	100.0%

In order to capture the degree of whether Facebook has been positive to the partners using it in their daily lives, crosstabulation analysis was conducted as it can be seen in the table 13 of findings above to examine how positive is Facebook to partners in interpersonal relations. Only Facebook users, and those who linked it to Instagram were considered. Results indicated that those who experienced positive impacts of Facebook usage were found to be the highest in the sample with 47.8% of Facebook users. These reported that Facebook had positive impacts to their relationships while 30.4% said they did not find Facebook being positive, and 21.7% of Facebook users were not sure whether they had experienced either negative or positive impact caused by Facebook usage in their relationships.

However, it should be noted that 60% of the respondents who had Facebook accounts only, said Facebook had positive impacts towards their relationships and this was almost three times to 20% of respondents who said it had negative impacts. Therefore, based on these current study, Facebook have much of positive impacts in interpersonal relations than negative impacts which implies that even though they are some bad circumstances that happen as a results of Facebook usage, people are not ready to quit using Facebook because its services have been beneficial to its users. Facebook usage might be among the reasons why some interpersonal ties last longer for generations like the long-distance relationships which became online relationships. Therefore, despite some negative impacts, Facebook contributed positively much to the life styles of partners in interpersonal relations.

Results in this study supported Gurcan, (2012)'s findings who found that Facebook played a role in helping people even far deep in the villages because people started using

Facebook for buying or selling their products where they can buy from their trusted friends. This means that the culture of online marketing has changed the social media usage of couples who deal in business to shift their normal social media activists of interacting with friends and turn social media tools into business platforms. This also indicates that some partners on social media do not see the links between cultural activities and online business.

4.9.3. Effects of Instagram on Interpersonal Relations

Table 4.14. *Shows Instagram and positive impacts*

Most used Social Media tool * Does Instagram has positive impact in relationships? Crosstabulation

% within Used Social Media tool

		Does Instagram have positive impact in relationships?			Total
		Yes	No	Not sure	
Used Social Media tools	Instagram	16.7%	48.5%	34.8%	100.0%
	Facebook Instagram	40.0%	28.0%	32.0%	100.0%
	Twitter Instagram	100.0%			100.0%
Total		23.9%	42.4%	33.7%	100.0%

Cross tabulation was conducted to address attitudes of respondents towards the negative impacts of using Instagram. As it can be seen from table 14 above, majority of those who used Instagram alone representing 48.5% said it has no positive impacts to their relationships while majority of those who linked Instagram to Facebook representing 40% indicated that it has positive impacts. However, it should be noted that the total percentage of respondents who said they did not experience any positive impact as a result of Instagram usage was 42.4 with the highest number compared to 23.9% who experienced positive impacts. Meanwhile, 33.7% of users were not sure whether Instagram has either positive impact or not.

Therefore, this study indicated that regardless of increasing number of Instagram users in this technological era, partners who used Instagram did not experience positive impact of it. Surprisingly, a total percentage of those who said Instagram had no positive

impacts in their relationships almost doubled the total percentage of their counterpart who said Instagram had positive impacts.

However, according to previous research, it is not surprising when majority Instagram users said it has no positive impacts, Paramboukis *et al.*, (2016) found the main Instagram behaviors as hashtags, photo posting as well as looking for Instagram accounts with good photos like for celebrities with good photos to follow them and liking their posts. In the process of liking other people's photos, majority of Instagram users wanted their photos to be liked in return and not liking their photos caused them negative emotions (Paramboukis *et al.*, 2016). Therefore, this means that since Instagram are used by majority of young adults, many of them do not use their accounts in productive activities but mostly for leisure and funs, following celebrities, and passing time which are not expected to affect users lives positively though some few users experienced positive impacts of using Instagram.

Table 4.15. Shows whether Instagram have negative impacts on interpersonal relationships

Most used Social Media tool * To you, does Instagram open up way for negative impacts?					
Crosstabulation					
% within Most Used Social Media tool					
		Does Instagram cause negative impacts?			Total
		Yes	No	Not sure	
Used Social Media tools	Instagram	45.5%	34.8%	19.7%	100.0%
	Facebook Instagram	65.4%	26.9%	7.7%	100.0%
	Twitter Instagram		100.0%		100.0%
Total		50.5%	33.3%	16.1%	100.0%

Of those respondents who only used Instagram, 45.5% reported that it had negative impacts in their relationships while 34.8% said Instagram had no negative impact to their relationships. Meanwhile, the highest percentage of 65.4% who linked Instagram to Facebook experienced negative impacts of Instagram usage and their 26.9% counterparts did not experience any negative impact as a result of Instagram usage. However, a total percentage of 50.5% indicated that Instagram is a threat to their relationships compare to

33.3% who said it has no problem anyhow. A total percentage of 16.1% were not sure of whether it was negative or not to their interpersonal relationships.

Therefore, as it was showed in table 14, results in table 15 also emphasized that Instagram users experience more of sad moments than happy moments as a result of Instagram usage. This is probably because Instagram are used mostly for leisure, fun and pleasure other than using it in conducting productive activities.

4.10. Usefulness of New Friends Came as a Result of Social Media Usage

In addition, as some of respondents said they use Facebook and Instagram to create new friends, study continued to indicate whether these new friends found on either Facebook or Instagram accounts have been useful to the respondents' interpersonal relationships.

Table 4.16. *Usefulness of online made friends*

	Frequency	Percent	Valid Percent	Cumulative Percent
Helpful	20	15.6	15.6	15.6
Helpful but little	28	21.9	21.9	37.5
Nearly broke my relationship	73	57.0	57.0	100
Completely broke my relationship	2	1.6	1.6	43.0
No idea	5	3.9	3.9	41.4
Total	128	100.0	100.0	

To measure the weight for the usefulness of Facebook and Instagram found new friends, a question was asked with options; helpful, helpful but little, completely broke my relationship, nearly broke my relationship, and No idea where participants had to choose one due to relationship impacts of these online made friends to them. According to the results of sampled respondents in table 12, 20 (15.6%)% of participants said online new friends were helpful to them, 28 (21.9) % said new online friends were helpful but little to them, 2 of

participants translated to 1.6% completely lost their relationships as a result of new friends found online, while the majority number of 73 (57.0) % respondents said they nearly lost their relationships as a result of new friends they met online and 5 respondents represented 3.9% had no idea whether online made friends are useful or not.

However, a part from those who said that they nearly lost their relationships as a result of interacting or accepting friend requests from online made fiends, the highest percentage was that of respondents who indicated that online made friends were helpful but little. Therefore, like West *et al.*, (2009) found out, this new study also indicated that making new friends over social media was not that important. This means that even though some people access others' accounts, check their profiles and sometimes make them social media friends, these friends made over online add little and probably nothing to the lives of their counterparts which implies that friends who are made offline remain more useful than online made friends.

4.11. Social Media Usage Behaviors in the Presence of a Partner

When people come together as a couple they almost live in the same life style from sharing almost everything and living together, meanwhile, when it comes to the use of social media, some partners cannot control themselves whereby they still be focused on their gadgets chatting on social media even in the presence of their partners. However, some take their partners as priorities and pay attention to them despite of having their gadgets well connected on the internet.

Table 4.17. *Using Facebook and Instagram in the presence of the partner*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	28.9	28.9	28.9
	No	60	46.9	46.9	75.8
	Not sure	31	24.2	24.2	100.0
	Total	128	100.0	100.0	

Therefore, on the use of social media in the presence of the partner, respondents were asked to choose; Yes, No or Not sure on whether they used social media in the presence of their partners. Table 17, indicated that a sample of 37 respondents which comprised 28.9% reported using social media at the same time when they are together with their partners, the highest frequency of 60 participants representing 46.9% said they did not use social media in the presences of their partners and the lowest number of 31 respondents translated to 24.2% were not sure about the act. These findings are interpreted that even though partners may have people waiting for them online to chat with, learn new information, follow celebrities and posting among others, results showed in this new study that partners abandon their phones and pay attention to their partners in their presence. This shows respect and value in relationship and may strengthen the relationship bond between two partners.

4.12. Time Should be Spent on Social Media in the Presence of the Partner

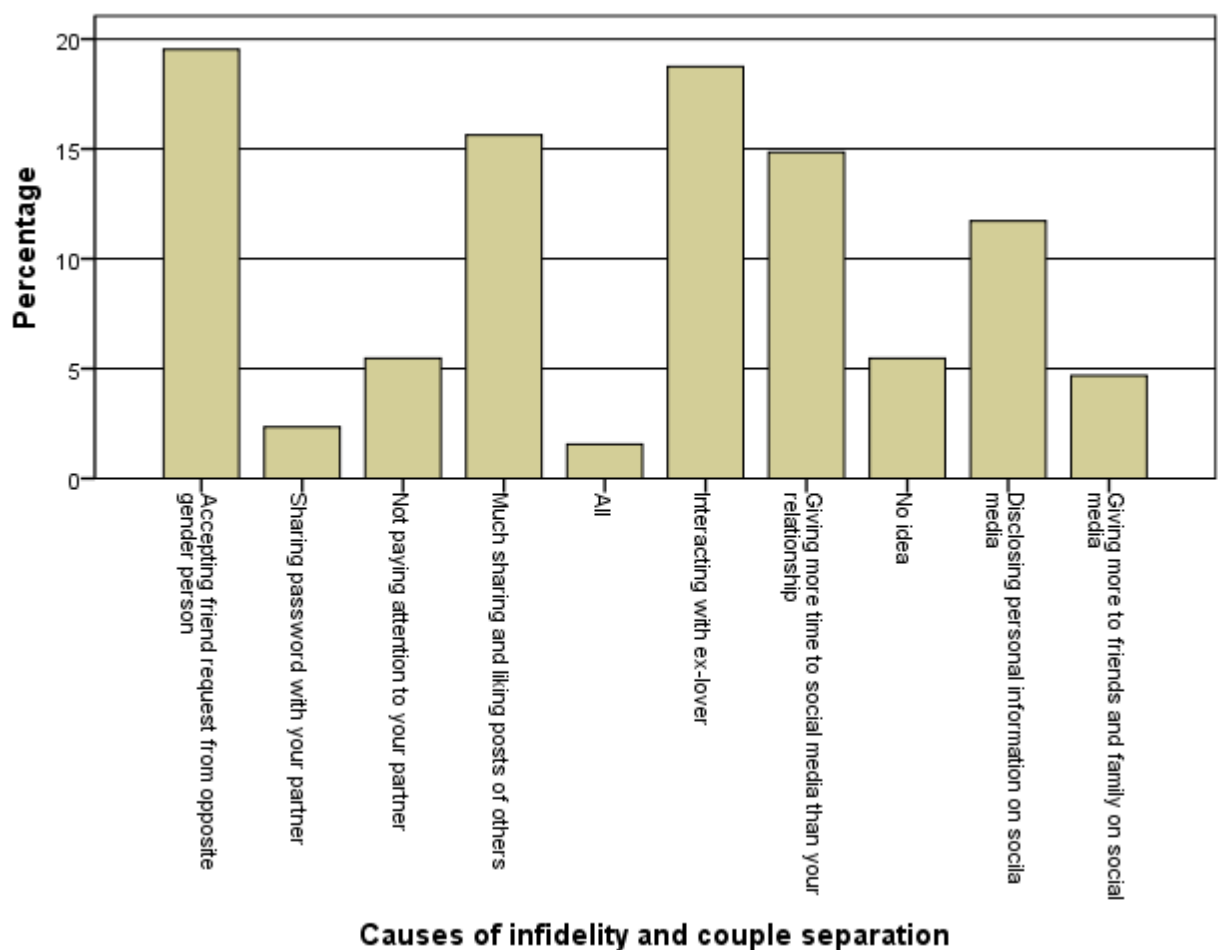
Table 4.18. *Time should one spend on social media with the partner*

	Frequency	Percent	Valid Percent	Cumulative Percent
5-15 min	45	35.2	46.4	46.4
15-30 min	39	30.5	40.2	86.6
30-45 min	7	5.5	7.2	93.8
45-60 min	5	3.9	5.2	99.0
60+ min	1	.8	1.0	100.0
Total	97	75.8	100.0	
Missing System	31	24.2		
Total	128	100.0		

To know more about social media behaviors of the lover in the presence of the partner, a question was set to know about time partners spent on their social networking sites in the presence of their loved ones. According to the results, 45 (46.4%) respondents reported using social media in the presence of their partner for less than 15 minutes, 39 (40.2%) indicated

that they used social media between 15-30 minutes, while 7 (7.2%) spent between 30 and 45 minutes on social media in the presence of their partners daily. A number of 5 respondents representing 5.2% reported using social media between 45 and 60 minutes, and 1 respondent represented 1.0% reported using social media more than 1 hour daily in the presence of the partner.

4.13. Facebook and Instagram Usage Acts that Cause Unfaithfulness in Interpersonal Relations.



Graph 4.1. Causes of disagreements in relationships.

On the behaviors people practice on social media that probably lead to the separation of some parties and cause unfaithfulness or infidelity in relationships, the questionnaire gave the list of researched up on and expected primary causes from which the respondents identified the most troublesome acts of misusing social media that lead to relationship problems. The results indicated that majority of respondents of 25 (19.5%) reported that accepting a Facebook friend request or Instagram follow request from an opposite sex by one's partner is the most threatening social media act to an interpersonal relation. In addition, as graph 1 shows, interacting with ex-lovers on social media when you are already in another new relationship was the second reported act by the respondents with the number of 24 participants translated to 18.8%, roughly 20 respondents representing 15.6% reported that sharing, liking and commenting on the posts of others on Facebook or Instagram also is a bad act that lead to infidelity and separation of partners in interpersonal relationships.

Nevertheless, results also indicated that 19 respondents translated to 14.8% said that the act of giving much time to social media than the time given to the relationships can also be a threat to cause infidelity and separation of parties. This research also continued to look into other acts, and from the results, 15 respondents represented 11.7% indicated that putting a barrier to your partner not to interact with some people on social media may lead to infidelity, 7 respondents representing 5.5% said the act of not paying much attention to your partner on social media especially when both of you are online at the same time is dangerous to the relationship. Furthermore, results also indicated other 7 (5.5%) respondents as saying that disclosing personal information on Facebook or Instagram can cause interpersonal relations breakup, while 6 (4.7%) respondents said that the act of partners to give much time to their friends and families on Facebook or Instagram is also another deadly social media act that cause infidelity and separation in interpersonal relationships. This may happen in the way that whenever a person is in conversation with relatives or closest friends is likely to reveal even unnecessary relationship private information to them which may destabilize their interpersonal relations hence separation or infidelity.

Meanwhile, only 3 respondents translated to 2.3% said the act of sharing social media password with the partner, and the least number of 2 (1.6%) said all the above social media

acts can cause infidelity and separation of Facebook and Instagram users in relationships. However, although results showed that accepting friend request from opposite gender, interacting with ex-lovers and liking posts of other friends as the most threatening social media acts to an interpersonal relationship, Kaisa and Jamie, (2007) found that people get involved in infidelity due to other factors other than social media usage. In support of this, Saleh and Mukhtar, (2015) said that Facebook and Instagram do not start infidelity but they only contribute to already or nearly broken relationships which means that many interpersonal parties probably exist despite of some social media bad acts as long as love and the bond between two partners is strong.

4.14. People in Interpersonal Relations and Social Media Password Sharing

Table 4.19. *Social media and password sharing among partners*

Gender * Sharing social media password with a partner Crosstabulation

% within Gender

		Sharing social media password with a partner			Total
		Yes	No	Not Sure	
Gender	Female	28.2%	54.9%	16.9%	100.0%
	Male	43.9%	47.4%	8.8%	100.0%
Total		35.2%	51.6%	13.3%	100.0%

In this research, the survey also went further to know whether respondents shared their passwords with their partners in relationships. Of the participants sampled, 35.2% of the participants responded that they do not find any problem to share their social media passwords with their partners, 13.3% had no idea about the act of sharing social media passwords among partners while the highest percentage of 51.6% said they cannot share their personal social media passwords with their partners. It would be taken that when two people come together as a couple they should have been hiding nothing from each other to avoid circumstances and doubts in their relationships because the act of hiding some information

from the partner may lead to mistrust in relationships and results into infidelity and probably couple break up in long run (Pew research center, 2014).

However, the majority participants (51.6%) in this study indicated that they do not reveal their personal passwords to their partners. According to gender participation, majority of female respondents (54.9%) said they do not share their passwords compared to those (28.2%) female counterparts who were willing to share passwords with their partners. This means there is something frustrating about a women's willingness to share passwords with their partners although women are most likely to share their thoughts, daily activities and personal information on social media. On the other hand, although social media is creating a haven for some men to express themselves online in ways they don't in person, it's no surprise that men also tend to be tight-lipped about their thoughts and feelings on sharing their passwords with their partners. Even though 47.4% of male participants said to have shared their passwords with their partners, there was no big gap from their 43.9% male counterparts who believed in not sharing their passwords with their partners. This implies that both female and male partners have admitted not to be willing to share their private passwords and probably their secret information with their spouses in relationships. But it should be noted that results indicated that women had the biggest percentage of those who never wanted to be the subjects of password sharing which creates inconveniences in interpersonal relations.

This is interpreted that despites of being partners, everyone prefers to remain with his or her personal privacy where a partner is not allowed to intervene. Meanwhile, according to Saleh and Mukhtar (2015), some partners are willing to give their passwords to their spouses only when they have been asked from them, but because their partners do not even like to ask for the passwords of their spouses, spouses also continue to keep their social media passwords privately as they also fear to be spied on. Furthermore, asking for the password may alert the partner and delete all 'bad' information from his or her social media account immediately every after using it yet by using any other spying method one can have a chance to secretively know what his or her partner does with other in an online environment.

Furthermore, to know why some respondents can share or not to share their passwords with their partners, in this study views of respondents were collected to support their ideas. Different views were given from both sides. Many of those who indicated that they share their social media passwords with their partners said they share to be trusted by partners and that in relationship there is nothing to hide. One of the female participant in the survey was quoted saying: “Once you enter a relationship make sure you partner with a person you love, trust and ready to share with him everything because being in a relationship as lovers means you become one person”. Additionally, another female participant said once you decide to be in a relationship it is not good to hide secrets from your partner because relationship changes someone’s life from ‘mine’ to ‘ours’. In another view, sharing password is a sign of showing love to the partner. Meanwhile, some respondents said they shared passwords because their partners asked for them. “I shared it because my spouse wanted it, but I also first got his such that we can follow each other”, one of the respondent was quoted.

In another male participant’s view, it is a responsibility of a spouse to make his or her partner to know everything taking place in their lives like to know people they communicate with and what they communicate. However, Farrugia, (2013) found out that as relationships became more important, partners started checking social media accounts of their spouses to ensure and to protect their relationships stability. This finding was also supported by Berscheid *et al.*, (2004)’s findings that when people get committed to each other they start sharing confidential and what taken to be personal information which they cannot share with others in order to increase trust, love, confidence and intimacy in relationships.

On the other hand, those who responded by not sharing passwords with their partners, majority of them based their reasons on protecting their private lives. In responses, participants shared views that it is not necessary to share passwords with the partner because password is privacy and should be a secret to safeguard one’s private life, and others responded that they just do not want to share their passwords, “I never thought about such thing (sharing password) in my relationship because there is my private life outside relationship and my partner should learn to trust me” one of the male respondent was quoted. In addition, another male respondent said that: “Because I do not delete my old messages I

must hide them from my partner, it is my password not for my partner”. Meanwhile, some responded by giving their views that they do not share passwords because it may cause them some relationship problems and this was supported by one female respondents who said that: “Everybody has private life, my partner as well. In a relationship trust is important and my partner must trust me because we found each other with social media accounts”.

4.15. Opposite Gender Social Media Friends and Partner Relationship

Table 4.20. *Is it a threat if your partner has more of opposite gender friends on social media?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	49.2	49.2	49.2
	No	46	35.9	35.9	85.2
	Not sure	19	14.8	14.8	100.0
	Total	128	100.0	100.0	

Starting with the previous findings of Fegguria (2013), he found out that 12.6% of male respondents had more female social media friends than male friends, and 27.7% female respondents had more male friends than their female counterparts on social media sites. This indicated that female social media users had more friends of opposite gender compared to male social media users. This is not a surprise because women post their most attractive images on social media which probably attract men’s attentions to become their friends.

However, regardless of the gender, any person having more social media friends of opposite gender than those of the same gender may be among the factors lead to infidelity and probably separation of partners in the long run. Therefore, in question 18, respondents were asked for their reactions to respond by; Yes, No or Not sure on whether their partners being with more social media friends of opposite gender than those of the same gender is a threat to them and their interpersonal relations.

In responses, it was found that 46 respondents making 35.9% said they do not see it as a threat or as a problem to them and to their interpersonal relations which means they are

okay with their partners to have more friends of opposite gender on social media. In contrast, 63 of their counterpart respondents translated to 49.2% responded that their partners being with much friends of opposite gender on social media is a problem to them and to their relationships, while the least number of 19 representing 14.8% indicated that they are not sure whether their partners having much opposite gender friends on social media is a problem or not. According to the new results in this study, majority of respondent did not want their partners to have more social media friends of opposite partners than those of the same gender. Muise *et al.*, (2009) found that this is because lovers feel jealousy when their lovers interact with other potential romantic friends on social media, and this is more likely to cause unfaithfulness between partners in a relationship. Therefore, it should be interpreted that that partners should be careful before becoming friends with opposite gender friends on social media for the sake of protecting their relationships happy since the opposite gender friends might be the reasons to spoil their relationships.

However, due to commitment to traditional values or conservatism, while conducting research on internet animation as counter culture in Turkey, Murat, (2014) said that many partners still act according to the family regulations which were set by their spouses and in line with their cultures regardless of the penetration of technology which is thought to have affected traditional norms. Meanwhile, Baykara, (2015) also noted that due to conservatism, there is a culture associated with Facebook and Instagram usage where people use hate speeches, involve in couple surveillance and others. Although some internet-based practices may help to strengthen culture and traditions where people are being spied on to follow their cultural practices mostly by partners, according to the results in this study it can as well lead to jealous since participants indicated spying among the factors that cause misunderstandings in interpersonal relations. The Negative Acts Caused by Facebook and Instagram Usage to Interpersonal Relations

Table 4.21. *Negative acts as a result of Instagram usage*

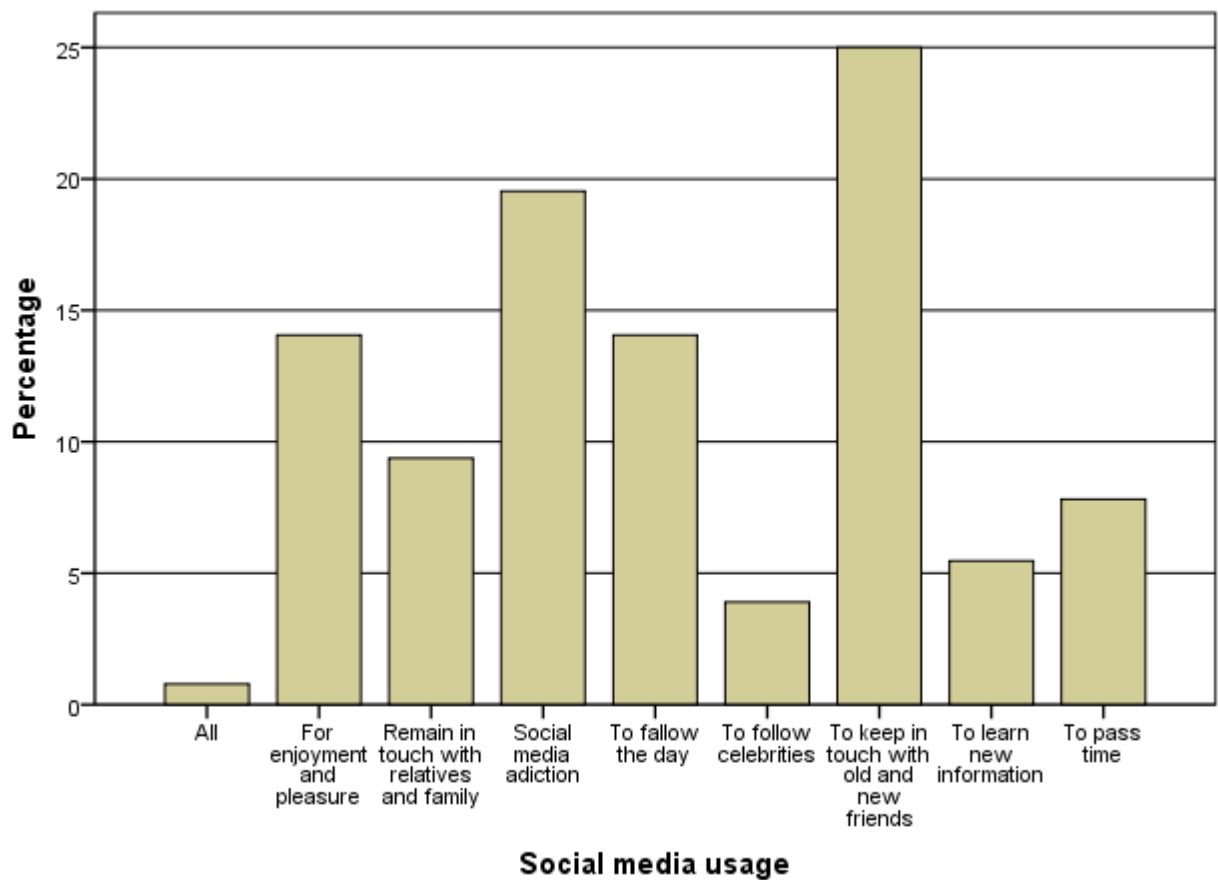
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fight	9	7.0	10.6	10.6
	Jealous	48	37.5	56.5	67.1
	separation	11	8.6	12.9	80.0
	Short term relationship	7	5.5	8.2	88.2
	Infidelity	10	7.8	11.8	100.0
	Total	85	66.4	100.0	
Missing	System	43	33.6		
Total		128	100.0		

Although this research focused on finding out the relationship between Facebook and Instagram as social media tools and interpersonal relations, it also examined the probable negative impacts of using Instagram in interpersonal relations. Like Muise *et al.*, (2009) indicated that jealousy was the major negative impact of using social media, in this new research results have also identified jealousy as the most threatening negative impact of using Instagram in relationship. Statistics indicated that 48 (56.5%) respondents pointed out jealousy as the most dangerous negative impact of using Instagram. Muise *et al.*, (2009) further said that partners become jealousy when they see their partners interacting with other potential romantic partners on social networking sites. After jealousy, 11 (12.9%) respondents said Instagram also lead to separation of couples, those who said that Instagram lead to infidelity were 10 (7.8%) respondents, while those who said it leads to fighting and blows in relationship had 9 (10.6) respondents and respondents who said Instagram leads short-term relationship were 7 (8.2%).

As per the findings of Elphinston and Noller, (2011), this new study also found out that Facebook promotes jealousy feelings which is a threat to many interpersonal relationships

especially to social media users. On why jealousy tops the most negative impacts caused by using social media, Ferrugia (2013) found that Facebook correlates with jealousy because partners try to balance their relationships both offline and in an online environment yet when they are online they fail to pay attention to only their partners which annoys them and leads to conflicts. Meanwhile, some people feel more jealous when information about their relationships is exposed on social media and when they see their partners interacting much with potential romantic friends of opposite gender on social media.

4.16.What Partners Used Social Media For?



Graph 4.2. Showing what partners used of social media for

Although previous research of Fegguria, (2013); Saleh and Mukhtar, (2015); and Elphinston and Noller, (2011) found that social media caused and promoted jealousy, but in this study, results indicated that despite of negative effects of using social media, people still used social media sites for different purposes. Meanwhile, Mwangi (2013) found that majority people used social media to easily keep in touch with friends online than offline, and to support Mwangi's findings, this research also indicated that of the participants sampled, 32 (25%) reported using Facebook and Instagram to communicate with their new and old friends, 25 (20%) said they used social media because it is their habit, while 12 (9%) reported using social media to communicate with their families, and 18 (14%) respondents used social media for enjoyment and pleasure. In addition, 10 (8%) used it to pass time, 5 (4%) of respondents indicated that they follow celebrities on social media, while 7 (5%) used social media to learn new information, and 18 (14%) used social media to follow the day. It was only one respondent who used social media for all the above. This means that people visit social networking sites for different reasons although majority put communication with others on the fore front.

In his research on Social Media and Local Culture: A Content Analysis for Turkish Village Pages on Facebook and Twitter, Gurcan, (2012) found that some ambitious organizations in Turkey use social platforms to turn their followers or online friends into their customers, this is carried out not only in towns but in villages as well were people use their social media sites for shopping. These organizations create games that allowed users to participate in organizations' activities purposely to make them win some gifts. In addition, there is a commercial tradition of e-commerce which has affected the Facebook and Instagram users. Previously people could go and buy product manually from the markets but current study showed that many people use social media for commercial purposes where they order for their products online and products get delivered safely to their homes by sales companies (Gurcan, 2012). Commercial culture can also change the way people gain from social media. However, this can as well be risky because some companies have a tendency of delivering different products from those they put on their social media or website platforms.

In addition, based on the research on consanguineous marriage and Turkish families in Turkey and Europe, Social media helps people to connect across space and time, it also allows people to link up to different communities and participate in different cultural activist like announcing weddings to develop their communities based on social media views, (Baykara, 2015).

5. DISCUSSION AND CONCLUSION

5.1. Discussion

This part will present the summary of findings based on the hypothesis in context of the findings of earlier studies.

In this study, results indicated some conjunctions and contrasts with the earlier findings. Therefore, where there were conjunctions with earlier studies it meant consistency in the past results, and where results differed from the previous findings it meant inconsistency in findings which gives future researchers an opportunity to conduct more research to find out where there is the gap and to approve earlier findings. Meanwhile, this survey provided readers with credible and accurate findings because all the respondents participated in the study were in interpersonal relations and they either used Facebook, Instagram or both. But, although Facebook and Instagram were the most used social networking sites, WhatsApp, Tumblr LinkedIn and Twitter among others were also used by some participants even though Facebook and Instagram were considered for data analysis as the case study in this research.

Therefore, in this current study results indicated that Instagram was the most used social media site by the respondents with 51.6% and Facebook followed with 15.6% and some respondents used either Facebook and Instagram with other social media sites concurrently. Instagram was mainly used by young adults below the age of 27 years, and this indicated that Instagram usage has been increasing mostly among the youngest population since it was invented.

As it was predicted in H₁, results in this study indicated that more frequent use of Facebook and Instagram is related to a higher likelihood of justification of infidelity and separations among partners, and 49.2% of the people in interpersonal relationships frequently used social networking sites for more than 1hour a day. Therefore, due to the much time people spent online, it should be noted that results also indicated that the more Facebook and Instagram were used, the more they led to jealousy among partners which is a bad implication to interpersonal relations. Like Pempek *et al.*, (2009) found out that time spent on social media differs according to the usage behaviors of the users, in this study it was also exposed

that people who were married and engaged spent less time on social media compared to their divorced and those in long-term relationships counterparts. This has a lesson to learn that once people get married or engaged they may prefer giving time to their relationships to anything else. On the other hand, those who were divorced or separated in their relationships spent much time online probably to look for new relationships yet those in long-term relationships might not value or respect their relationships too much because their stay together in relationships is yet to be legally tied.

In H₂, it was hypothesized that Facebook and Instagram directly have resulting in good to the lifestyle of their users, this was proved in this study as 62.5% respondents said that using Facebook or Instagram has positive implications to their users. Therefore, on what social networking sites used for, it should be noted that like in previous research of Urista *et al.*, (2009), respondents in this new study mainly used social media to communicate with friends and family in long distances on the internet. This research also indicated that respondents used Facebook and Instagram mainly to keep in touch with old and new friends and relatives which positively helped them to bring their people closer to them. Partners also used Facebook and Instagram to learn new information, following celebrities, pass time and for enjoyment and pleasure.

Although Facebook and Instagram helped to connect people in long distances and people experienced more happiness than sad moments as a result of social media usage (Sonja and Camiel, 2011), results in this study showed that Facebook and Instagram also cause some problems like infidelity and separation of couples as a results of jealousy, interacting with ex-lovers, accepting friend request from an opposite sex social media friend, not giving attention to the partner, giving more time to Facebook and Instagram than to the relationship, sharing password with a partner, and sharing and liking posts of others. This indicates that however important Facebook and Instagram are, they are also threats to the interpersonal relationships of their users.

Generally, 62.5% of the respondents said social media led to negative impacts in their relationships, but in contradiction with the general respondents, 60.5% of Instagram users said they had never experienced any sign for the cause of problems in like infidelity or

separation in their interpersonal relations as a result of using Instagram as it was predicted in H4. This may imply that some people still need more teachings about the Instagram as a social media platform since majority are just starting to discover Instagram and few know how to use it, meanwhile, those who will research about Instagram impacts in future time may find out Instagram as a threat to its users because many young adults are joining Instagram more than any other social networking site and not like today where Instagram users lack knowledge about it, by that time people would be well conversant with its operations.

Furthermore, as West *et al.*, (2009) said that it was not a behavior for the internet users to fall in friendship with the strangers they used to find online, this study also indicated that majority of the participants said they did not use social media to find new friends they never met before and even 57% of those who found new friends online they regretted because they nearly broke their relationships. In addition, the few Facebook and Instagram users who benefited from online made friends reported that these friends were helpful but little to their lives whether online or in an offline environment.

However, according to the results, it appears that time spent online using Facebook and Instagram differs according to the users and that much time spent on Facebook or Instagram may be able to directly cause jealousy, fights, infidelity and separation of partners which negatively hinder interpersonal relations and appropriate use of Facebook and Instagram may maintain and strengthen interpersonal relationship process as it matures. If there is any contribution to the internet user in relationships, Instagram usage could be seen as an important social media site while Facebook as a threat to the interpersonal relations as per the results in this study.

5.2. Conclusion and Recommendation

In conclusion, the development of social media has created opportunities to its users to communicate to friends, families and the world, and by the help of social media people can also find new information, relax their minds, follow celebrities and strengthening relationships among others. Findings have indicated Social networking sites like Facebook and Instagram among the most joined emerging social media platforms mostly by the young adults. This is because they can easily be used by students, business persons, researchers,

scientists and couples in relationships among others to communicate effectively. However, since social media came into existence, people have been joining different platforms regardless of their professional fields, personal environment, gender and age among others. Therefore, basing on the findings from this study, it is important to suggest some cautions on how social media should be used to appropriately benefit people, strengthen relationships, and to benefit the general lives of the internet addicted persons.

The online environment is not that much different from the personal being of someone in an offline life. Therefore, as people put up some policies and regulations to control their offline lives, they should also put up the same regulations and policies that can govern and control their social media platforms or their online lives because every person is responsible for his or her personal life and everyone can live the way of life he or she preferred as their personal policies are concerned. Using social media is an individual decision and putting laws to govern one's personal life can help many people to remain peaceful and safe alongside social networking usage. Policies and regulations like setting time for using social media, being specific on what takes you online, not liking any post you have no idea about and assessing people you become friends with should help to appropriately use social networking sites for a happy and healthy life. However, to reduce on the social media costs to citizens, governments can tighten the tradition of censorship. This should be done carefully because censorship is a risk factor which can cause someone to lose his or her users (Gurcan, 2013).

Additionally, every Facebook and Instagram user whether in interpersonal relations or not, should avoid posting personal private information to the public. Personal information like email address, family issues, your travels, telephone numbers and identification cards among others should be kept privately to avoid to create a path for the cyber criminals to disorganize your well-being. Meanwhile, although sharing passwords was suggested by some respondents in this study as the way through which partners trust their spouses, it is recommended that password should not be shared with the partner you have not trusted before, it is because some partners use the advantage of having the passwords of their spouses

to reveal all their private information during the time of their separation or divorce or to spy on them.

Furthermore, partners are recommended to keep distances from their ex-lovers, avoid accepting or sending friend requests to them and probably to unfriend them where necessary after finding new relationships in order to avoid relationship breakup in future. Findings indicated that partners were careful while using social media platforms in the presence of their partners, this should be maintained or improved to those who use social media platforms for long hours in the presence of their partners because it may increase chances of couple separation.

Furthermore, according to the findings in this study, partners should be careful on how to balance their offline and online relationships to reduce on the negative impacts of using Facebook and Instagram and to learn how to improve the manners of productively using these social media sites to maintain interpersonal relations. On how frequently spouses visit their Facebook and Instagram accounts in the presence of their partners, results indicated that partners have respect for their relationships where by the majority of respondents said they go online for less than 30 minutes in the presence of the partners. This should be maintained and partners should also know the suitable time to be online in the presence of their loved ones. In addition, to have trust between partners, results indicated that they should share social media passwords although it may as well be triggered of interpersonal conflicts if it's done carelessly.

Finally, Social media users should also be respectful to other online users whether they know them or not. This helps users to improve on their online behaviors for productive, healthy and happy lives both offline and online. It is also hoped that findings in this study will not only help academicians and researchers but will as well be useful to knowledge addition, and to teach the general online community the appropriate and effective use of Facebook and Instagram for good communication that supports health interpersonal relations.

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Appendix 1: Questionnaire (Final form)

This survey investigates “**Social Media and Interpersonal Relations- A Case of Facebook and Instagram**”.

Dear participant,

As a participant you are kindly requested to participate in this pretest research study by completing this questionnaire. Your response will remain confidential and used for only academic purposes.

Yours truly

Muzafalu Katamba

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1. Gender

- ☐ Male
- ☐ Female

2. Age

- ☐ 15-20
- ☐ 21-26
- ☐ 27-32
- ☐ 33-38
- ☐ 39-44
- ☐ 45-50
- ☐ 54 +

3. Education level

- ☐ Primary
- ☐ High school
- ☐ Degree
- ☐ Doctorate

- ☐ Uneducated but I know to read and write
- 4. According to my relationship situation I'm currently.
 - ☐ In Marriage
 - ☐ Engaged
 - ☐ Divorced
 - ☐ Separated
 - ☐ In committed relationship
 - ☐ Single
- 5. I am used to social media
 - ☐ I agree
 - ☐ I disagree
 - ☐ Not sure
- 6. How often do you use social media daily?
 - ☐ 5-15 minutes
 - ☐ 15-30 minutes
 - ☐ 30-45 minutes
 - ☐ 45-60 minutes
 - ☐ 60- 70 minutes
 - ☐ 70 +
- 7. I'm using.....as my social media tool(s).
 - ☐ Instagram
 - ☐ Facebook
 - ☐ Both of the above
 - ☐ None
 - ☐ Other
- 8. Have you ever seen a couple divorced or separated as a result of social media usage?

- ☐ Yes
- ☐ No
- ☐ Not sure

9. I ever used Facebook to create new relationships

- ☐ Agree
- ☐ Disagree
- ☐ Not sure

10. I ever used Instagram to create new relationships

- ☐ Agree
- ☐ Disagree
- ☐ Not sure.

11. If you ever used Facebook or Instagram to get new friends, has it been useful to your relationship?

- ☐ It has been useful
- ☐ It has been useful but little
- ☐ It has nearly spoiled my relationship
- ☐ It completely spoiled my relationship
- ☐ No idea

12. It is fine for the couples to use social media when they are together at home

- ☐ I agree
- ☐ I disagree
- ☐ Not sure

13. If you agree in (13), how long should couples use Facebook or Instagram while they are together at home per day?

- ☐ 5-15 minutes
- ☐ 15-30 minutes
- ☐ 30-45 minutes

- 45-60 minutes
- 60- 70 minutes
- 70 + minutes

14. According to your relationship situation, what are the Facebook and Instagram habits that may cause divorce or infidelity in marriage?

- Interacting with ex-lovers
- Accepting friend requests from people of opposite sex
- Giving limited time to your relationship and much time to social media
- Over sharing and liking posts of others
- Publicly exchanging personal messages on social media
- Sharing passwords with partner
- Share sexual messages with opposite gender
- Not giving enough attention to partner
- Spending much time on social media with friends and family
- Other (please give it)
- No idea

15. I can tell my social media password to my partner

- I agree
- I disagree
- Not sure

16. Why do you share social media password with your partner?

.....

17. Why don't you share social media password with your partner?

.....

18. Couples that use social media tools with people of opposite sex are more likely to divorce in their relationship compared to those who use social media with people of the same gender

- ☐ I agree
- ☐ Not sure
- ☐ I disagree

19. In this current technological age, social media usage should be part of marriage life

- ☐ Yes
- ☐ No
- ☐ No idea

20. Facebook usage leads to negative impacts in marriage and in committed relationships?

- ☐ I agree
- ☐ Not sure
- ☐ I disagree

21. Instagram usage leads to negative impacts in marriage and relationship

- ☐ I agree
- ☐ Not sure
- ☐ I disagree

22. Both Instagram and Facebook usage have positive impacts in marriage and committed relationship

- ☐ I agree
- ☐ Not sure
- ☐ I disagree

23. Which factor influences some partners to continue using Facebook in marriage despite of knowing it has negative impacts?

- ☐ To keep in contact with new and old friends
- ☐ Keep in contact with relatives
- ☐ For businesses transactions

- Being addicted to Facebook
- For leisure time
- To do office work on social media
- For new and educative information
- For entertainment and pleasure
- Other (please write it)

24. Instagram usage can also cause divorce or infidelity in relationship

- I agree
- No idea
- I disagree.

Thanks for your participation.

CV

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Personal Information

Date of birth/place: 22-11-1988/ Butambala

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Foreign Languages: English, and Turkish

Education

2009-2012: Bachelor of Mass Communication, Islamic University In Uganda, Mbale.

2006-2008: Kibibi Secondary School, Butambala (High School).

Experience

2012-: Freelancer, Vision Group, Kampala-Uganda.

