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# Addressing The Impact Of Social Media Addiction On Marital Satisfaction

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## **ABSTRACT**

It's no longer possible to imagine modern life without the ubiquitous presence of social media. The younger generations in particular have integrated social media sites like Facebook, Twitter, and Instagram into nearly every aspect of their daily lives. These online platforms have developed with today's youth and are now deeply embedded in the social and emotional life of today's youth. Problematic social media use, however, has been linked to mental and psychological issues. This research discusses about marriage satisfaction and social media addiction. In this study, a survey was utilized to collect data, and the survey was promoted via various social media channels and administered using the Sontus and Enrich scales. Three hundred and fifty married men and women who have been together for at least three years each received the question is the resultant assertion that there is no negative association between the marital satisfaction and social media addiction.

**Keywords:** Marital satisfaction, Marriage, Internet, Addiction, Social media.

## **I. INTRODUCTION**

The technology of the Internet is evolving quickly with people utilising it for business, education as well as for enjoyment. More than three billion people worldwide make use of the Internet on a daily basis with millennials being the most prevalent users. Internet addiction is defined by excessive or poorly regulated obsessions, needs or behaviours surrounding computer use and online access that lead to inadequacy or suffering. Attempts to comprehend this phenomena in entirety and give remedies have persisted since the 21st century. It was Kimberly Young who originally advocated that problematic Internet use satisfies the criteria for an addiction and so it should be added in the next version of the Diagnostic and Statistical Manual of Mental Disorders (DSM) (DSM). The habit is defined by several hours spent in non-work technology related computer/internet/video game activities. Study suggests that Internet addiction disease can lead to neurological difficulties, social issues and psychological disturbances. Other seen accompanying symptoms are changes in mood, preoccupation with the Internet and

digital media, the inability to control the amount of time spent interfacing with digital technology, the need for more time or a new game to achieve a desired mood, withdrawal symptoms when not engaged, and a continuation of the behaviour despite family conflict, a diminishing social life and adverse work or academic consequences.

Marital satisfaction is a mental state that represents the perceived advantages and costs of marriage to a specific person. The satisfaction that partners experience in their relationships is one of the essential components of marriage life and discontent between the spouses prompted by major and recurring arguments, which, if not resolved, gravely hazards marital stability. Many characteristics have been recognised to contribute to marital satisfaction. They include gender, age, duration of marriage, religion, and the number of children.

Since its introduction in 1983, the Internet created a detrimental influence on certain couples' relationships, occasionally leading in their separation or divorce. For couples that support a conventional monogamous marriage, the harmful effect of Internet addiction on a couple's relationship is a catastrophic problem. When discovery or exposure of Internet addiction happens in a marital connection, the wounded partner (i.e., the spouse who is not engaging in Internet addiction) could be impacted by emotions of resentment, abandonment, betrayal, melancholy, anger, shame and loneliness. It can be difficult for married pairs to work through the issue of one partner's excessive Internet use if they are unaware of the addictive nature of the Internet. Internet addiction is a rising, but undiscovered concern among married couples today.

### **Social Media and marriage satisfaction**

Overnight, it seems, the so-called “social media” of the cybersphere — Facebook, LinkedIn, Twitter, Pinterest, and a host of comparable but lesser recognised sites — have come to dominate the cultural landscape. This is true not only here in the United States but throughout the developed and developing nations. Suddenly it's rare to find somebody who isn't participating in social networking on the Web. It includes married couples, of course, and this raises a number of serious considerations concerning the consequences of online social contact for the institution of marriage.

Social media addiction negatively affects romantic relationships owing to its potential to cause jealousy and mistrust and promote dishonesty amongst married couples and committed partners. Moreover, inappropriate social media use might inhibit the establishment of face-to-face connections. Hence, it is likely that some couples' relationships may become disturbed and that unhappiness may be experienced. In certain circumstances, not only has social media use diminished the quantity of connections that individuals have in person, but it has also dramatically degraded the quality of the time spent together. Hence, it may be argued that certain couples may feel relationship unhappiness.

Similarly, social media addiction can result in low relationship satisfaction owing to the presence of online alternative centres of attraction and expenditures of time and emotion outside the bilateral relationship among persons aged between 18 and 73 years. In addition, social media addiction has also been related with physical and emotional infidelity, romantic separation, reduction in the quality of romantic partnerships, and relationship unhappiness.

Social media has mostly become an embedded element of modern culture. It is not at all uncommon to stroll around North Carolina and observe individuals participating in their favourite applications. But, this does not mean that it always has a beneficial affect on all it touches. In addition to negatively reducing marital satisfaction, research also reveal that particular social media use might further complicate the divorce process.

The social media market positions itself as a platform where people may freely express their feelings. In the context of a divorce, however, this strategy typically backfires. It is not unheard of for couples to revenge against one another because of social media remarks. Until the divorce is finalised, many people believe it prudent to refrain from using social media. Those going through a divorce who can't or don't want to delete their social media accounts completely might benefit from the following guidelines.

- Refrain from posting anything negative
- Focus on sharing positive information
- Adjust privacy settings to their highest settings
- Do not post anything about the divorce

## **II. EFFECTS OF SOCIAL MEDIA ON RELATIONSHIPS**

### **Positive effects of social media on relationships**

Social media may influence relationships in the following good ways.

- **Helps boost connectivity**

New studies show that regular social media use improves interpersonal relationships. Sometimes people you care about don't even reside in the same nation, let alone the same state. Instagram and Facebook provide a simple and fast method for far-flung family members to keep in touch.

Users may share personal and family-related news, including images from recent travels and other special occasions, as well as information about themselves and their loved ones. People may also send each other private messages or share photos with a select group of friends by adjusting their privacy settings. These and other social networking

applications let users to engage in real-time video chat, which has a positive effect on users' sense of belonging.

- **Helps improve communication**

Some individuals may find it easier to communicate through writing if they use apps like WhatsApp and text each other throughout a dispute. When communicating with another person in person becomes challenging, this provides some breathing room to think about the appropriate phrases to use.

- **Aids sexual gratification**

In a romantic context, the use of social media may improve sexual satisfaction between couples. In particular, this relates to viewing pornographic content on public platforms. This enhancement, however, was felt by individuals to varying degrees depending on their levels of self-assurance and sexual compulsion.

### **Negative effects of social media on relationships**

The following are some of the negative effects that social media may have on interpersonal connections.

- **Fuels functional impairments**

The capacity to forge new connections may also be harmed if online conversation takes the place of in-person contact. Some scholars have pointed out the need for further study of the connections between social anxiety and the use of social media, but there is some evidence to suggest that people who suffer from social anxiety may not fare much better when they substitute online for offline communication and socialization. The inability to form or sustain connections in real life may also manifest as a result of excessive social media use.

- **Decreases quality time and relationship satisfaction**

Excessive social media use may negatively effect quality time, increase conflict, and lower relationship satisfaction - whether the connection is romantic or not. Instagram was employed in a study, along with the app's time-tracking feature, to better understand the impact of social media on romantic fulfilment.

Instagram users report less happiness in their relationships and more tension and unfavorable results as their usage rises. An addiction to Instagram was also sparked by the user's discontent, conflict, and unfavorable consequences. When one partner makes sacrifices for the other on a regular basis, it improves relationship satisfaction and lessens the probability of conflict and unfavorable outcomes.

- **Provides an avenue for infidelity-related behaviors**

Relationship unhappiness, breakups, and divorce are all possible outcomes of "infidelity-related activities," such as communicating with other potential partners. This is made possible by the widespread accessibility of social media. There is rising study on the issue of social media infidelity-related behaviours (SMIRB) and marital relationships, despite the lack of substantial empirical data on the topic.

Few participants admitted to engaging in infidelity-related activities on social media platforms. More of these activities were associated with lower relationship satisfaction, greater relationship ambivalence, and other relationship issues, according to the study's authors.

### **III. METHODOLOGY**

#### **Sample**

The sample size for this study is set at 300, with an expected distribution of 150 males and 150 females between the ages of 25 and 45. Couples who haven't been married for at least three years and who fall into the 45+ or 25 age brackets are ineligible for this study.

#### **Research Design**

The research method used here was a cross-sectional correlational study.

#### **Tools**

This study will utilize SONTUS (The Social Networking Time Use Scale), a set of instruments created by Olufadi to quantify the amount of time individuals spend on social networking sites. We will be using a 29-item scale with a factor loading of .7 or higher on five components, chosen specifically for this study.

#### **Procedure**

The survey approach will be used for this study. The aforesaid scales, namely the SONTUS and ENRICH scales, will be incorporated to Google forms, which will then be sent to married couples aged 25–45 who have been together for at least three years. Participants will be briefed on the research's ethics, including the need for informed permission and adherence to participant confidentiality, before they are asked to answer any questions. Participants who have given their informed consent will start answering the questions truthfully, and the hypothesis will be rejected after further scoring.

### **IV. RESULTS AND DISCUSSION**

Normality and the correlation table have been used to explain the findings of the current investigation. The following is the rationale:

#### **Table 1: Tests of Normality**

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SME	.115	150	.002	.969	150	.018
MSF	.169	150	<.001	.874	150	<.001

a.Lilliefors Significance Correction

The typicality of this investigation is shown up in Table 1. Therefore the mean deviation ought to be more than.05 this study does not meet the assumptions of normalcy, as seen in the above table. The results reveal a value of.018 for social media and a value of.000 for marital happiness.

**Table 2: Correlation between Social Media Addiction and Marital Satisfaction**

Spearman's correlation	SMF	Correlation Coefficient	1.000	.255**
		Sig. (1-tailed)	.	.005
	MSF	Correlation Coefficient	.255**	1.000
		Sig. (1-tailed)	.005	.

\*\* . Correlation is significant at the 0.01 level (1-tailed)

Spearman's correlation analysis was utilised since the correlation was non-Parametric and did not satisfy normalcy requirements. The research indicated that there is a small but positive association between time spent on social networking sites and marital satisfaction, which shows that the hypothesis is rejected. This study found no evidence that time spent on social media decreased marital happiness.

## V. CONCLUSION

There is a beneficial and bad impact of the internet on interpersonal values. Couples report that the internet facilitates communication but notes that there is no substitute for in-person dialogue. Each marriage, and even each husband and wife, had a unique perspective on the Internet's impact on their happiness. Addiction to social media is a modern societal issue that has far-reaching consequences for interpersonal interactions. One's level of marital satisfaction reflects his or her unique valuation of the benefits and drawbacks of marriage. Addiction to social media is characterized by an excessive preoccupation with social media, an irresistible need to access or use social media, and a dedication to social media that interferes with other vital aspects of one's life.

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