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Effects of Usage of Social Media on Family Relationships among Youth: A Case Study of District Swabi

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ABSTRACT

The study deals with the effects of usage of social media on family relationships among youth of Swabi. For this purpose a quantitative and cross sectional study design was adopted. To obtain information from 201 youth. Data was analysed through percentages and frequency distributions. It was concluded from the study findings that Social media has affected the life of each and every individual specifically the youth are so addicted that they are found to be less involve in physical activities and other productive work. This findings showed that majority of 35% the respondents shared that they look for internet connectivity even at family gatherings, 39% agreed that when they wake up in the morning they started using social media, 25% agreed that they prefer to use social media even there are siblings around them, 415% agreed that they preferred to communicate with people via social media. moreover, it was found that majority of the respondents shared that they even noticed that they have miss meal time due to using social media. while, it was also illustrated that media effects social relationships among family members as it was found that only 6% shared that they always feel that they have a strong relationship with their family after increased use of media devices, 45 feel that there is a gap between them and their family members due to excessive use of social media and , 37stated that technological advancements like smartphones, tablets etc. decrease physical time spending with family. Promotion of sports & cultural events in educational institutions as well as in the communities, Proper check and balance by parents and other family members on the youngsters and Arrangements of seminars and awareness campaigns to educate youth about the adverse impacts of excessive use of social are the major study recommendations.

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1. INTRODUCTION

Jim Peebles “To more readily grasp us, our examination is directed by human connections. It urges us to think about our spot in the family, local area, and globe. Geography, humanism, or verse are terms that may be utilized to portray the final result.” Youngsters have testing family ties because of significant social change. Fiedler (1997) demonstrated in a paper that the result could be positive or

horrendous as recently envisioned or dreaded. The rise of less complex, more straightforward to-get to association stages has had comparative ramifications for any remaining results and can impact existing family and relationship organizations. This hypothesis analyzes the power of online entertainment inclusion in Swabi and distinguishes a few hardships in foreseeing the result. One is that no friendly framework exists that is safe to change (the informal organization is only one of the transformers), and having equivalent admittance to all online entertainment sites and applications permits clients to make and share data, as well as participate in friendly cooperation. Besides, the ramifications of media use’ change away from reliability in the utilization of extremely durable PCs and restricted cooperation in the utilization of cell phones, handheld tablets, and other advanced switches, and toward direct collaboration with different clients or different projects. This family relationship is portrayed as an individual connection or connection between two individuals that includes them

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straightforwardly or in a roundabout way through an outsider, implying that the relationship is characterized as true connection in everyday terms. Thus, it is unaffected by the norm regarding legitimate marriage. We can now get to people's unsettled sentiments and suppositions by means of virtual entertainment, something that a major number of searchers recently needed to do through studies or reconnaissance gatherings. This makes a tremendous measure of information, as private data, accessible for scientists to check out.

Outline of the Research

Use of the Web can prompt compulsion (Gross et al, 2002), however somebody's internet based presence additionally implied that they could go any place they needed. In truth, it was a cognizant and clear choice, and exploration has shown that the additional time individuals spend on the web, the less time they enjoy with their families, prompting depression and stress (Valkenburg et al, 2006). Other exploration has found that there has been a deficiency of eye to eye associations (Campanelli, 2008) and that unnecessary Web use is connected to unfortunate family connections, bringing about a more modest friend network (Sanders et al, 2000). As per the discoveries, less Web clients would do well to associations with their folks and companions than non-Web clients. Anderson (2001) upholds this finding, asserting that the subliminal relationship is connected to expanded Web utilization. Another primer review, as Vitalari et al. (1985), proposed that home PCs can be utilized to control family recreation time. The use of the web has been associated with an expansion in forlornness and a reduction in friendly help (Kraut et al., 1998). Sproull and Kiesler (1991) asserted that social contact on the Web varies from conventional relationship commitment.

Kraut et al. (2000) gathered information of relatives who utilized the Web to associate with non-relatives frequently and found that they invested less energy speaking with their family than they did prior to using the web. The web, as indicated by Nie et al. (2002) and Kraut et al. (1998), can lead individuals from their family, companions, and local area. Generally, information propose that utilizing the Web brings down friendly contacts and increments social rejection (Kiesler, 1999; Nie 2001; and Nie and Erbring 2000). Subsequently, not exclusively are these ends challenging for some exploration, however they have all been composed already, and there is currently the chance of speedy admittance to cell phones. One choice is to simplify it to get to. At the point when individuals are genuinely present at a family or get-together, conceivable to discuss quickly with others are not in the room. Individuals from a few types of connections via web-based entertainment over the course of time. Family bonds are the most essential. This is where history's cultural engraving can be noticed the most distinctively. At first, families would accumulate for eye to eye visits after everybody had taken care of their day's responsibilities and was unwinding at home. Families these days neglect to meet each other, and everybody is more immersed in their online entertainment than in their virtual entertainment.

Positive Effects of Social Media Usage on Family Relationships

Here are a few instances of what web-based entertainment can have a mean for on family associations. One of the good results of virtual entertainment is that mates who part ways

keep in contact and don't feel confined from each other, in any event, when they are isolated by actual distance. Since online entertainment accounts make it simple to see what an individual is sharing, couples know about one another's groups of friends. Despite the fact that they have as of late become companions, it causes them to feel close.

Kids mature, go to school, and start their own lives. It is more straightforward for guardians to stay in contact with their kids through virtual entertainment for this situation. Besides, in any event, when they are far away, they are delicate to their kid's interests and can try to determine them astutely. Families regularly talk about most loved eateries, family trips, and excursions, and frequently have space to save every one of their tomfoolery and superb recollections, because of the choice to share space and label people. At the point when the two guardians and kids view similar stuff via web-based entertainment, they banter it and work together on different undertakings. They invest their significant energy via online entertainment, where they might find a wide scope of most loved pages covering an assortment of interests like work of art, cooking, from there, the sky is the limit. Since everybody knows and talks with various individuals via virtual entertainment, it likewise gives a conviction that all is good. Separated from families view interpersonal interaction as useful. Kids speak with their folks routinely. Guardians who utilize online entertainment to find out about their youngsters don't feel denied. Without their arranged visit, they can interface with the youngster more.

Negative Effects of Social Media Usage on Family Relationships

The following are a couple of ways the media could impact your day to day's life. It's not difficult to become dependent via web-based entertainment. For some individuals, the craving to really look at their telephones so that a couple of moments might be able to check whether they have any new warnings has demonstrated convincing. Fixation is so authentic and strong that certain individuals botch it for restraint as though they couldn't sit in front of the TV. Up close and personal contact has become intense because of the tensions of virtual entertainment. Rather than conversing with one another, relatives convey through radio or virtual entertainment. At the point when a couple hangs out, their contemplations are caught up with their social exercises as they find out about one another through their connections. This is one of the most harming social results of early marriage. Since individuals like to share the features of their life via online entertainment, it's enticing to expect that this is the way their lives are generally. This sporadically brought about relatives or life partners being disappointed with their lives and environmental elements.

Coming up next are a portion of the terrifying outcomes of extreme utilization of innovation and virtual entertainment addictions:

- Lying about how long you spent via online entertainment and failing to keep a grip on your time
- Physical issues because of web-based entertainment use
- Being mysterious, liking to speak with people through the web as opposed to face to face, and mingling. (Şeker et al, 2020: 110).

Probably the saddest part of the media is that it gives a stage to the people who will generally deceive exploit terrible

way of behaving. They have a few organizations wherein one of them doesn't offer exhortation. There is a connection among wretchedness and expanded utilization of web-based entertainment, as indicated by studies, and teenagers are especially inclined to it, which affects their family connections.

Stating the Research Problem

As per the Seat Web and American Life Undertaking (2009), 46% of American individuals matured 18 and up used a long range informal communication website in 2009. The School Board utilized an intelligent gateway to gather information in the fall of 2009. (School Board and Expressions and Science Gathering, 2009). Besides the fact that person to person communication have sites drawn clients, yet additionally ranchers and vendors. Accomplices in the media have endeavored to find or put resources into interpersonal organizations. In 2005, News Organization paid \$580 million for Myspace, the biggest person to person communication site in the US. Facebook got a \$ 25 million speculation from investment firms (Rosenbush and Mullaney, 2006; Vara, 2007).

Myspace created the US \$ 125 million in promoting income in the final quarter of 2006 (Havenstein, 2007) and US \$ 440 million in the 2007 monetary year keeping in mind sponsors. Showcasing is, without an inquiry, the main wellspring of cash (Williamson, 2007). From 2007 to August, Facebook made US \$ 150 million in income and gave the US \$ 30 million in help; a publicizing concurrence with Microsoft contains half of that aggregate (Vara, 2007). The quest for person to person communication locales has expanded couple with the ongoing blast of interpersonal interaction destinations. Accordingly, peer commentators – the exploration study's discoveries actually miss the mark on examination of the information. (Raacke and Bonds – Raacke, 2008). Since person to person communication locales have become quite possibly the main issues among numerous undergrad, and advertisers' advantage in virtual entertainment is extending, the ongoing review expects to find what rouses and impacts understudies' utilization of web-based entertainment.

The accessible investigations utilized changed classifications like number, amount, or force while taking a gander at components that influence Web use – online entertainment or content (i.e., the span of every part). Albeit different examinations have underlined the need of recognizing these thoughts (Tidwell and Walter, 2002; Walther, 1992; 1996), no examination concerning why one methodology of estimating time was better than the other was directed. Since the accentuation is on amount, amount, or force, the idea of utilizing the media might be relied upon. To examine the assessed utilization of web-based entertainment, the ongoing review takes a gander at the distinction between recurrence (i.e., how frequently people utilize informal organizations) and recurrence of webpage use (i.e., how long individuals spend on interpersonal interaction locales).

Calls, messages, and instant messages, as per a 2008 Seat Exploration Place for the Web and American Residing Venture survey, assisted families with adapting to the rising pressure of current life by permitting them to cooperate with relatives when they were isolated. Innovation oftentimes brings about terrible correspondence or no communication between family members, life partners, or parent-kid connections. It denies the group of chances to learn and

show social, familial, correspondence, and collaboration abilities from each other. Individuals are social and moral, and they need to feel associated inside a relationship, so they utilize web-based entertainment to do as such, however in reality, it denies them of their capacity to hear and see flags as opposed to words. As per studies, kids benefit from their folks' expanded facial time. Telephones, TV, PCs, and computer games were undeniably utilized all through these subjects' screen time. Kids follow up on what they are instructed, and youngsters who are presented to electronic media while sitting on the floor with their folks are bound to foster destructive ways of behaving.

At the point when a parent got back after working all day and their youngsters were caught up in the strategy, the parent was welcomed 30% of the time and disregarded half of the time, as per a few familydisrupted virtual entertainment studies. Kids likewise expressed that they didn't feel upheld by their folks in the wake of investing energy in online entertainment. As per a Kaiser Family Establishment political survey, youngsters between the ages of eight and eight have spent over seven hours on the web. It's what might be compared to 50 hours before the PC each week. Various investigations have shown that when youngsters are stuck to a screen, they pass up significant social collaborations. Weight, hardships looking, and supporting connections are normal symptoms of unreasonable screen use. The family's cultural impact was continually considered to see which negative and great outcomes were happening. Correspondence is as yet being disturbed by innovation, as indicated by therapists.

Preview of the Research Problem

To enhance the current condition, it is deliberately said that we live in an information age. The time of information is a term used to portray the post-modern time frame. The period wherein information is the result of human idea: the age where information is the result of mankind. PC and web training ought to be utilized in the primary period of schooling, as per the Public Team for Data Innovation and Programming Advancement (NTFIT). PCs are hence an indication of logical and specialized change; their creation, execution, and different leap forwards have generated new imaginative issues and are essentially utilized in schooling.

Because of the abuse of web-based entertainment in a few countries, including Pakistan, mechanical advances are being utilized to prompt savagery. Youngsters see a wide range of stuff being traded via web-based entertainment since there is no rule of peace and law at the public level. Unimaginable and bogus signs about strict, political, social, financial, and social and monetary objects of life keep on being gotten from Quranic entries, supplications, and hadiths. It is exceptionally simple to share disinformation, precise data, and tattle about another person, who could be viewed as their soul mate, through online entertainment without making any huge endeavors for cash. Most of people utilize a salt factory to handle the news that is either hostile or interesting. Perseverance and the duplication of such signals upset the reasoning, everything being equal, accelerating his brain to see his relationship at the improper levels. Regardless of whether it happens inaccurately, news will in general turn out to be socially understandable after some time.

Another component adding to the flood in family savagery is the capacity of electronic media in rushing (supposedly funded by pariahs) strict resistance crusades by acquiring

anchors and speakers who practice strict projects with no conventional educating. Islamic legends. A portion of these local armies are considered as “delegates of the counter Islamic” and strict revolutionaries, who include some significant downfalls to these projects by areas of strength for communicating and fanatic thoughts, despite the fact that they are notable among local people. Using the media Negative mentalities like these have a major impact in envisioning youth contemplations, which prompts the improper technique for managing their relationship. Ajewole, Olowu, and Fasola (2012) found that most of respondents invest a lot of energy via virtual entertainment, making their connections be adversely molded, in a concentrate on Informal organization Compulsion among youngsters in Nigeria.

In a 2011 review, directed by the Australian territory of Australia, the most well-known relationship issues are referenced. It discussed the most obviously awful of advanced specialized instruments, which included: Utilization of web sexual entertainment, cybersex, and web based dating and betting destinations; accomplices utilize private SIM cards and email locations to safeguard against misrepresentation; internet following, observing, and assessment of different messages and messages; hacking into expartners’ Facebook accounts, and the utilization of the web and innovation is the surrender of your accomplice. Results from a clinical review showed that 80% of respondents taught clients who communicated worry about the utilization. In one review, one of every five psychological well-being experts gotten help as a result of the effect of the web on sexual action. In excess of 830 individuals answered the Connections Australia online review in February 2015. Around four-fifths of respondents were viewed as ladies, with additional ladies than men answering all age gatherings. In excess of 90% of respondents reviewed were between the ages of 20-59, while in excess of 50% of respondents were ladies between the ages of 30-49. On account of past examinations, the quantity of new respondents stays steady with our insight into the gatherings who might be getting to the Connections Australia site.

When inquired as to whether ongoing or past companions’ utilization of the web or online entertainment (e.g., Facebook, Twitter, discussion channels, and sites) has hurt their association, most of overview members concurred. On two of the three inquiries, people revealed various degrees of mistake. Relationship inconveniences were referenced by almost a quarter (23%) of ladies and one-sixth (14%) of men because of one of their web clients. Men, then again, were more probable than ladies (23%) to say that a current or previous accomplice had disregarded their protection through web requesting or email checking. At the point when people were requested what their use from the web meant for their family time, there were no huge differences in their reactions. Worryingly, a huge level of all kinds of people (around 50%) said their relationship had been hurt because of their current or previous colleague investing a lot of energy in the web as opposed to being with them or their loved ones.

Parental investment is presently a wellspring of becoming stressed for the nature of connections all over the world. As guardians, we need to realize that our kids are getting sufficient heading and will have a satisfying grown-up life. Indeed, even actually, having one is still unattainable for a great many people. Peer connections, personality, and decision are undeniably founded on relational examples,

which impact conduct and perspectives. Facebook, Orkut, Flickr, and Live Diary are instances of significant virtual entertainment locales that keep on expanding in prevalence. These long range informal communication locales’ clients regularly have obvious companions, whom we view as subsidiary with the administrations. Clients can shape or join a gathering or local area in light of shared interests including affiliations, diversion, political affiliations, or beliefs. Since online entertainment permits us to get to people’s unsettled feelings and perspectives, something that a major number of searchers needed to frequently accumulate through overviews or reconnaissance gatherings. This makes a tremendous measure of information, as private data, accessible for specialists to check out. Coming up next are two well known speculations among investigators:

Peer Pubbing and Social Networking Site Addiction: The Mediating Role of Social Anxiety and the Moderating Role of Family Financial Difficulty

The results of a growing examination group, as well as distributing strategies, were shown. Nonetheless, little examination has investigated the connection between the age of the searcher and the area of the pursuit locales. A current review inspected whether companion pressure was connected to informal communication locales among youngsters, whether local area injury covered connections, and whether this promotion program was settled by the family monetary emergency, utilizing self-assurance hypothesis, stress training, finance displaying, and maintenance mode. Information from 1,401 Chinese postgraduates were utilized to test the hypothetical model. Peer pressure, local area issues, interpersonal interaction compulsion, and family monetary difficulties were totally investigated through mysterious requests. Peer discharges were viewed as emphatically associated with person to person communication site habit in a relationship study. Local area issues overwhelmed a gathering between shared search and offshoot site destinations, as indicated by a review preliminary, with the family monetary emergency entangling the underlying advance. As a matter of fact, for students in monetary pain, the irrelevant connection between peer tension and informal organization dependence through friendly collaborations was extensive. The discoveries of this study develop the opportunities for result results while likewise accentuating the meaning of revealing the basic systems.

Analysis of Purchasing Behaviours within Family Structures and Social Media: In Terms of Impacts on the Home Economy

The cost of necessities, for example, training, medical services, food, and garments ascends pair with the size of the family. The difficulties created by request are starting to create as the quantity of homes in the home economy increments, particularly when there is no adjustment of pay or on the other hand on the off chance that the expansion in pay doesn’t give solace inside the home economy. The consequences of buying propensities, for example, self-chose and family status, virtual entertainment advertising, item/administration type, and related differences in the home economy were examined as a feature of the review’s objective goals. Shopping propensities, family structure, media advertising, and the kind of work item that seems to can influence the home economy are being examined. 397 surveys (from wedded people) were accumulated and assessed as a component of the review. The SPSS 25

Arrangement was utilized to do the examination. The greatness of the relationship between the factors was resolved utilizing relationship investigation. Yet again a review investigation of the trial that confirmed the speculation was done, while the Sobel test was used to accommodate the difference examination.

Changing Meanings and Practices Of Friendship

In spite of impressive stress locally over the weakening of online web-based entertainment speculation, the discoveries propose that interpersonal organizations and different media channels have become huge components for further developing connections. The examination introduced in the following parts disproves the idea that weighty informal community clients or non-clients are picked aimlessly. Proof is mounting that this innovation is aiding the upgrade of ideas for closer associations and connections. While informal communication locales like Facebook, Myspace, and Friendster are laying out business, social, and social destinations, these courses are laying out better approaches for being close and framing connections. While the concentrate on this subject is still in its outset, a developing assortment of specialists is examining the way in which person to person communication and different types of virtual entertainment are captivating individuals to advance web-based entertainment. This book looks at the fundamental components of changing connections and communications in web-based entertainment settings utilizing video and social examinations disciplinary practices. This book consolidates research discoveries on PC media and interpersonal organizations with social and social discussions on connections, family, fellowships, and new associations with look at and incorporate social and social discussions on connections, family, kinships, and new connections. Scholastic levels and support points are utilized to assess long range interpersonal communication destinations and cooperation's.

The objective is to advance the way of thinking of "personal relations" by renewing and propelling the idea of "private associations" through the crystal of web-based entertainment use. Facebook expects to underscore the significance of cosy connections, family, and kinship in characterizing its personality. Individuals who use Facebook stay in contact with loved ones, stay aware of what's happening on the planet and offer and get out whatever means quite a bit to them, to individuals they care about, as per the article. The association tries to have areas of strength for an in our own lives. It currently has a reasonable promoting procedure set up to do as such. At the same time, this correspondence innovation can move powerless, adaptable correspondence joins (Morgan 2009). Inspect how free connections between representatives, colleagues, neighbours, and a particular organization comprised of imparted interests and makes construct connections family, youngsters, friends and family, and companions.

Socially Psychoneurotic Harms

Some new youth-related distributions have carried the framework to the consideration of youngsters in the media. Relationship stages are especially valuable since they cautiously assess every one of the fundamental qualities of each stage, for example, psychosomatic, profound, and actual wellbeing, as well as friendly headway. Expanded trust in the authentic connection between amusement, correspondence, and, surprisingly, close to home fulfillment

and bearing prompts deliberate worry about the drawn out impacts of over-putting resources into youngsters' psychological well-being. As per studies, the new age has faith in laying out and keeping an informal community when they go along with it, notwithstanding, the over-dependence on the above is tricky. Regardless of whether you know about the dangers that the overall population faces, cyberbullying, data fraud, badgering, and cyberbullying are excessively far and wide. Via virtual entertainment, there is little command over getting direct data. As firms gather data from informal communication destinations all through the work interaction, stowed away private misfortunes are now and again connected to framework level activities. Web compulsion is an issue with a large number of negative repercussions. It has been seen that youngsters are abruptly exploring and further developing their online entertainment profiles. Genuine occasions consolidated on the Web hurt youngsters' personal prosperity and scholastic execution. They habitually limit their cooperation in significant world occasions, bringing about despairing, dejection, and social tension (Espinoza and Juvonen, 2011). Indeed, even while online entertainment can give a concise outline of web-based entertainment rehearses, it can possibly intensify the generally existent nature of psychoneurotic damage to the people who know nothing about the drawn out cost-viability.

Research Objectives

- To study the financial qualities of respondents
- To research the impacts of virtual entertainment on youth
- To investigate the results of abundance utilization of virtual entertainment
- To recover the progressions because of distance among family and individual.

2. RESEARCH METHADODOLOGY

The chapter deals with materials and methods used in the study entitled "effects of usage of social media on family relationships among youth of Swabi". It also deals with the selection criteria of universe of the study, sampling and sample size, data collection and data analysis. This study deals with "effects of usage of social media on family relationships among youth of Swabi" Data was collected from youth between age group 18 to 30 years in district Swabi. To fulfill the study objectives data was collected through a cross sectional and quantitative study design was adopted for the current study. Cross sectional design is the best research method for determining an existing phenomena, problem, attitude, perception, or concern is to use a cross-section of the population. It is very expensive and time consuming to contact the entire population if a researcher wishes to investigate a significant portion of the population. The answer is to pick a small portion of that population and use that portion to get the necessary data. Sampling methodology is the process of choosing subgroups from the population, and a sample is a representative sample of the population. For the current study data was collected from 201 respondents through simple random sampling technique. Data was collected through well-structured interview schedule by keeping in to considerations the objectives of the study. Before collecting the data interview schedule was pre-tested in the study area to avoid discrepancies if any. Data was collected though face to face interview.

Data was analyzed through univariate analysis. At univariate analysis percentages and frequency distribution was applied to know about student’s perception about the

phenomena of effects of social media usage on family relationship.

Table 1
Shows Frequency and Percentage Distribution of Questions

S#	Statement	Agree	Disagree	Neutral	Percentages
1	Do you regularly use social media?	161(80.09%)	13(06.46%)	27(13.40%)	201(100%)
2	You look for internet connectivity even at family gatherings?	117(58.20%)	38(18.90%)	46(22.90%)	201(100%)
3	When you wake up in the Morning, do you start using social media?	133(66.16%)	35(17.41%)	33(16.40%)	201(100%)
4	Do life without social media becomes meaningless for you?	83(39.52%)	61(30.34%)	57(28.40%)	201(100%)
5	Is it feel bad if your family force you to decrease the time spend on social media	75(37.31%)	63(31.30%)	63(31.30%)	201(100%)
6	Do you feel the gap between you & your family members due to excessive use of social media	115(57.21%)	37(18.40%)	49(24.4%)	201(100%)
7	Do you feel you are an active member of your family while excessive use of social media?	40(19.90%)	82(40.79%)	79(39.30%)	201(100%)
8	Do the technological advancements like smartphones, tablets etc. decrease physical time spending with family?	155(77.11%)	13(06.50%)	33(16.40%)	201(100%)

Findings of the study shows that out of 201 (100%) respondents, 161(80.09%) were strongly agreed that they regularly use social media, 27(13.40%) were Neutral. While, it was further showed that 13(06.46%) were disagreed with the statement Do you regularly use social media. 117(58.20%) respondents were agreed that they look for internet connectivity even at family gatherings, While, it was further showed that 46(22.90%) were neither agreed nor disagreed that they look for internet connectivity even at family gatherings and 38(18.90%) were disagreed with the statement that they look for internet connectivity even at family gatherings. 133 (66.16%) respondents were agreed that when they wake up in the morning they started using social media, While, it was further highlighted that 33(16.40%) were neither agreed nor disagreed with the statement and 35(17.41%) were disagreed that when they wake up in the morning they started using social media.83(39.52%) respondents were agreed that a life without social media becomes meaningless for them, While it was further showed that 57(28.40%) were neither agreed nor disagreed and 61(30.34%) were disagreed that a Life without social media becomes meaningless.

(37.31%) respondents were agreed that they feel bad if their family force them to spend less time on social media, while 63(31.30%) were neutral. The results further showed that 63(31.30%) were disagreed with the statement. 115(57.21%) respondents were agreed that they have gap between them and their family members due to excessive use of social media, 49(24.4%) were neutral while 37(18.40%) were disagreed that they have gap between them and their family members due to excessive use of social media. 40(19.90%) respondents were agreed that they always feel that they are active member of their family, while 79(39.30%) % were neutral and 82(40.79%) were disagreed that they are active member of their family.201 (100%) respondents,155(77.11%) were agreed that they always feel that technological advancements like smartphones, tablets etc. decrease physical time spending with family, 33(16.40%) were neutral, 13(06.50%) were disagree that they never feel that technological advancements like smartphones, tablets etc. decrease physical time spending with family.

3. CONCLUSION

Social media has brought people from different cultures together in the “global village.” People use social media for different purposes such as to establish and maintain relationships, and stay informed with events, as source of entertainment. Social media has affected the life of each and every individual specifically the youth are so addicted that they are found to be less involve in physical activities and other productive work. The present study was conducted for the purpose to found the impacts of social media on the family relationship among youth. It was found from the study results that most of the youth in the study area are too much dependent of social media that they even participate in the family events on social media. The youth are so edited of social media usage that they start their day with using social media sites. The results also highlighted that the social media influence the relationships among family members negatively and brings gaps among family members and lead to isolation of the family members, as majority of the study respondents viewed that excessive use of social media influenced the family bonds and decrease physical time spending with family. Simply it was concluded from the study findings that the use of social media sites adversely effect the family relationships and bonds among family members.

Recommendations

- Promotion of sports & cultural events in educational institutions as well as in the communities to attract youth towards such physical activities will reduce the excessive use of social media among youth
- Proper check and balance by parents and other family members on the youngsters is needed to engage youngsters in productive activities rather than spending time on social media that will also enhance bonds among members
- Arrangements of seminars and awareness campaigns to educate youth about the adverse impacts of excessive use of social media to motivate them for productive work.

Competing Interests

The authors did not declare any competing interest.

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