

# Influence of Social Media Platforms on Family and Household Interactions in Palakkad District

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**Abstract** - Social media platforms have become very popular in India. Among the social media platforms that are often utilized in the country are Face book, Instagram, Twitter, LinkedIn, and Whats App. Social networking has significantly changed and impacted communication and interactions within families and households, and social media platforms have become an integral part of our everyday lives as more people use them as the primary means of connecting and interacting socially with friends, family, and spouses worldwide. The purpose of the study is to examine these social media platforms has any influence on social interactions among family and household members. The study employed a descriptive approach which involved questionnaire as research instrument. 70 samples were selected by using convenient sampling method. The study concludes that there is significant relation between social media usage and social interactions in families.

**Key Words:** Social Network, Face book, WhatsApp, Instagram, Twitter, LinkedIn

## 1. INTRODUCTION

In modern society, social media platforms have great influence. The main screens like television and desktop computers, which have dominating for a long time are phased out by small screen such as mobile phones ,laptops, tablets, I pad etc which have increasingly become more popular in recent times. The emergence of small screens has enhanced the mobility of the mass media which resulting to new trends in communication and transmission of information. It is these new trends which can be visualized through the usage of mobile phones and wireless laptops, also referred to as “social Media” which have completely revolutionized the modern world. Social media generally is described as online modes of communication which involve using techniques including conversation, sharing, linkage, participation, tagging among others. The integration of social media in social settings such as family and households influences the social interactions in a major way among them.

Social media can be used positively to bridge digital and generational divides by enhancing interactions. Usage of social media in social settings such as family and households can result to privatization of family life whereby there is an increase of individual family preferring to use technology independently using most of their time interacting with virtual friends on social media platforms through chatting, sharing videos instead of taking time to communicate share and bond with family members.

The result is that family relationships could be strained in the long run with close family and household members feeling ignored at the expense of the virtual world. Owing to the fact that social media is rapidly evolving and growing despite having to contend with varied multiple faceted elements socially and culturally, there is need to closely monitor and analyse the development of social media, it's mode of operation as well as measure its potential on the family which is the integral social unit. The main aim is being to ensure the family and household members do not neglect family interactions after being swept by virtual interactions.

## 2. REVIEW OF LITERATURE

Aarsand (2007) in their study leans more on the positive point of view stating that new media technologies, apart from equipping children with a powerful kind of media literacy, they also provide children with an array of fresh opportunities for self- fulfillment and creativity. New media technologies also have a great potential as a medium of education regarding learning. According to Aarsand can also be beneficial to a family especially when it is used as meeting and interaction point for different generations

**Alanazi (2015)** in their study, A study of the influence of social media communication technologies on family relationships in the Kingdom of Saudi Arabia, discusses the effect of social media communication among the family relationships in the Kingdom of Saudi Arabia. The study states that though the family members use social media there is no significant effect on relationships between family members, including husband and wife, parent and children etc. The study reveals that children have become more independent when it comes to decision making and they have become more open in respecting different opinions of people which is a notable change in existing culture where children in families are always reminded not to talk in the presence of elders. Social media had enabled more family members to express their opinions in family discussions.

**Santhosh and Prasanth (2017)** in their study, Impact of New Media on Interpersonal Communication Patterns while analyzing the relational closeness seeks to explore how self-disclosure of new media create gap in relational closeness, and tries to explore the space given for interpersonal interaction occurring in urban families. The article states that social media has turned out to be an inevitable part of the urban life. They observed that the new media strengthens the interpersonal communication among the family members. Despite significant internet and social media use, the majority of respondents did not feel any decrease in time spent among family members.

### 3. NEED AND SIGNIFICANCE OF THE STUDY

Kerala where joint families prevailed for decades adapted an urban family system as part of the cultural changes at a small scale at the beginning of the 20<sup>th</sup> century. Now the state has the urban family system as the prominent one. Lifestyles have changed into a faster mode and the difference between village and rural areas are fading. Various reports published by dailies have pointed out that the state faces critical challenges in deteriorating family values, relations and separation of families. In such circumstances the researcher is interested in understanding the role of media within families in Kerala especially in maintaining interpersonal relations. The growth rate of information and communication technology is higher in Kerala when compared to other Indian states. Technological advancements and access to technologies helps family members to communicate properly and maintain family relations. The researcher is also interested to know the quality level of interpersonal communication between family members, especially in families where individual members are well connected to the world outside their homes.

### 4. STATEMENT OF THE PROBLEM

The advent of digital technology has revolutionized human communication at macro and micro levels impacting every aspect of social and personal life. For the last 25 years, particularly since advent of the internet, social interaction online has been multiplied and the arrival of new social media accelerated it with the presence of convergent media connecting people in intelligent and interactive ways. The anytime, anywhere feature of digital media impacts family life both positively and negatively. People spend lion's share of their time on digital media, most often keeping themselves off from direct personal interactions. The presence of digital media has affected the rhythm of family life. This is a new addition to the existing household media environment across the world and it also necessitates intensive examination of the influence of converged media and its implications for the functions of the family as a collective unit and fundamental base of society. In this study the researcher seeks to find out how the social media influence the family and household relationships.

### 5. OBJECTIVES OF THE STUDY

- To study the influence of Social Media Usage on Family and Household Interactions in Palakkad District.
- To study if there is any significant difference in the Social Media Usage on Family Relationships.
- To study if there is any significant relationship between Social Media Usage and Interpersonal Relationship among Family and Households in Palakkad District.

### 6. HYPOTHESES OF THE STUDY

1. H<sub>1</sub>: There is no significant difference in the Social Media Usage based on Gender.
2. H<sub>2</sub>: There is no significant difference in the Social Media Usage on Family Relationships based on Occupation of Respondents.
3. H<sub>3</sub>: There is no significant difference in the Social Media Usage on Family Relationships based on Education

Level of Respondents.

4. H<sub>4</sub>: There is no significant relation between Social Media Usage and Interpersonal Relationships among Family and Households.

## 7. RESEARCH METHODOLOGY

### 7.1 RESEARCH DESIGN

The study was descriptive in nature as an information collection method through administering questionnaires from the selected sample.

### 7.2 POPULATION

The population of the study was households in palakkad district.

### 7.3 SAMPLE AND SAMPLING PROCEDURE

For the purposes of this study, sample comprising of 70 household members who were selected by the use of convenient sampling method.

### 7.4 DATA COLLECTION METHODS

The data collected through a structured questionnaire by using convenient sampling method. Secondary data has been collected from various reference books, web sites, journals, etc.

### 7.5 DATA ANALYSIS AND PRESENTATION

The collected data has been analyzed by using the following statistical tool like SPSS. Descriptive statistics, t-test, correlation and one way ANOVA were used.

## 8. RESULTS AND DISCUSSION

**Table1: Descriptive Statistics of demographic profile of respondents**

	N	Mean	Std. Deviation
Gender of the respondents	70	1.41	.496
Age of the respondents	70	2.54	1.031
Education level of respondents	70	2.97	.680
Occupation of respondents	70	2.91	1.236

Source: Primary Data

Table1 shows the demographic profile of respondents. Majority of the respondents are in the age group of 30-40, Majority of the respondents having degree as their qualification and their occupation as private employees.

**Table2: Descriptive Statistics of social media usage and interpersonal relationships**

Statements on social media usage and interpersonal relationships	N	Mean	Std. Deviation
Easy to contact friends more online than while offline	70	4.47	.503
Social Media Platforms replaces the time spent interacting physically with family and friends	70	2.30	1.39
Frequent conflict with parents for using social media on family time	70	2.57	1.93
Disagree with friends for being online when we meet	70	2.30	1.39

Easy for me to express myself online than in face to face communication	70	4.47	.50
Social Media brings me close to my virtual friends as opposed to Those who are offline	70	4.10	.88
Often discuss latest trends and topics online with friends	70	4.40	.52
Free to open up about my secrets online	70	3.87	.93

Source: Primary Data

Table 2 shows the descriptive statistics of social media impact on interpersonal relationships. The findings of the study indicated that majority of the respondents are able to contact their friends more online than while offline. They disagreed that social media platforms replaces the time spent interacting physically with family and friends. The respondents, however, disagreed to be in frequent conflict with parents for using social media during family time. The respondents disagree with friends for being online when they meet. The respondents also strongly agreed that it is easy for them to express themselves online than in face to face communication, that social media brings them close to their virtual friends as opposed to those who are offline and they often discuss latest trends and topics online with friends. The respondents are free to open up about their secrets online.

**H<sub>1</sub>: There is no significant difference in the social media usage based on gender.**

**Table 3: Independent Samples Test (Social Media Usage based on gender)**

		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig.(2-tailed)
Face book usage	Equal variances assumed	26.876	.000	-3.335	68	.001
	Equal variances not assumed			-3.015	38.610	.005
Twitter usage	Equal variances assumed	26.876	.000	-3.335	68	.001
	Equal variances not assumed			-3.015	38.610	.005
YouTube usage	Equal variances assumed	26.876	.000	-3.335	68	.001
	Equal variances not assumed			-3.015	38.610	.005
Whats App Usage	Equal variances assumed	4.564	.036	-1.101	68	.275
	Equal variances not assumed			-1.071	54.150	.289

Source: Primary Data

Table 3 shows the independent sample t test result of social media usage based on gender. The result is significant and the null hypothesis rejected that means there is significant difference in the social media usage based on gender.

**H<sub>2</sub>: There is no significant difference in the social media usage on family relationships based on Occupation of respondents.**

**Table 4: social media usage on family relationships based on Occupation**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.728	4	.432	1.332	.267
Within Groups	21.072	65	.324		
Total	22.800	69			

Source: Primary Data

Table 4 shows the test result of One-Way ANOVA. The p value aroused was not significant at 0.05 levels. The null hypothesis that there is no significant difference in the social media usage on family relationships based on Occupation of respondents was accepted.

**H<sub>3</sub>: There is no significant difference in the social media usage on family relationships based on education level of respondents.**

**Table 5: social media usage on family relationships based on education**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.142	3	.381		
Within Groups	49.444	66	.749	.508	.678
Total	50.586	69			

Source: Primary Data

Table 5 shows the result of One-Way ANOVA. The F value aroused was not significant at 0.05 levels. The null hypothesis that there is no significant difference in the social media usage on family relationships based on education level of respondents was accepted.

**H<sub>4</sub>: There is no significant relationship between social media usage and interpersonal relationships among family and households.**

**Table 6: Correlation between social media usage and interpersonal Relationships**

		Usage of Social Media	Interpersonal Relationships
Usage of Social Media	Pearson Correlation	1	-.304*
	Sig.(2-tailed)		.011
	N	70	70
Interpersonal Relationships	Pearson Correlation	-.304*	1
	Sig.(2-tailed)	.011	
	N	70	70

Source: Primary Data

**\*Correlation is significant at the 0.05 level (2-tailed).**

Table 6 shows the correlation between social media usage and inter personal relationships. The correlation is significant and the null hypthesis is rejected, that means there is significant relation between social media usage and interpersonal relations.

## 9. FINDINGS OF THE STUDY

1. There is significant difference in the social media usage based on gender.
2. There is no significant difference in the social media influence on interpersonal relations based on Occupation of respondents.
3. There is no significant difference in the social media influence on family relationships based on education level of respondents.
4. There is significant relation between social media usage and interpersonal relations.
5. The respondents strongly agreed that it is easy for them to express themselves online than in face to face communication.
6. The respondents disagreed that social media platforms replaces the time spent interacting physically with family and friends.

## 10. CONCLUSION

The findings concluded that most respondents were using social networking sites and could give answers pertaining to relationship between social media within households and its influence on social interactions between individuals. The results of the study indicate that participants were using the media for speaking with their friends, sending messages to friends, updating friends, sharing images and videos, preparing friends and society organizations, sharing updates with friends, finding new friends, and posting interesting links for people in life. Respondents also use social media for news and activities, dates, trendy issues and connections with family members. The respondents strongly agreed that it is easy for them to express themselves online than in face to face communication. The respondents disagreed that social media platforms replaces the time spent interacting physically with family and friends. Respondents also use social media for news and activities, dates, trendy issues and connections with family members. The study to conclude that there is correlation between social media usage and interpersonal relations.

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