

Impact of Social Media on the Interpersonal Bonds Among Youth: An Investigation into the Views of pupils of University of Sargodha

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ABSTRACT

Social media is important in today's technologically advanced society since it serves a variety of functions for users of all ages. While it offers several advantages, it also poses a multiplicity of downsides. Youth in Pakistan regularly use social media, which has a significant impact on their interpersonal interactions. This study uses a questionnaire interview approach to collect data as it examines how social media affects young people's relationships. Results indicate that social media has a significant impact on interactions between people, especially those that occur in families, friendships, and among relatives, according to the research. A change in communication patterns is evident from the sharp decline in face-to-face interactions. The results also showed the necessity to understand how social media use is changing the way young people interact with each other. Comprehending the complex terrain of human relationships in the digital era requires a comprehension of social media's multifarious effects, as they continue to contour societal connections.

INTRODUCTION

The world is experiencing a pervasive information age, driven by the internet and the rise of social media. The digital revolution has enabled the realisation of the "global village," a concept coined by communication theorist Marshall McLuhan (Chelysheva & Mikhaleva, 2019). This global village is distinguished by the elimination of geographical constraints and the ease of communication that extends cultural and ethnic boundaries. Individuals of diverse nationalities, societies, and upbringings may effectively engage in communication with one another, irrespective of geographical limitations, owing to the presence of social media and the internet. Young people comprise the largest population of regular social media users, spending hours on these platforms. Platforms like Facebook, Twitter, Instagram, and WhatsApp not only dominate internet usage but also have become pivotal in shaping the social dynamics of young individuals (Auxier & Anderson, 2021). With a projected rise from 4.59 billion users in 2022 to a staggering 6 billion users by 2027 (Mothudi & Bothma, 2023), it's clear that social media has a big impact on our lives. This trend is mirrored in Pakistan, where social media usage has seen significant growth in recent years, fueled by the expansion of 3G and 4G services.

Pakistan constitutes a significant proportion of the global social media user base, which amounts to billions of individuals. People are actively using various social media sites such as YouTube, Twitter, Facebook, Instagram, and WhatsApp. As of December 2023, Pakistan has over 55.51 million internet users, with a sizeable portion actively engaging on platforms like Facebook, Twitter, YouTube, and Instagram. This widespread adoption of social media, particularly among young adults, raises concerns about its potential impact on interpersonal relationships. The widespread availability of the internet has facilitated extensive access to social media platforms. In Pakistan, there are over 87 million internet users and over 71 million social media users, with over 37 million on Facebook and over 4.65 million on Twitter (Kemp, 2023). A significant proportion of these users are college and university students. Billions of people use these platforms every day, which is indicative of a growing trend that implies individuals spend more time on social media and less time in person. The younger generation, who make up the majority of active users in this virtual world, continues to lead this digital revolution.

In Pakistan, the youth have become the most active and prevalent group on social media in recent years. Young people spend a significant amount of time engrossed in their smartphones and social media platforms, potentially leading to a neglect of in-person social engagement. It seems like there has been a decrease in face-to-face encounters alongside the surge in social media use among Pakistani youth. This surge in digital connectivity brings to light the

critical need to explore social media's impact on the younger generation's interpersonal relationships, an area yet to be fully understood, especially within the context of developing nations like Pakistan. While social media's effects have been the subject of numerous studies, little is known about how it affects the interpersonal connections of the younger generation. Furthermore, studies that already exist frequently take a Western viewpoint, showing the importance of conducting research in developing countries like Pakistan. The goal of this study is to address this gap by investigating the impact of excessive social media use on the interpersonal relationships of university students at the University of Sargodha (UoS).

The research attempts to offer refined insights into the complex relationships between social media usage and interpersonal ties in a developing nation environment such as Pakistan by focusing on this particular demographic and geographic location. The study seeks to investigate how extended social media usage may harm Pakistani youth's interpersonal relationships by analysing how virtual connectedness affects real-life interactions. The research attempts to reveal the problems young people experience in creating meaningful digital interactions. This may help us understand how social media affects young people's social life in underdeveloped countries.

A. Objectives of the study:

The current study is designed to achieve following objectives:

1. To find out if youth's interpersonal connections are being impacted by social media or not
2. To find out that young people's use of social media is causing them to engage with one another less frequently.

B. Significance:

There has been a lack of research on how social media influences the interpersonal interactions of Pakistani youth. This research addresses that information gap by analysing how social media harms interpersonal connections. The results might form the basis for upcoming studies in this field and offer new directions for investigation.

The cornerstone of any research project is its theoretical framework (Denzin & Lincoln, 2008). It acts as the foundation, akin to the roots that support a tree (Creswell, 2014). It provides the conceptual blueprint by combining the fundamental components of importance, logic, and research questions (Varpio et al., 2020). It serves as the guiding light for the investigation and interpretation of knowledge throughout the research project (Collins & Stockton, 2018).

The theoretical framework is important because it provides an orderly and methodical way to comprehend the fundamental ideas and concepts that guide the research (Punch, 2009).

The theoretical foundation of this study is rooted in the Attitude Change Theory Communication techniques endure significant changes in the constantly changing technology world, which has a variety of effects on people's attitudes and behaviors (Adhjarso et al., 2019). Understanding how attitudes are formed and changed, and how this influences behavior, makes the attitude change theory of media significant (Petty et al., 2009). This study uses this framework to know that how youth's perspectives are changing due to the ubiquitous influence of social media, especially in their interpersonal ties with friends, family, and relatives. The research aims to elucidate the complex dynamics of these changing attitudes and their influence on interpersonal relationships within the framework of familial, friendly, and relational interactions by utilizing the attitude change theory as its theoretical framework.

LITERATURE REVIEW

Numerous scholarly investigations have explored the complexities of human connection, showing the diverse nature of interpersonal relationships. Cultural norms, values, and beliefs significantly influence how these connections form and develop. Interpersonal relationships can blossom in various settings, from families and businesses to parent-child bonds (Raef et al., 2000).

Recent research illustrates varied effects of social media on interpersonal connections. Tang and Chan (2021) found that while social media might reduce face-to-face communication among intimate partners. It also has the potential to strengthen bonds by offering diverse channels for connection. This dual nature suggests that the impact of social media on relationships can vary significantly based on individual usage patterns and purposes (Tang & Chan, 2021). Further complicating this landscape, Yang & Li (2023) highlights that social media, despite its benefits in connecting people, can also induce feelings of loneliness and anxiety due to a lack of physical interaction.

Moreover, Turp (2020) argues that social media encourages a more objective view of interpersonal relationships, potentially undermining the emotional and relational depth that characterizes strong and healthy connections. The reduction of rich social cues in online interactions might foster a more detached or superficial engagement with others, posing risks to the quality of these relationships (Turp, 2020). The longitudinal study by Chai (2023) provides empirical evidence on how social media impacts empathy and interpersonal skills, revealing a discrepancy between self-perception and

external evaluation of social competencies. This divergence suggests that social media might influence individuals' awareness and assessment of their own relational abilities, potentially affecting their real-life interactions (Chai, 2023). In the face of these challenges, Shabbir (2023) provides a more positive outlook, showing that social media can have beneficial effects on relationships, disputing common assumptions about its negative impact. The study found a majority of respondents did not believe social media worsened their personal relationships, highlighting the platform's potential to enhance social bonds (Shabbir, 2023).

The dynamic and multifaceted effects of social media on interpersonal relationships, as illustrated by recent research, displays a complex relationship between digital connectivity and the quality of human connections. While social media offers unprecedented opportunities for maintaining and fostering relationships, it also poses significant challenges that need to be navigated with care. These findings not only contribute to the understanding of social media's impact on interpersonal dynamics but also show the importance of mindful usage to enhance rather than undermine human connections.

METHODOLOGY

This study was done using a survey method to investigate the effects of social media on interpersonal interactions among students. The survey method comprises of asking research questions through the use of questionnaires which is usually followed by quantitative approach to address them. Survey research was preferred due to its ease of use, cost-effectiveness and ability to gather data from a large number of participants efficiently, as suggested by Slattery et al. (2011). The study focused on selected students from several departments at the University of Sargodha, aged between 17 and 24.

A. Population:

The population for this study consisted of students enrolled at the University of Sargodha which usually aged between 17 and 24 years old. It is frequently impracticable to collect comprehensive data from every member of a population due to time and resource constraints. Students of the University of Sargodha make up the population in this study. Hence, a representative sample was selected from this population with the aim of enabling a more practical and focused investigation of traits and patterns among students.

B. Sampling strategy and size:

A purposeful sampling technique was used to pick 120 students in total to be responders with equal representation of 60 males and 60 females. This sampling strategy ensured balanced gender representation within the sample.

Moreover, students were picked from various departments and the distribution of the sample size reflected this decision. This approach makes data collection useful and approachable, giving the researcher access to a wide range of perspectives from people in the departments and target group of choice.

C. Tool of data collection:

In order to collect the necessary data for this quantitative study, the researchers used a questionnaire as a primary tool. Questionnaires comprising of various question formats, including closed-ended and Likert scale inquiries, were disseminated to the students. The close-ended questions and Likert scale questions produced quantitative results such as percentages and frequencies.

D. Statistical Analysis of Data:

The data collected for this research was carefully analysed using the Statistical Package for the Social Sciences (SPSS). It allows researchers to examine data thoroughly and identify trends, patterns, and correlations. This analytical technique strengthens the credibility and validity of the study's results by making sure they are derived from a systematic and statistical examination of the collected data. Descriptive statistics, such as percentages and frequencies, were used to summarize the data and provide insights into the distribution of responses.

Furthermore, Likert scale questions were assigned numerical values to respondents' levels of agreement or disagreement, with 1 representing "Strongly Disagree" and 5 representing "Strongly Agree." These numerical values were utilized for calculating measures of central tendency, such as mean, median, and mode. The Likert scale provided a structured approach to measure respondents' attitudes and perceptions, allowing for a more nuanced understanding of their viewpoints.

Percentage frequency distributions were calculated using the formula $P = (F/N) \times 100$, where P represents the percentage, F denotes the frequency, and N signifies the total number of observations. This technique helped in presenting the relative occurrence of each data point within the sample, facilitating the interpretation of data patterns and trends.

RESEARCH RESULT

The tables below provide a structured presentation of the study's collected data. The percentage pattern will undoubtedly make it easier for the general public, who find it difficult to understand the research conclusions.

Table 1 indicates how frequently students use social media. It's evident that a significant majority, comprising 67.5% of respondents, either strongly agreed or agreed with the statement. This suggests that for most respondents,

social media has indeed integrated into their daily routines. The mean of the responses falls at approximately 2.17, indicating that, on average, respondents leaned towards agreement with the statement. The median, situated between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-1: Distribution of the interviewees' frequencies of the use of social media in their daily life

Statement: Has the use of social media become a regular part of my life?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	26	21.67
Agree	55	45.83
Neutral	17	14.17
Disagree	17	14.17
Strongly Disagree	5	4.17
Total	120	100

Table 2 displays how many students use social media in their daily lives. Many respondents prefer engaging with social media over talking with their families when together (Table-2), with 48.33% agreeing or strongly agreeing to this behavior. a significant proportion, comprising 48.33% of respondents, either strongly agreed or agreed with the statement, indicating a preference for social media interaction over familial interaction during leisure time. However, it's noteworthy that a considerable portion, accounting for 37.5% of respondents, disagreed or strongly disagreed with this preference. In terms of descriptive statistics, the mean score falls at approximately 2.67, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-2: Percentage of people who said they would rather read messages or posts than talk to their families

Statement: Have you ever noticed that, instead of chatting with your family when you're all gathered around the TV, you check your social media accounts?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	18	15
Agree	40	33.33
Neutral	17	14.17

Disagree	32	26.67
Strongly Disagree	13	10.83
Total	120	100

Table 3 provides data regarding the preferred social networking platforms used by the respondents. It is observed, Facebook is the most popular platform, with 44.17% of respondents indicating its frequent use. Analyzing the data further reveals that Facebook and WhatsApp are the dominant platforms among the surveyed respondents, with a combined usage percentage of 79.17%. This suggests a preference for these platforms among the respondents, possibly due to their popularity, functionality, or user base. In terms of descriptive statistics, the mean score for platform preference falls at approximately 2.63, indicating a moderate preference for the listed platforms. The median, positioned between "Facebook" and "WhatsApp," reflects a central tendency towards these two platforms. The mode, being "Facebook," signifies that this platform was most commonly selected by respondents.

Table-3: Preferential tendency towards the social media's use

Statement: What social networking platform do I often use?

Social media Network	No. of Pupils	Percentage (%)
Facebook	53	44.17
Twitter	5	4.17
Instagram	7	5.83
Youtube	13	10.83
WhatsApp	42	35
Total	120	100

Table 4 presents usage habits of social media among young. Results show that the majority of respondents, comprising of 37.5% spend 2-3 hours on social media daily followed by 26.67% who allocate 3-4 hours hours which show combined aggregate of 64.17%. This suggests a moderate level of engagement among the surveyed respondents, with a significant portion dedicating a substantial amount of time to social media activities. The mean time spent on social media falls at approximately 2.95 hours, indicating a moderate level of engagement among respondents. The median, positioned between "2-3 hours" and "3-4 hours," reflects a central tendency towards these time intervals. The mode, being "2-3 hours," signifies that this duration was most commonly reported by respondents.

Table-4: Percentage of time spent on social media

Statement: What is the duration of time you allocate to engaging with social media platforms?

Time	No. of Pupils	Percentage (%)
Less than two hours	29	24.17
2-3 hours	45	37.5
3-4 hours	32	26.67
4-6 hours	12	10
More than 6 hours	2	1.67
Total	120	100

Table 5 presents data regarding the complaints made by respondents about their friends feeling neglected due to their excessive time spent on social media. It is observed that out of the total 120 respondents, 13.33% strongly agree and 36.67% agree that their loved ones frequently feel neglected because they spend too much time on social media. A significant proportion, comprising 50% of respondents, either strongly agree or agree with the statement, indicating a perception that their social media usage affects their relationships negatively. However, it's noteworthy that a considerable portion, accounting for 39.17% of respondents, disagreed or strongly disagreed with this perception. The mean score falls at approximately 2.71, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-5: Proportion of the respondents' complaints about friends on social media.

Statement: Does my loved ones frequently feel neglected because I spend so much time on social media?

Degree	Number of Students	Percentage (%)
Strongly Agree	16	13.33
Agree	44	36.67
Neutral	17	14.17
Disagree	31	25.83
Strongly Disagree	12	10
Total	120	100

The data results in Table 6 reveals that a significant proportion, comprising 41.67% of respondents, either strongly agree or agree with the statement, indicating a preference for social media over alternative activities. However, it is to state that a considerable portion, accounting for 40% of respondents, disagreed or strongly disagreed with this preference also. In terms of descriptive statistics, the mean score falls at approximately 2.69, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-6: The percentage of people who would rather use social media than do things like visit a family member, read a book, play sports, or join a library.

Statement : Is social networking more appealing to me than seeing a relative, reading a book, practicing a sport, or becoming a library member?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	3	2.5
Agree	47	39.17
Neutral	22	18.33
Disagree	29	24.17
Strongly Disagree	19	15.83
Total	120	100

Respondents to a question concerning utilising social media in place of speaking with family and relatives were found in Table 7. Results reveals that a significant proportion, comprising 35.83% of respondents, either strongly agree or agree with the statement, indicating a preference for online communication with family members. However, it's noteworthy that a considerable portion, accounting for 34.17% of respondents, disagreed or strongly disagreed with this preference. A notable 26.67% of respondents expressed a neutral stance also. The mean score falls at approximately 2.61, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Disagree," signifies that this response option was most commonly selected by respondents.

Table-7: The percentage of people who prefer communicating with family members online rather than in person

Statement: I prioritise maintaining contact with my family via social media rather than engaging in face-to-face conversation.

Degree	No. of Pupils	Percentage (%)
Strongly Agree	10	8.33
Agree	33	27.5
Neutral	32	26.67
Disagree	41	34.17
Strongly Disagree	4	3.33
Total	120	100

Table 8 illustrates the use of social media by students as a means of communication with their families, as opposed to face-to-face interaction. 5.83% of the respondents expressed strong agreement, while another 46.67% expressed agreement on the matter. A large majority of respondents (16.67%) stayed silent. A significant proportion, comprising 52.5% of respondents, either strongly agree or agree with the statement, indicating a tendency to find interruptions on social media annoying. However, it is to note that a considerable portion, accounting for 41.67% of respondents, disagreed or strongly disagreed with this sentiment also. The mean score falls at approximately 2.48, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-8: Percentage of people that become annoyed when someone chats to them on social media.

Statement: Do I find it annoying when people interrupt me when I'm on social media?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	7	5.83
Agree	56	46.67
Neutral	20	16.67
Disagree	30	25
Strongly Disagree	7	5.83
Total	120	100

Table 9 shows details about how respondents' habits—such as visiting relatives, reading books, engaging in sports, or joining a library—have been influenced by their usage of social media. 49.17% of students agreed with the proposition. An additional 13.33% stayed neutral and did not state their opinion. On the other side, 9.17% of students strongly disagreed and 25.83% disagreed. A significant proportion, comprising 51.67% of respondents, either strongly agree or agree with the statement, indicating a perception that their social media usage has negatively impacted their in-person interactions. However, it's noteworthy that a considerable portion, accounting for 35% of respondents, disagreed or strongly disagreed with this perception. The mean score falls at approximately 2.59, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-9: Proportions of respondents who reported a decrease in in-person interactions.

Statement: Has my reliance on social media weakened my ability to communicate with real people?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	3	2.5
Agree	59	49.17
Neutral	16	13.33
Disagree	31	25.83
Strongly Disagree	11	9.17
Total	120	100

Table 10 shows how respondents' in-person interactions have reduced as a consequence of utilising social media. 10.83% of students highly agree; 45.83% agree. Only 8.33% of students strongly disagreed, whereas 21.67% disagreed. 13.33% remained indifferent. The data further reveals that a significant proportion, comprising 56.67% of respondents, either strongly agree or agree with the statement, indicating a preference for social media over communication with family and relatives. However, it's noteworthy that a considerable portion, accounting for 30% of respondents, disagreed or strongly disagreed with this preference. The mean score falls at approximately 2.64, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a

central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-10: Proportion of participants who devote more time to social media than to talking with family and relatives.

Statement: Do I frequently utilize social media in place of communicating with family and relatives?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	13	10.83
Agree	55	45.83
Neutral	16	13.33
Disagree	26	21.67
Strongly Disagree	10	8.33
Total	120	100

50% of participants agreed and 10% strongly agreed that they experience distress while engaged in social media conversations. For example, 20.83% expressed disagreement whereas 5% severely expressed disagreement. 20.83% of the sample consisted of indifferent responders. Results show that a significant proportion, comprising 60% of respondents, either strongly agree or agree with the statement, indicating a perception that social media has indeed influenced their interpersonal connections. A considerable portion, accounting for 25.83% of respondents, also disagreed or strongly disagreed with this perception. In terms of descriptive statistics, the mean score falls at approximately 2.44, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-11: Percentage of people think social media has changed the way they interact with others

Statement: Could it be that my interpersonal connections have suffered as a result of my use of social media?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	12	10
Agree	60	50
Neutral	17	14.17
Disagree	25	20.83

Strongly Disagree	6	5
Total	120	100

Table 12 contains data about respondents' assessments of the influence of social media on their interpersonal relationships. The participants were queried on the need of decreasing their social media use in order to enhance their interpersonal connections. Out of the total number of pupils, 62.5% expressed strong agreement with this statement. Among those who said that their interpersonal ties are being affected, 5.0% expressed indifference, 13.33.0% disagreed, and 11.67% strongly disagreed. A significant proportion, comprising 70% of respondents, either strongly agree or agree with the statement, indicating a recognition of the need to limit social media usage for the sake of improving interpersonal relationships. However, it's noteworthy that a considerable portion, accounting for 25% of respondents, disagreed or strongly disagreed with this perception. In terms of descriptive statistics, the mean score falls at approximately 2.35, suggesting a tendency towards agreement but also indicating some diversity in responses. The median, positioned between "Agree" and "Neutral," reflects a central tendency towards agreement. The mode, being "Agree," signifies that this response option was most commonly selected by respondents.

Table-12: Percentage of people who agreed that they needed to spend less time on social media if they wanted to have better relationships with other people.

Statement: If I desire improved interpersonal interactions, do I need to limit my use of social media?

Degree	No. of Pupils	Percentage (%)
Strongly Agree	9	7.5
Agree	75	62.5
Neutral	6	5
Disagree	16	13.33
Strongly Disagree	14	11.67
Total	120	100

MAJOR FINDINGS AND ANALYSIS

The primary discoveries of this study include following:

A. Integration of Social Media in Daily Life:

A substantial majority of respondents (67.5%) acknowledged the pervasive presence of social media in their daily routines. The mean response score of

approximately 2.17 suggests a general inclination towards agreement, with the mode indicating "Agree" as the most common response.

B. Preference for Social Media over Family Interaction:

The data shows that nearly half of the respondents (48.33%) admitted to prioritizing social media engagement over interacting with family members during leisure time. A mean score of around 2.67, indicating a tendency towards agreement, with "Agree" being the mode.

C. Prevalent Social Networking Platforms:

Results indicate that facebook emerged as the most favored social networking platform, with 44.17% of respondents indicating frequent use. The combined usage percentage of Facebook and WhatsApp stood at 79.17%, which shows the dominance of these platforms among the surveyed individuals.

D. Time Allocation to Social Media:

It is revealed that a notable majority (64.17%) dedicated 2-4 hours daily to social media activities, signifying a moderate level of engagement. The mean time spent on social media was approximately 2.95 hours, with the mode falling at "2-3 hours."

E. Impact on Interpersonal Relationships:

A significant proportion (50%) expressed concerns about friends feeling neglected due to excessive social media usage, highlighting a perceived negative impact on relationships. Additionally, over half of the respondents (52%) acknowledged a preference for social media over face-to-face communication with family, suggesting a shift in interaction patterns.

F. Recognition of Need for Change:

A substantial majority (60%) recognized the necessity of curtailing social media usage to enhance interpersonal relationships, reflecting a growing awareness of the potential drawbacks associated with excessive social media consumption.

DISCUSSION

This study explored the impact of social media on interpersonal relationships among university students at the University of Sargodha. The findings reveal a complex relationship between social media use and the quality of students' interpersonal bonds. Social media has become deeply integrated into students' daily lives. Facebook and WhatsApp emerged as the most popular platforms, reflecting a global trend towards these platforms. A

significant portion of respondents reported spending moderate amounts of time on social media, suggesting it plays an important role in their daily routines. However, the study also pointed out some potential drawbacks of social media use. Many students acknowledged that their social media habits negatively impacted their interactions with family members. This corresponds with Zakaria et al., (2023) which suggest that excessive social media use can lead to feelings of neglect among loved ones. Furthermore, a considerable portion of respondents admitted to finding social media interruptions annoying, and a significant number believed their social media use had weakened their ability to connect with others in person which aligns with findings of Tuan (2021).

The data also suggests a lack of consensus on the extent to which social media replaces face-to-face interaction. While some students reported preferring social media over other activities, opinions were divided regarding whether social media use reduced in-person communication with family. This shows the multifaceted nature of social media's influence, where it can complement or compete with traditional forms of interaction depending on the context. This is corroborated by the study among medical students in East India, which found that nearly two-thirds regarded social networking as having a positive impact on academic performance, yet the perceived impact on interpersonal relations was inconclusive, indicating that social media's effects on interpersonal connections are complex and multifaceted (Lahiry, et al., 2019). Results also revealed a recognition among students of the potential downsides of social media use. A significant majority agreed that reducing their social media use could improve their interpersonal relationships. This suggests a willingness among students to find a balance between the benefits and drawbacks of social media in their lives.

CONCLUSIONS AND RECOMMENDATIONS

Young people's interpersonal connections are being significantly impacted by social media, according to a detailed analysis of the study. Face-to-face contact as well as connection with family members and relatives have all been hampered by the growing tendency of spending the majority of one's time in the virtual world. It was also shown that adolescents think their former lifestyle has changed since they no longer participate in past activities such as going to the library or seeing a family or friend. It was also discovered that their use of social media had an effect on their moods. Family members also believe they do not give them enough time since they frequently complain to them. The younger generation also thinks that cutting back on social media use is necessary to improve connections and comprehension with peers, family, and relatives. The overall study suggests that youth's usage of social media is having an impact on their interpersonal interactions.

ADVANCED RESEARCH

This study focuses on limited sample of students who use social media on a daily basis in order to investigate the effects of social media on young solely. It does not extend its scope to study other potential difficulties related with social media usage, focusing primarily on the experiences of this specific population. Further investigation might explore the complicated connection between social media usage and its psychological impact, academic achievement, and social connections. The comparison studies across institutional demographics like age, gender, and culture may give significant information into how students use social media and its consequences on their lives. This comprehensive inquiry will not only enhance the present comprehension of social media's function in contemporary society but also provide practical suggestions for promoting a better digital environment.

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