EFFECTS OF SOCIAL MEDIA ON SOCIAL RELATIONSHIP IN THE FAMILY: A CASE STUDY OF KINONDONI MUNICIPALITY, DAR ES SALAAM REGION

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance of the dissertation entitled, *"Effects of Social Media on Social Relationship in the Family: A Case of Kinondoni Municipality, Dar es Salaam"* in partial fulfilment of the requirements for the award of the Degree of Master of Social Work of the Open University of Tanzania.

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DECLARATION

I, **Mary T. Kashaija**, declare that, the work presented in this dissertation is original. It has never been presented to any other university or institution. Where other people's works have been used, references have been provided. It is in this regard that I declare this work as originally mine. It is hereby presented in partial fulfillment of the requirement for the Degree of Master of Social Work (MSW).

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Signature

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Date

DEDICATION

This work is dedicated to my family especially my children Kelvin Kashanga and Aneth Kashanga. Furthermore, thanks go to my parents, my father Mr. James Kashaija and my mother Mrs. Melania J. Kashaija for their encouragement love and support.

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ABSTRACT

The focus of this study is to examine the relationship between social media and social relationships to determine perceptions of household members on the use of social media in their social interactions and the consequential impact of social media towards strengthening family members' relationship. It was conducted in Kinondoni Municipality, in Dar es Salaam region, the United Republic of Tanzania. The study adopted descriptive research design where both qualitative and quantitative data was collected. Both simple random sampling and purposive sampling techniques were applied in selecting the sample population where 100 respondents were selected for this study. A questionnaire was administered to collect numerical data while in-depth interviews and observation were used to gather qualitative data. The quantitative data was analysed using Statistical Package for Social Sciences version 22 where percentages, tables and frequencies were produced and used to summarize the results. Qualitative data on the other hand were analysed using thematic technique where the results were presented in narratives. It was revealed that, the relationship between social media and family has both positive and negative effects. Most of the respondents who indicated negative effect said that they have become less interactive with their families; social media contributed to unrealistic expectations for what relationships are supposed to be like. However, positive effects of social media include increased levels of interaction among family members; social media helped sharing of information and access to knowledge on several issues. The study recommended that, the government should make sure that laws related to social media use such as electronic transaction and acts are reinforced and all abuses realting to social media uses are addressed.

Keywords: Social Media, Social Relationship and Family

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LIST OF ABBREVIATIONS

MSW   Master of Social Work

NBS   National Bureau of Standards

OUT   The Open University of Tanzania

SPSS   Statistical Package for Social Sciences

TCRA   Tanzania Communications Regulatory Authority

UGT   Uses and Gratification Theory

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1   Introduction

This chapter presents introduction, background to the problem, statement of the problem, research objectives and research questions. It further presents significance of the study and organization of the dissertation.

1.2   Background to the Problem

Social media is a term that is familiar to many people. Even the most remote areas of the world have heard of Face-book, Instagram or Twitter, and are probably using them on a regular basis. According to the World Bank and the International Communications Union (2018), there are more than 3.9 billion internet users in the world approximately to 55.1% of the world's population has internet access. In 2015, the International Telecommunication Union estimated about 3.2 billion people, or almost half of the world's population, would be online by the end of the 2018. According to Internet World States (2012), the number of internet users worldwide was only of 360,985,492. This data shows how internet has become significant in daily life. Internet progressed into the era of blogging and instant messaging. The term "blog" is a form of the phrase "Weblog" which was coined by Jorn Barger, an early blogger that was the editor of the site "Robot Wisdom."

By the year 2000, around 100 million people had access to the internet, and it became quite common for people to be engaged socially online. By then it was looked at as an odd hobby. Still, more and more people began to utilize chat rooms for making

friends, dating and discussing topics that they wanted to talk about. But the huge boom of social media was yet to come.

The earliest social media site was "Six Degrees". This Six Degrees was termed after the 'Six Degrees of separation' theory, which existed from 1997 to 2001. This allowed users to create their accounts and set a profile, created new friends who are users of "My Space". Also Six Degrees accepts those who didn't register as users to confirm friendships and stay connected to quite a few people this way. Currently, "My Space" has very small users as compared to Facebook, Twitter and Instagram but still there are musicians who still used My-Space to promote their music and even be heard by record producers and big labels. After My Space, LinkedIn was introduced for the precisely to professionals who needs to network with each other. LinkedIn led to the establishment of social media (Jonee, 2016).

Social media were created to simplify communication between people. Social media today consists of thousands of media platforms such as Facebook, Instagram, Telegram, WhatsApp, Twitter, and Blogs all serving the same but slightly different purposes. Some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person (Boyd and Ellison, 2008).

Technology has shown a rapid development by introducing small communication devices or gadgets which include pocket computers, laptops, iPads and even simple mobile phones which support internet (Waqas *et al..,* 2012). Since social media communication and its technologies have appeared, they have gradually affected

human behaviors, thoughts, relationships, and life styles at large. The social networks attracted people around the world because it gives them a chance to communicate with other people easily. Also, it is the best source to follow news, give an opinion, share moments, and meet new friends, provide entertainment and others. These factors have shifted the societal dynamics in terms of social interaction (Kraut *et al.,* 1998).

In the United State researchers report that, 72% of online American adults use Facebook, 28% use Instagram and 23% use Twitter (Duggan, 2015). In addition, more than half of those users visit those sites daily or at least several times a day. In India, a country of about 1.3 billion population, social networking sites are growing fast to gain popularity but it haven't reached the expectation of global scenario. Just 17% reported social networking sites as their principle reason for Internet usage. Alternating reactions were downloading internet content, purchasing online goods, studying and reading e-books (Neelamalar & Chitra, 2009).

The prevalence of social media in Saudi Arabia is evidenced by the following statistics from The Social Clinic (2013). In 2013, 7.8 million Saudis were on Facebook, and 5 million of these users accessed it via mobile device. Facebook's mobile users were increased more than 150% in Saudi Arabia in 2013. Seventy-four percent of these were men, while 26% were women.

The largest age group, which accessed Facebook, were of between the ages of 26 to 34 year olds, while the second largest age group was between 18 to 25 years old. For Twitter users in European countries, there are more than 5 million users who are active on Twitter. Seventy three percent of Twitter users in the country access it via

mobile, and there are 150 million tweets per month on the average. In fact, Twitter penetration of internet users in Kingdom of Saud Arabia. is the highest in the world at 40% (Nie, 2001).

In African countries, social media has been the important part of one's life from shopping to electronic mails, education and business operations. Social media plays a vital role in transforming people's life style. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act (Aveseh, 2012).

There were 5.40 million social media users in Tanzania in January 2021.The number of social media users in Tanzania increased by 900 thousand (+20%) between 2020 and 2021.The number of social media users in Tanzania was equivalent to 8.9% of the total population in January 2021.There were 48,280,000 facebook users in Tanzania in June 2020,which accounted for 7.4% of its entire population, (NapoleonCat). These sites have developed new and multifarious ways to interact through the internet and young people can connect these sites to their personal computers, tablets or cellular phones (Novelli, 2012). These sites have become a day-to-day routine for the people. Social media facilitate anyone to publish and access information, collaborate or build relationship (Siddiqui & Singh, 2016).

Social media enable interactions among family members and their socialization with their environment. As the outcomes of these changes in social interaction ways, today's most families can be defined as "the most electronically social generation" of

human beings of all time. Although by engaging in different types of social media has become habitual activity and it is beneficial to children and adolescents by improving their communication, social connection, and even technical skills (Host and Bittani, 2014, this situation has, however, formed a very big gap between parents and their children in terms of privacy and priorities of social life (Freeman, 2004).

As a result of rapid technological improvements, peoples live nowadays in a world of technology and can get technological competences immediately in their daily life. These changes have effects on families' life. The internet has changed the daily lifestyle of people and its use has become part of the daily activities. Social network sites are spreading quickly and are acquiring a worldwide dimension and they have quickly become a universal method of communication and socialization for individuals. This rapid widening of social network sites has intensively affected the communication methods of the families' members who use and engage with internet (Erbring, 2000).

1.3   Statement to the Problem

Social media can enhance and advance relationships. The opportunity to connect families living thousands of miles apart in shared experiences is just one example of the positive impact of social media like Facebook, Telegram and WhatsApp, to mention a few. Recent studies have found that 60% of couples use the social media as a way to check up on their partner. Elphinston and Noller (2011) states that, couples are likely to use social media as a way to check up on their partner. However, social media has created both negative and positive effects on relationships amongst families and friends. A virtual sharing society has been created by social media. In that process

that willingly opened up aspects of lives that were previously hidden. The dates, family gatherings, nights out and the like are now all open to anyone who is interested. Currently, there is a joke to say that, families out for dinner do not talk as everyone is just scrolling through Instagram or Facebook on smart phones.

According to Lumpkin (2012), social media have affected people's ability to interact and communicate. The effect is observed throughout all levels of society in many countries. Social media has changed the way society is interacting among itself. (Sanders *et al.,* 2000). It means that people have started to communicate through social media instead of face-to-face interactions (Nei *et al.,* 2002). With the ever increasing usage of these social networking sites, the young group of people are becoming more dependent on the virtual relationships sacrificing their family and social values. Very recently, the world faced some ruthless criminal activities, which are closely related to the unhealthy family relationships. Due to this deficit, this study is designed to examine the effects of social media on social relationship in families at Kinondoni Municipal in Dar es Salaam Region.

1.4   Objectives of the Study

1.4.1   General Objective of the Study

The main objective of this study is to assess effects of social media on social relationship in the family in Kinondoni Municipality.

1.4.2   Specific Objectives of the Study

(i)   To examine the relationship between social media and social relationships at Kinondoni Municipal.

(ii)   To determine perceptions of household members on the use of social media in interaction at Kinondoni Municipal.

(iii)   To examine the actual contribution of social media in the relationship between family members.

1.5   Research Questions

(i)   What is the relationship between social media and social relationship at the family and community level in Kinondoni Municipal?

(ii)   What are the perceptions do household members have on social interaction at family and community level in Kinondoni Municipal?

(iii)   What are the contributions of social media in relationships at family level?

1.6   Significance of the Study

This study has implications both to researchers and to all those involved in the families. Firstly, the study was beneficial to the community as the research findings, discussion and recommendations informed the community effects of social media in family relationship. This helped in creating awareness to the community on the use of social media. This study also helped families be knowledgeable and interact responsibly and be mindful of the ways in which social media may affect the quality of their social relationships. The study may be used to develop new theories, models and predictions related to the effects of social media on family social relationships. Moreover, it is important for the researcher since it is a partial fulfilment of the requirement for the award of Masters of Master Degree of Arts in Social Work of the Open University of Tanzania. Lastly, it is important as it is useful reference for other researchers and policy makers dealing with similar phenomenon.

1.7   Organization of the Dissertation

This dissertation is organized into five chapters. The first chapter presents introduction, background to the problem, statement of the problem, objective of the study, research questions and significance of the study and organization of the proposal. The second chapter focuses on the review of relevant literature with bearing to the title. Specifically, this chapter presents definition of the key concepts, theoretical and empirical literature review, conceptual framework, research gap and chapter summary. Chapter Three concentrates on the study area and research methodology and general process approach. The chapter presents the study area, research design, sample size and sample frame, sampling procedures and source of data. It further presents types of data collected, data collection methods, data analysis validity and reliability of the research measurements, ethical issues and chapter summary. Chapter Four focuses on the findings and the discussions. The last chapter presents summary, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents literature review with bearing to social media subject. This chapter presents definition of key terms, theoretical literature review, empirical literature review, conceptual framework and research gap.

2.2 Definition of Key Terms

2.2.1 Social media

Social media is web-based service that allows individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2008). In addition, Danah and Nicole (2007) defined social media or social networks as web-based services that facilitates people's interaction and build their profile in specific system. Social media allows people to communicate and share different things via this system. These networks have a high speed of information exchange by developmental technology. Examples of common social media sites include Facebook, Instagram, Pinterest, Twitter and Tumblr.In this study,Social media entails.

2.2.2 Social Relationship

Social relation or social interaction is any relationship between two or more individuals. Social relations derived from individual agency form the basis of social structure and the basic object for analysis by social scientists (Sztompka, 2002). Yoon

(2006) defined social interaction as the process by which we act and react to those around us. In a nutshell, social interaction includes those acts people perform toward each other and the responses they give in return. Having a quick conversation with a friend seems relatively trivial. This study employ the definition of social interaction as the way people talk and act with each other and various structures in society. It may include interactions such as a team, family or bureaucracy that is formed out of the need to create order within the interaction itself. It may also include interaction of social work (Wellman *et al.,* 2001).

2.2.3 Family

Family is defined as a large and extended set of relationships. Alamri (2001) argues that, family is a very important structural unit in any society. Each family member shares a collective ancestry, a collective respect for elders, and a collective obligation and responsibility for the welfare of the other family members. This creates a wide range of family ties that bind individuals to a range of relatives and creates a social dynamic based on mutual reciprocity (Long, 2005). Thus, this study opt the definition by Fife and Schrager (2012) that family is merely a sub-system, a part of a bigger system, which is the community, and this community is a place that they interact with and also influence them. The family system in turn is capable of influencing the community and contributes to the maintenance of certain behavioural patterns, which is part of the norm and belief system of the community.

2.3   Theoretical Literature Review

In this study, three theories are presented and discussed which are Media Ecology Theory, Relational Dialectics Theory and GratificationTheory.

2.3.1 Media Ecology Theory

Media Ecology Theory was introduced by Neil Postman in 1968. Media Ecology Theory is the study of media, technology and communication and how they affect human environments. This theory was later proposed by Marshall McLuhan in 1964 as it refers to the environment in which the medium is used, what they are and how they affect society.

In other words, media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how interactions with media facilitate or impede chances of survival. The word ecology implies the study of environments: their structure, content, and impact on people (Postman, 2006). McLuhan (1964) proposed that social media influence the progression of society, and that significant periods of time and growth can be categorized by the rise of a specific technology during that period.

Media ecologists employ a media ecology interpretative framework to deconstruct how today social media reflects whole community interaction. The interactions between the child, the parents/guardian, and the wider community and world are captured by the ecological systems theory (Brofenbrenner, 1979). Continuing with the idea that meaning is constructed through interaction, ecological systems theory hypothesizes that the interaction between a person and their environment is an influence of lasting change on a social media. Furthermore the shift does not only affect the developing person but the other people in their life, especially the immediate family. In order to understand the development of a person, one must include the entire ecological system that the individual belongs to. Ecological systems theory

proposes that there are five socially organised subsystems, which influence, aid and promote human development (Brofenbrenner, 1994).

(i)   The microsystem; these are structures, institutions and groups that have a direct impact on the person's development. These are like family, school or working place, religious institutions and peers.

(ii)   Mesosystem: this system is the interconnections between the microsystems such as the interactions between parents and children.

(iii)   Ecosystem, which has an indirect effect on the individuals, because the influence from the ecosystem usually impacts the person as it "trickles" down through other people in person's life. An example of this could be the government budget, which usually has a profound effect on some family's finances and indirectly has an effect on individual.

(iv)   The macro-system describes the culture and context in which individuals live.

(v)   Lastly, the chronosystem. Bronfenbrenner (2005) added this social system in 2005 to describe the effect of generational and societal changes.

The modelling, attention, attachment and provision of individual's needs are determined by the entire system and filtered down to the microsystem and are especially influenced by the social media the person belongs to. What individual value and the knowledge they acquire in their social media reflects the interactions between the entire ecological systems, it is a 'web of meaningful social relationships' (Dockett and Perry (2003).

Brofenbrenner (1979) argued that a person's development is profoundly influenced by events occurring in settings in which the individual is not present, such as the interactions between systems. In the present research, technology and its perceived impact on the family culture is likely then to be an indicator of the type of micro culture a family experiences (family interaction), however it is also an indication of interaction between the family and technology as a societal phenomenon.

Media ecology theory was applicable in different ways. It has remained to be a remarkable theory as far as impact of social media in interaction is concerned. Therefore, the theory has so many benefits in development of community as whole. During recent decades, media ecology has emerged as a scholarly and scientific approach for media, technology and communication and how they affect human environments. Media Ecology has the essential ability to aggregate different analytical approaches to better understand the impact of social media that is at place. In other applications, Ecology theory is regarded a social and community discipline within a society. It is an ideal approach for impact of social media initiatives particularly in social interactions especially within families.

2.3.2   Relational Dialectics Theory

The Relational Dialectics Theory was introduced by Professors Leslie Baxter and Barbera M. Matgomery in 1988. The theory can be used when discussing social networking sites and romantic relationships because it analyses the creation of meaning from competing discourses that cause conflicts and resolutions in relationships. Relational dialectics theory states that romantic partners (parents) have

to try to balance the effects of forces trying to bring them together and pull them apart simultaneously.

The forces acting on the relationship are called dialectics and they occur both between the couple (internally) and between the couple and their social networks (externally) (Fox *et al.*, 2014). This focuses on the three primary dialectics: expression-privacy, integration-separation, and stability-change (Fox *et al..,* 2014).

(i) Integration-separation, this dialect refers to the struggles that romantic partners face between inclusion and exclusion. The couple must find a balance between being a "we" and an "I" on social networking sites. Social networking sites allow couples to connect with each other in a multitude of ways but it is ultimately up to both partners if they choose to use Facebook or any other social media site as another channel of communication in their relationship. For example, a partner may choose to not participate in any online social activity for many reasons such as wanting to keep their relationship private.

(ii) Expression-privacy, when using social networking sites, the issue of privacy is of great concern. This dialect discusses how much is shared on social media and how much is left as a mystery from social media users. Sharing too much on social media can take away from the intimacy of the relationship between two people. Adversely, sharing too little on social media can cause outsiders (friends/peers) to question the authenticity of a relationship. Social networking sites make it possible to share almost every aspect of a relationship but finding a balance between sharing too much and not sharing enough is necessary for effective relationships.

(iii)   Stability-change, the last dialectic discusses the balance between things staying constant in a relationship and things changing. Subtle changes to a relationship are healthy and normal, everyone changes so it only makes sense that relationships evolve as well. The extent of change in the relationship can sometimes create uncertainty as well as anxiety. When both partners are not in agreement with the balance of stability and change in the relationship then it may cause uncertainty in the relationship.

2.3.3   Gratification Theory

Gravitation Theory was established in 1974 by Elihu Katz and Jay Blumer. These founders are the most well-known as sociologist and as a communication researcher who contributed greatly to establishing the structure of the approach. Based on the nature of the study topic and the study use 'Uses and Gratification Theory' because it is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT establishes an active, rather than passive, audience member who has the ability to consciously examine and evaluate media in order to accomplish specific outcomes (Wang *et al.,* 2008). UGT embodied a functional shift of communications scholarship, from examining what media did to people and what people could do with media. Moreover, it is an effective approach in understanding social interaction. According to Rubin, (2002) the theory suggests that individuals make purposeful choices about technology and social media use based on specific psychosocial needs.

UGT initially grew out of the needs and motivation theory, which suggests that people act in line with a specific personal hierarchy of needs (Maslow, 1970).

Communications scholars quickly caught on to this notion and sought to determine typologies of needs for media consumption. UGT "provides a framework for understanding when and how individual media consumers become more or less active and the consequences of that increased or decreased involvement" (West and Turner, 2007).

The theory has five main assumptions: (1) an audience is active and goal-oriented in their media consumption, (2) media are used for gratifications, (3) media are in competition with other means of need satisfaction, (4) people understand their personal media use, interests, and motives enough to communicate with researchers about their choices, (5) the audience members are the only people who can make judgments regarding the value of the media content. The uses and gratifications theory has been applied extensively to the study of online social networking sites such as Facebook and Myspace (Kwon, Angelo and McLeod, 2013), as well as the use of communication technologies with peers (Chang and Heo, 2014).

These studies found that among teens and young adults, the primary uses of social media, text messaging, and email are relationship maintenance, communication, entertainment, and information seeking which have impacts on the interactions among individuals. Relating to this study, the researcher theorizes that households tend to use social media for different purposes such as communication, information sharing, and relationship maintenance just to mention a few. In course of using the social media the households may create positive or negative impacts depending to the usage intention to social relationship.

2.4   Empirical Literature Review

2.4.1   Social Media use and Social Interaction

Style of communication has changed from the old type face-to-face communication between individuals or between groups. Today, many people prefer to communicate via emails or by sending text messages, talking on the phone rather than meeting and talk face to face. New ways of communication have been facilitated by the wide spread access of different social media, which have consequently made people more physically non-interactive and they have developed prospensity to wards greater communication through the social media. Expansion of instant broadcast networks and mass social groups platforms makes communication a lot more easier nad faster. These sites have affected people's ability to socially interact. This effect can be easily observed throughout all the levels of society in many countries.

Social media has changed the way of interacting with the society across all venues and ages. It means that people have started to communicate and interact through these sites instead of face-to-face interaction. As a result, people have become more dependent to these social network sites. Some studies suggested that social medias leads to a loss of well-built social relationships (Campanelli, 2008) and that excessive Internet use is associated with weak family relationships and intra-family relations which leads in to having a smaller social circle (Sanders *et al.*, 2000).

According to Kiesler (1999), social media users diminish social ties and increases social isolation. However, not only are these conclusions challenged in other studies but they are all dated to before the current capacity for easy access using a mobile phone. One possibility is that the internet has created the opportunity for easier

access. In effect, it is possible to communicate quickly with people not present in a room while physically being part of a family or social gathering.

Lee (2009) formulated four hypotheses to explain the consequences of internet usage among adolescents. These are: Displacement where the internet use diminishes other forms of socialisation; an increase such that all benefit as the internet creates additional opportunities to socialise; a rich-get-richer model where those who already have strong social relationships gain the most from online access; and, a social compensation model where those who lack existing social ties build new ones on-line.

Turkle (1997) hypothesizes that our familiarity with computers and our online experiences are testing conventional views of identity. In contrast to face-to-face communication, online dealings offer a chance for one to be anonymous. This suggests that there is need to separate out just what is meant by internet usage as different forms seem to lead to different social networks.   In effect, it is reporting on how email was used in the late 1990s rather than in a period when creating an account was much easier and email can be sent from a range of software and hardware. However, recent research has tended to emphasise the extent that much on-line activity is with individuals known in real life (Hampton *et al.,* 2010).

2.4.2   The Impact of Social Media on Social Interaction

2.4.2.1 Positive Impacts of Social Media on Social Interaction

Lee (2009) suggested that those with weaker social networks make use of the internet to compensate for this. In this respect, the internet becomes a means to socialise and access information, thus increasing self-reported levels of socialisation and helping to

offset feelings of depression (Kraut *et al..,* 2002). Some further evidence has been found by Vergeer and Pelzer (2009) who concluded that internet usage did not harm existing social relations, neither did internet socialisation help to offset existing feelings of loneliness.

According to Marterns (2015), sports, coaches, as well as other arenas of celebrity; social media is used to keep in touch with fans, to strengthen their fan loyalty, keep themselves informed about the public's perception of them and monitor what their athletes are communicating through social media (Marterns, 2015). Jose van Dijck, (2013), states these platforms influence human interactions on an individual and community level, as well as on a larger societal level, while the worlds of online and offline are increasingly interpenetrating.

It was noted by van Dijck in 2013 that, things such as talking with friends, exchanging gossip, showing holiday pictures, checking on a friends wellbeing or watching a neighbour's home video were once casual acts shared only with selected individuals. Now, with the major change, known as social media, these casual acts are now released into public domain far-reaching with long lasting effects. Social media platforms have unquestionably altered the nature of private and public communication (Van Dijck, 2013).

Social media within the home has many benefits for a household and a family and it has changed the "meanings of family time" (Mesch, 2006). Social media technologies have created new prospects for individuals within a household by enhancing different patterns of social interaction, access to information, and allocation of time" (Vitalari *et*

al., 198). According to Mesch (2006), access to technology such as personal computers and laptops has made the boundary between work time and family time more permeable than ever. As a result, individuals have the opportunity to do their paid work at home. In turn, this increases the time spent together, communication and social interaction between one another.

From early age, children are reminded not to talk in the presence of elders. This results in making them grow up with limitations in the way they can express their thoughts and assert their communication space, and the degree of confidence in themselves. Using the internet, however, allows them to express themselves and stand up for their ideas in front of others. Now, it has become more socially acceptable to say "this is my point of view, and we can agree to disagree" while in the past it was almost socially prohibited from a young person to say such a thing (Leonardi, 2008).

On the other hand however, this can also mean that individuals are distracted into the solitary world of technology, which demands their individual attention (Mesch, 2006). Social media positively influences social interaction due to the fact that they reduce the effort required to perform task and work related activities and thus allows households to engage in many non-task activities" (Vitalari *et al..*, 1985). In doing so, leisure time is increased which allows individuals more flexibility on how their free time is spent. In turn this permits additional control over one's life and thus can increase social interaction.

According to Alsaggaf (2004), social media has significant effects to the population of Saudi Arabia. A radical transformation" is occurring in Saudi Arabia which is a

known repressive regime when it comes to civil liberties and freedoms, including the freedom of expression. The internet has made heavy and lasting influence on the social culture as well as public thinking. The study cited some positive effects brought about by social media. One of which is that Saudis have become more open-minded. According to Vitalari *et al.,* (1985) said that online community has helped learning to accept the views of other people as it is very important for everyone's point of view to be respected. In addition, females have become more open-minded and more "aware of the wider characteristics of men within their society" because of the social media. Al-Saggaf (2004) said that the forum (on social media) made individuals to listen to both sides of the views. And respect all views. The study proved that social media has made the Saudi individuals to "challenge different ideas" and create an environment in which they can exchange "intellectual discussions'. Hence Saudis have become more aware (Alsaggaf, 2004).In the past, serious discussions could end up with the end of friendship, end of social relations, or even end with fights. Now, with the spread of social media and the ability of discussing different topics freely, people are adapting listening and understanding skills from the western world. Thereby, their discussions have many resulted in good practices as those involved develop good social skills such as listening and respecting the others opinions and beliefs, including respect for diversity.

2.4.2.2 Negative Impacts of Social Media on Social Interaction

The psychological and social effects of the social media have been studied by psychologists and psychiatrists over the years. People tend to seek genuine relationships virtually which is an impossibility since real friends and actual human

interaction cannot be replaced by friendships shared online. Excessive exposure to virtual relationship affects how the huge part of the individuals treats their family relationships and their educational and career plans.

Some research has reported that internet use diminishes social ties and increases social isolation (Kraut *et al*., 1999; Kraut *et al..,* 1998; Nie, 2001; Nie*et al..*, 2002; Nie, 2002). Also Moody (2001) found that if someone engages in a large number of online relationships, this may lead to the replacement of face to face ones. In addition, Sanders *et al..*, (2000) indicated that low internet users have better relations with their family and friends than high internet users who had weaker social ties.

But again the evidence is mixed (Kraut *et al..,* 2002), and, importantly, the effect observed depends on how the information is analysed. So Kraut *et al..,* (2002) found evidence that usage leads to negative communication and social involvement, reversing the findings of their earlier research (Kraut *et al..,* 1998) that strongly suggested a negative effect. The earlier study had found heavier users became less well socialised and reported increases in depressive symptoms (Kraut *et al..,* 2002).

In combination, this may support the argument that those who become reliant on the internet for reasons of social isolation were more likely to become addicted (Li and Chung, 2006). In other words, those who seek to use the internet as a means of social compensation may find it does not generate the sort of social network that reduces levels of depression and loneliness, but nonetheless does offer some alternative to real life social isolation.

According to Alsaggaf (2004), argued that internet has made Saudis into introverts. Since the youngsters of the Saudi society do not have many options in terms of entertainment, the internet became a breath of a fresh air. It opened a vast space for the youth, allowing them to live in an entirely new world and meet a bunch of new people. Aside from changing the social characteristics of the youth, the internet gave them immoral and extremist thoughts. This is due to the long hours spent in front of the computer screen, which can brainwash the mind. The internet has also become destructive to the marriages of many societies as it is easier to maintain casual relationships on social networking sites. Studies show that many Saudis use the internet to get into immoral relationships. This was an extreme reaction from some youth because of the closed life style in which these young people were brought up.

The study concluded that Saudis neglected their family commitments. The amount of time spent for family bonding, recreation and physical conversations were reduced because of social media. The study found out that the respondents' admitted that their online participation ate away the time they spent with their family and friends also taking away the time that should have been used for studying or reading.

Moreover, "taking into account that family ties and relationships with relatives, according to religion, are very important, participation in online forums could be a danger to the fabric of the family structure." (Al-Saggaf, 2004). Another conclusion was that Saudis "became intellectually confused". Social media exposes the Saudis views and ideas that could be "against their cultural values". Influence on the belief and practices are widespread which makes some Saudis doubt of what they believe.

2.4.2.3 Perception of Household on the use of Social Media

Social media is important site of learning for children and older adolescents where they can observe and participate in authentic activities and to develop a sense of the cultural value and role of technologies (Plowman *et al..,* 2008). For that reason, Children use technology within the home for communication, self-expression, school work-related tasks and entertainment. In recognising and using technology in this way children are being prepared for a future life in which technology would play an important role (Plowman *et al.,* 2008).

Therefore, social media not only aids social interaction as it is a way that children can be taught how to use these technologies as they play such a fundamental role in their lives, but it is also a way for children to acquire new skills and improve school achievements (Mesch, 2006). DiMaggio *et al.,* (2001) argues that the social media enhances social ties by putting users in more frequent contact with families and friends. Thus, it plays a vital role in social relationships between individuals. As Yoon (2006) argued that social media enables young people to re-establish and intensify familial relationships via constant contact between the members. It allows individuals to strengthen their connection with the extended family members beyond their own nuclear family.

Social media is a new form of online interaction that enhances offline relationships (Wellman *et al..,* 2001). It does so by filling communication gaps between face-to-face meetings. Furthermore, DiMaggio *et al..,* (2001) found that social media is a way of increasing interaction with family members and closeness to friends. In saying this however, the frequency of daily internet use by adolescents plays a vital role in the

quality of their relationships with parents and friends. Mesch (2006) found that adolescents who have low internet usage had better relationships with parents and friends than the one with who has high Internet use.

The existing research does indicate that household sees social media as a tool for reducing time with other family members and leading to social isolation. Vitalari*et al..,* (1985) reported that home computing may decrease the amount of leisure time spent with the family. Separate research, in an organizational context, suggested that the internet reduced face to face social interaction but that the new forms of interaction (such as text messages) and relationships are created to replace this (Sproull *et al..,* 1992).

Kraut *et al..,* 1999) found that as family members used the internet more to communicate with non-household members then they spent less time interacting with their family. Other studies (Nie, 2002) implied that reliance on the internet could lead to withdrawal from family, friends and social relationships. Other research also suggested that some forms of internet use may have a significant impact on family interaction and behaviour.

The internet is reducing intra-family communication (Nie *et al..,* 2002) and is increasing overall levels of social isolation (Kraut *et al..,* 1999). A more subtle version of both of these arguments is that the internet is changing the process of socialisation replacing some aspects with new elements. Fischer's (1997) argument that while technology is important, overall the impact is usually less than was hoped or feared, and that different technologies bring different changes. In effect, the impact

is somewhat contradictory and usually less far-reaching than either hoped, or feared, when it was first introduced.

The same study noted that low intensity Internet users had better relations with their parents and friends compared with high intensity Internet users. This conclusion was borne out by Anderson (2001) who argued that low levels of social engagement are associated with high Internet use. Kraut *et al..,* (2000) monitored family members who used the internet more often to communicate with non-household members and found that they spent less time interacting with their family than before using the internet. Nie *et al..,* (2002) and Kraut *et al.* (1998) confirmed that the internet could lead to withdrawal from family, friends and society.

2.4.2.4 Contribution of Social Media in Family Relationship

It can be also been argued that social media are having a negative impact on social interactions in families. This is a view that regards childhood as being inherently different from the past than in modern society. Modern society is so technology driven which has resulted in childhood being "toxic" (Plowman *et al..,* 2010). As stated above, family can benefit from social media to communicate with others, listen to news or events, and participate in social activities. There are many other sites that all serve a specific purpose in social interaction and new sites are continually developed to increase two way participant in communication and interaction.

There has also been a drastic change in familial relationships. Pahl and Spencer (2004) argue that, a social shift has occurred; from relationships that are primarily given, through kin or family ties, to relationships that are chosen, through kin or non-kin ties.

Regardless if these relationships are chosen or not, they involve variable levels of commitment. For instance, family members may feel a sense of obligation towards each other, whilst on the other hand friends are perceived as chosen relationships, which have to be developed and maintained.

According to Marshall (2012) traditionally, relationships had to deal with components of love, trust, commitment, honesty, passion, and satisfaction; now relationships have to deal with much more. As relationships, have branched into online environments, the components of love are dealing with new influences on the way they affect the couple. Papp *et al..,* (2012) argued that the use of Facebook has altered the way people interact and develop relationships, finding no longer disregard the potential connections between Facebook and intimate relationships, which serve as one of the most important contexts of individual growth and development.

Bovill and Livingstone (2001) developed this argument further and argue that in the second half of the twentieth century children are spending more and more time in their bedrooms. In recent years a "bedroom culture" has emerged which implies that children and young people are spending significant proportions of their leisure time at home with the mess media, rather than spending their time in communal or family space. Children and young people are becoming more individualised and socially excluded and as a result, they are spending less time with their family members. This is having a major impact on family communication and social interaction. There is a negative association between spending time in the bedroom and spending free time with the family" (Bovill and Livingstone 2001).

When parents are using social media affects the attention and care they are providing to their children. Most of the information currently available is through mainstream media articles. A similar story by Scott (2014) in the Pittsburgh Post-Gazette explains that adults with children are actually more likely to use social media than adults without children. This subsequent inattention by the parents towards their children can lead to increased incidences of tantrums, separation anxiety, and resisting of discipline.

Nie and Erbring (2000) claimed that internet use led to negative outcomes for the individuals, such as increases in depression and loneliness, and neglect of existing close relationships within families. It is reported that, data from a U.S. nationwide survey of approximately 4000 people, and concluded from those data that heavy internet use resulted in less time spent with one's family and friends.

Ray and Jat (2010) have found that mass media has potentially harmful effects on the health and behaviours of children, as they are not yet mature enough to distinguish fantasy from reality, particularly when it is presented as "real life". This can lead children to have distorted views about the world and their relationships with other individuals. It can also lead children neglecting their studies and spend less time with their parents, or doing outside activities, which can cause isolation and aggression over time. Some earlier research, such as by Vitalari*et al* (1985), reported that home computing may decrease the leisure time with the family. Use of the internet has been associated with increased loneliness and reducing social support (Kraut *et al.,* 1998). Also Sproull & Kiesler (1991) suggest that social interactions and relationships on the internet are not the same as traditional social interactions and relationships.

Early research identified that the effect of internet usage is also related to how the computer is integrated into the wider life of a family and layout of a home. In effect, whether there is a need to leave the family group to use a computer can have an influence on whether or not it becomes used as a means to reduce family contact (Frohlich and Kraut, 2003). In this case, if the computer is in a social space then usage may be integrated with family activities but if access is via computers in private space this develops duality aspect as that creates separate spaces for individualized computer use. Kraut *et al..,* (2002) studies on the impact of the internet usage and do suggest that individuals were spending less time with their families and there were suggestions this would increase as the type of interaction possible using the internet became richer and more varied (Cummings *et al..,* 2002).

However, the latter paper suggests these would only start to substitute for more conventional friendships and familial interaction when those were already weak. In effect, engagement with the internet could become a way to compensate for something already lacking. This has been supported by a number of subsequent studies (Hlebec *et al..,* 2006) and Punamaki *et al*.., (2009) both found a correlation between intensity of internet use (especially games) and the existing quality of intra-family relations.

2.5   Conceptual Framework

The conceptual framework illustrates the effects of social media on social relationship in families (Figure 2.1). Social media is independent variable in this study which consist Whatsapp, Facebook, Instagram, Telegram and Twitter. These social medias are commonly and frequently used by Tanzanians. Intervening variables include control of Tanzania Communication Regulatory Authority (TCRA) through policy

and procedures for social media usage, laws and regulations stipulated in governing the usage of social media.
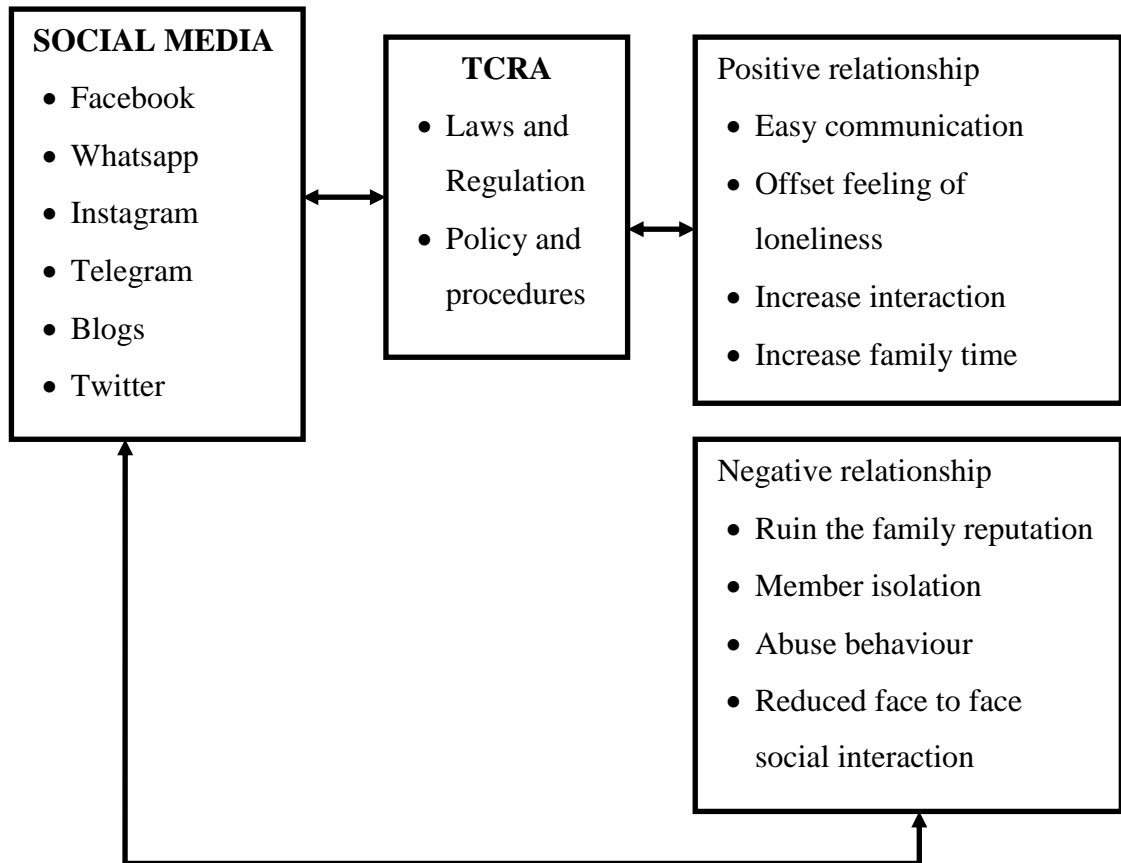
Figure 2.1: Social Media Framework in Social Relationship in the Family

Source: Researcher, 2019

The study believed that if social media users obliged to TCRA policies and regulation, social interaction was positive impacts as it was easy to manoeuvre communication style, offset the feeling of loneliness, increase interaction and family time among family members. Social media helps increasing self-reported levels of socialisation and helping to offset feelings of depression (Kraut *et al.,* 2002). Increasing numbers of families are creating family pages on social networking sites, sending round-robin family messages on social media, sharing family pictures on these platforms, and

report the ability to actively sustain relationships with extended family members online (Tee *et al.,* 2009).

Social media technologies have created new prospects for individuals within a household by enhancing different patterns of social interaction, access to information, and allocation of time" (Vitalari *et al..,* 198). According to Mesch (2006), access to technology such as personal computers and laptops has made the boundary between work time and family time more permeable than ever. As a result, individuals have the opportunity to do their paid work at home. In turn, this increases the time spent together, communication and social interaction between one another.

Moreover, if users don't obey the policies and regulations of TCRA, it was led to negative effects such as ruin family reputation, member isolation, abusive behaviour, and reducing face to face interaction. People don't communicate with each other personally as they spend their time online in social networks. The use of smartphones, tabs and other gadgets instead of talking to someone personally. They know about family members from statuses in Facebook or other platforms and don't communicate directly (Nie, 2002). Both parents and children spend a lot of time in social networks (about 50 hours a week) and become scattered.

The perception of social media can ruin the family reputation and lead to conflicts and jealousy between spouses. On balance, the evidence of the impact of social media on social relationships as family is an individual isolation (Nie, 2002). Others point to the ways that the social media opens the door to different and additional forms of socialisation, and others suggest that the main beneficiaries are those who are already

well connected. There is evidence that links social media with addiction and mental health to those who are already vulnerable may use the internet as the focus of addictive behaviour and foregone family gathering (Waqas, 2012). This is due to that, social media participation ate away the time they spent with their family and friends also taking away the time that should have been used for studying or reading.

2.6   Research Gap

Social media is a collection of technologies and applications which allow individuals to communicate, exchange information and share digital artefacts (photos and videos) with one another, often in the context of larger groups, communities, or networks. Social media systems are very diverse which includes wikis, micro and normal blogs, online social networks for personal and professional use, virtual worlds, and online community platforms (Kaplan & Haenlein, 2010). The psychological and social effects of the social media have been studied by psychologists and psychiatrists over the years. According to DiMaggio *et al..,* (2001) argues the positive effects that social media enhances social ties, it enhance social relationships between individuals. Yoon (2006) outlines that internet enables young people to re-establish and intensify familial relationships via constant contact between the members. It allows individuals to strengthen their connection with the extended family beyond their own nuclear family (Yoon 2006).

The writers further earmarked negative effects of social media as diminishes social ties and increases social isolation (Kraut *et al..,* 1999; Kraut *et al..,* 1998; Nie, 2001; Nie*et al..,* 2002; Nie, 2002). Those who seek to use the internet as a means of social compensation may find it, does not generate the sort of social network that reduces

levels of depression and loneliness, but nonetheless does offer some alternative to real life social isolation. The effect of social media has been very much focused on the general topics like political, social, cultural communication as well as technological issues. It is useful to note that most of the studies discussed so far relate to western countries. As such, the findings are informative but may miss the additional implications of effects of social media use on social interactions particularly to cultural settings like Tanzania. Generally, there is inadequate literature on the effects of social media on social relationships in families in East Africa and Tanzania in particular. Therefore, this study examines the effects of social media on social relation at family level.

2.7 Chapter Summary

Chapter two focus on literature review. The chapter reviewed literature with bearing to the effect of social media on relationship in the family. The first part of the chapter presents definition of concepts where social media, social relationship and family were defined. The second part presented theories underlying this study which are Media Ecology theory, Relational Dialectics theory and Gravitation Theory. The third part of chapter two is on empirical literature review where the negative and positive impact of social media on social interaction were discussed as well. Finally, chapter two presented conceptual framework, research gap and chapter summary.

CHAPTER THREE

THE STUDY AREA AND RESEARCH METHODOLOGY

3.1   Introduction

This chapter presents the study area and research methodologies. The chapter presents the study area, research design, population of the study, sampling procedure and sample size, methods of data collection, data collection instruments, data analysis and data presentation. The chapter also presented validity and reliability of the research instruments, ethical issues and chapter summary.

3.2   The Study Area

This study was conducted in Kinondoni Municipal in Dar es Salaam Region. Kinondoni Municipality is the most populated district compared to the other districts, which are Ilala, Temeke, Kigamboni and Ubungo. The district borders Bagamoyo (Coastal region) to the north, Indian Ocean and Zanzibar Island to the East, Ilala district to the south, and Kibaha district (Coastal region) to the west. Administratively, Kinondoni municipal have 15 wards (MSEO, 2018). The researcher decided to choose two wards which were Kinondoni and Kijitonyama due to limitations of resources and time, the study gathered data to all four (04) streets of Kinondoni and eight (08) streets in Kijitonyama. The two wards were selected based on the following criteria:, the literacy level of Kinondoni residents on the use of social media and online platforms is quite high. Higher incomes and modern lifestyles smoothen the utilizing of online communication modalities such as social media instead of traditional methods of interpersonal communication. Thus, it's cost effective and time saving for the

researcher taking into consideration the financial constraints as well as limited time for conducting the research.

3.3 Research Design

Research design is the conceptual structure within which the research is conducted to enable the researcher to channel his/her energies in the right work (Chamwili, 2007). Since the research aim is to find out the effect of social media on social relation such as family, the research adopted a case study approach which according to Selltiz (1976), it deals with a specific area which could represent the whole or part of the study area. The design offers an opportunity to study a limited number of units, the variables and situations under which the area studied i.e. a case is taken as a representative sample (Kothari, 2004). In this study a descriptive survey design was used in order to give a detailed description of the knowledge levels of study respondents on effects of social media on social relationship in the family.

3.4 Target Population

According to Saunders *et al..,* (2003), population is a group of individuals or items that share one or more characteristics from which data can be gathered and analysed. Population can be any group of people, objects or units from which a researcher wants to obtain data or collect a sample (Saunders *et al..,* 2003). The target population for this study is mainly made up of all individual and persons living at Kinondoni Municipal. National Bureau of Statistics (2012) shows Kinondoni Municipal has a total of 1,775,049 individuals. The municipal is estimated to have 287,837 households with an average of 4 persons per household (NBS, 2012). These are considered to have rich information and representative of the situations, with regards to the topic

under investigation and the aim of this study. However, the target population of this study include youth, children, parents and elder people in order to balance the information given.

3.5 Sampling Procedures

3.5.1 Purposive Sampling Technique

According to Kamuzora (2008), purposive sampling is defined as a judgmental sampling where the researcher chooses only element that he/she believes were able to deliver the required data. That means the researcher is looking for participants who possess certain traits or qualities. In this sampling method, the researcher considers the aim of the research and selects samples accordingly (Coyne, 1997). The respondents chosen may teach a researcher a lot about issues that are of importance to the research (Boeije 2009). Saunders *et al..,* (2000), argues that purposive sampling enables researcher to use judgment to select samples that was best enable to answer questions and meet objectives.

Purposeful sampling technique was used in this study to actively select the most productive sample with special expertise (key informant sample) to answer the research question. It was used because it is suitable to this study due to the fact that there are specific respondents who served specific purposes (roles) in their positions, which nobody else could play such roles to achieve the objective of this study. Moreover purposive sampling was used in order for the researcher to obtain only reliable respondents capable of providing specific information for the study. In this study the purposive sampling technique was applied so as to get primary respondents according to their roles and ability to enable the researcher to get relevant information

on the effects of social media on social interaction in family. Participants who were purposively selected were social welfare officer and ward leaders, and community leaders at Kinondoni and Kijitonyama.

3.5.2   Simple Random Sampling

Random sampling is the method of sample selection, which provides each possible sample an equal possibility of being selected and each item in the entire population to have equal chance of being included in the sample (Kothari 2004). This is a probability sampling whereby all members in the population have equal chance of being selected to form a sample (Adam and Kamuzora, 2008). They are selected by the virtue of their positions and are presumed to be well informed of their role in the planning and decision making within the school environment. This sampling technique was chosen because it provided equal chance for every member in the population to be included in the study through lottery system. Simple random sampling technique was employed to obtain parents, youth and children as respondents. Through this sampling technique, each unit gets equal opportunity of being included in the sample and hence increase reliability of the sample.

3.6   Sampling Frame and Sample Size

Sampling frame is a table in which the sample is picked or identified while a sample is a small group or subset of the population, which a researcher selects for the purpose of the study and from which generalization is made about the population (Ary *et al.*, 2010). Sample is the subset of population (Kothari, 2004). Sample size is a unit of analysis which is complete set of group of members that the researcher intends to

study (Kombo and Tromp, 2006).The sample size of this study was 100 respondents.

Composition of respondents from different categories is summarized in Table 3.1.

The sample size is obtained by using Slovin'sformular;

$n=N / (1+N*e^2)$

Where n=Sample Size

N= Total population

e=Confidence level

Total Kinondoni population 1,775,049 people (NBS, 2012) and confidence level of 90%.

Computation of sample size= $1,775,049 / (1+1,775,049*0.1^2)$

$$= 99.9994$$

Table 3.1: Sampling Frame and Sample Size

Respondents	Population	Sample size
Social welfare officers	5	5
Community leaders	24	10
Parents	1170	85
TOTAL	**1,199**	**100**

Source: Researcher computation, 2020

3.7   Sources of Data

3.7.1   Primary Data

Kothari (1990) defined primary data as the data which are collected afresh and for the first time and thus happens to be original in character. The sources of primary data for this study included interviews, questionnaires and observations.

3.7.2 Secondary Data

Secondary data refers to the data or information available in hard copy or soft copy. Secondary data includes official statistics from both private and public accredited entities, government reports, web information and reports from previous studies. This includes all data to be obtained through reviewing documents such as files and others information relating to this study.

3.8   Data Collection Methods

3.8.1   Questionnaires

Kothari (2004) defines a questionnaire as a document which consists of a number of questions printed or typed in a definite order on a form or set of forms. A questionnaire is a research instrument consisting of a series of questions and other prompts for purpose of gathering information from respondents. There are three basic types of questionnaires; closed ended, open-ended or a combination of the two (Dawson, 2002).

In this study both open and closed ended questionnaires was used to collect information from parents, youth and children (Appendix I) on the relationship between social media and social relationships at Kinondoni Municipal, the perceptions of household members on the use of social media in interaction and the contribution of social media in relationship to family members. This method was opted because it is difficult for a researcher to meet and seat together with these respondents due to their time limitations or the nature of their job. It plays a role of ensuring privacy because respondents do not provide their personal information; it is also suitable as tools of data collection because they allow the researcher to reach a larger sample within

limited time. They also ensure confidentiality and thus gather more candid and objective replies.

3.8.2   Interviews

Interview as a method of collecting data involves presentation of oral or verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews and if possible through telephone interview (Prakashan, 2003). An interview involves the oral or vocal questioning technique or discussion. Interview is a one on one directed conversation with an individual using interview guide designed to elicit extended responses. The researcher becomes the interviewer and respondents from the selected sample are the interviewees. Through this interaction the required data are taken for the aim of fulfilling the study objectives.

Both structured and unstructured interview was employed by the researcher as it was enabled the researcher to be flexible due to different situation and people individuality and gather information with higher reliability due to the similarity of questions given to all respondents. Open ended and closed questions was used to tap information regarding the effects of social media in social interaction. The target group for this technique are district social welfare and community leaders shown on Appendix II. The answers to the questions posed during interview was recorded by writing them down.

3.8.3   Observation

Observation method was used to validate some information collected through questionnaire and interviews. In this study, an observational checklist was used to

verify information relating the relationship between social media and social relationships, the perceptions of household members on the use of social media in interaction and the contribution of social media in relationship to family members. A researcher therefore was to go to the study area to the interaction within members of a family, frequency of use of social media in order to come up with accurate information concerning effects of social media to social interaction. The observational schedule was designed and be used to obtain the first hand information from the sampled respondents. This method is very important because it gave the researcher first-hand information.

3.8.4 Documentary literature review

Documentary literature review is a technique that uses the existing information basically to get information from various documents (Duru, 2008). This technique entails data collection from carefully written records on documents for the purpose of enabling researcher to cross-check the consistency of information collected through questionnaires and interviews. For this type of data collection methods, the required data are to be obtained from various written materials published and non-published data.

The data are to be extracted from books, internet, journals and other written sources like library and other areas. The reasons which led to undertake documentary review was collected secondary data for research reference and for situational analysis predictions and thus assist the researcher on arriving to technically acceptable conclusions. Findings to be collected from documentary review was triangulated with those collected from questionnaires and interview schedules.

### 3.9	Data Analysis, Interpretation and Presentation

Data analysis is the processing of data collected to make meaningful information out of them (Sounders *et al..,* 2009). Burns and Grove (2003) defined data analysis as a mechanism for reducing and organizing data to produce findings that require interpretation by the researcher. The first step to be taken is to translate all interviews and questionnaires information, which was collected in Swahili to English language. This process is known as data preparation where transcriptions was taken place in order to allow the researcher to work with texts, sometimes in combinations with the original recordings (Boeije, 2009).

The transcripts read repeatedly to identify themes within the transcripts, the process known as coding. In qualitative studies, coding means identifying themes within interview notes, documents, or field observations that relate to the research questions in your study. Berkes (2004) explains that themes are common ideas and patterns that the researcher observes repeatedly s/he read the data collected information. The process may often require reading the transcripts repeatedly to identify themes. In this case, themes were developed in to reference to research questions.

The researcher was to verify if the information collected answers the research questions within the theoretical framework. Constant comparison and analytical induction was developed a pattern-coded analysis table with study findings. Constant comparison was made to help the researcher describe the variation that is found within certain phenomenon, and wherever possible to indicate in which situations different variations of the phenomenon manifest themselves (Boeije, 2009).

A simple approach of quantifying study results by using Statistical Package for Social Scientists (SPSS) vision 16.0 and Microsoft excel employed. By using SPSS the study revealed the findings in statistical manner. The researcher presented analysed data both qualitative and quantitative data presented by using frequency tables, figures and percentage so as to simplify interpretation of the findings. For qualitative information collected, the information presented in form of content analysis. For quantitative information collected, the researcher used and run SPSS and present results through statistical descriptions and interpret them in relation to effects of social media on social relationship in family.

3.10   Validity and Reliability of the Research Instruments

3.10.1 Validity of the Research Instruments

Validity refers to the extent to which data collection method or methods accurately measure what they were intended to measure or the extent to which research findings are really about what they profess to be (Saunders *et al..,* 2003). In ensuring validity of the data, use of triangulation and effective data collection and analysis will be considered by the researcher. Those considerations helped a great deal to demonstrate validity, by putting into perspective, all necessary matter arising from the topic under investigation.

In order to insure validity of the instruments was assessed through discussion between the researcher and the research supervisor, then with fellow postgraduate students during the face-to-face session. Therefore all inconsistencies and ambiguities of some words used were corrected to fit the study area before final production of the instrument.

3.10.2 Reliability of the Research Instruments

Reliability is a measure of the degree to which research instruments yield consistently when repeated. According to Kumar (2005) the reliability of research instrument refers to ability to produce consistency measurement each time when administering an instrument to the same population and contain similar results. In ensuring reliability in this study from its design and reporting, the researcher was make pre-testing for testing of data collection tools i.e. questionnaires, reviewing the methods for data collection and how to conduct the data analysis exercise. The field pre-testing was conducted to twenty four (24) respondents from three (3) sampled groups (parents, youth and children) before conducting of the actual data collection for this study. The researcher measured reliability by seeing how the respondents answer questionnaires provided to them.

3.11 Ethical Issues

Creswell (2009) researchers, whether they are conducting quantitative, qualitative, or mixed methods of research, should actively anticipate and address ethical dilemmas that may occur at each stage of the research. The principles of research ethics and concerns of the all researcher are informed consent, confidentiality and wellbeing of respondent. During data collection, a researcher was introduced herself as a student of the Open University of Tanzania (OUT) and gave a brief description about the study to inform potential participants that responses was anonymous and results from the survey would be used in an academic research project. Potential respondents was informed that their participation was purely voluntary and was be free to decline the offer.

3.12   Chapter Summary

Chapter three focus on study area and research methodology. The chapter reviewed research methodology with bearing to the effect of social media on social relationship in the family. The first part of the chapter presents the study area, research design, population of the study, sampling procedure. The second part is on methods of data collection, data analysis and data presentation has been discussed. The third part of the chapter three presents validity and reliability of the research instruments, ethical issues and chapter summary.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1   Introduction

This chapter presents the findings and discussions. Specifically, this chapter presents socio-demographic characteristics of the respondents, the relationship between social media and social relationships, perceptions of household members on the use of social media in interaction and the contribution of social media in relationship to family members in Kinondoni Municipality.

4.2   Socio-Demographic Characteristics of the Respondents

4.2.1   Sex of the Respondents

In this study sex of the respondents was taken into consideration. Males were 29.41% and females were 70.59% (Table 4.1). This study showed that females were the majority because they were at home during the data collection.

Table 4.1: Sex of the Respondents

Sex	Frequencies	Percent
Males	25	29.41
Females	60	70.59
Total	**85**	**100.00**

Source: Field Survey, 2020

4.2.2   Age of the respondents

Age of the respondents is one of the most important characteristics in understanding their views about the particular problems; age of the respondents indicates level of

maturity of individuals   in that sense age becomes more important to examine the response. Based on the field survey, respondents were required to state their ages from the given options, which included 31-40 years, 41-50 years, and lastly 51-60 years. Findings in Figure 4.1 revealed that, age category of 31-40 years had 27.06% of the respondents, the age category 41-50 had 32.94% and last category 51-60 years had 40% of the respondents.
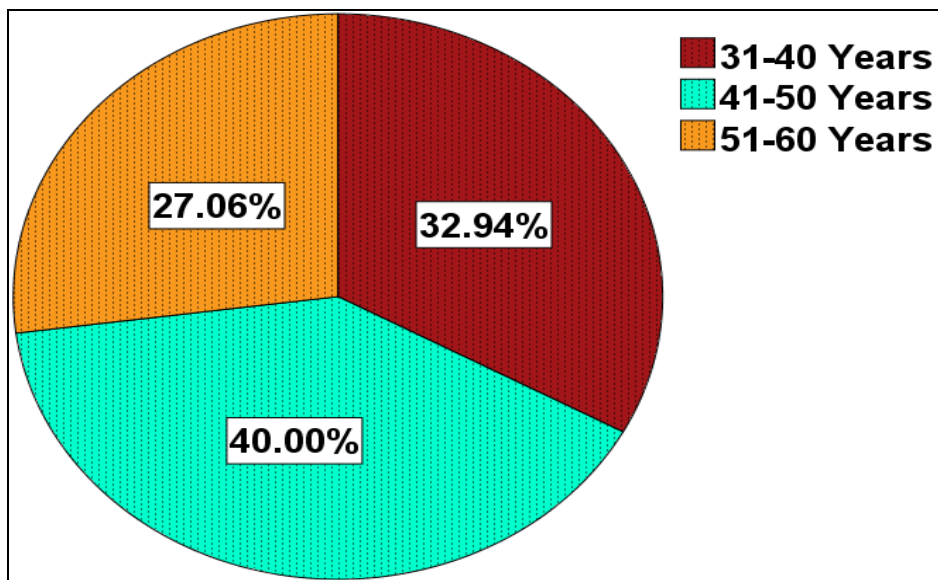
Figure 4.1: Age of the Respondents

Source: Field Survey, 2020

4.2.3   Education level of the respondents

Education is perceived as among the factors that influence an individual's perception of an intervention before making decision. Understanding the educational levels of the respondents was an important factor in assessing skills and knowledge of respondents for judging about different matters. This study revealed that, all respondents in the study had passed the minimum level of education, which is primary school level. However, the highest level of education was master's degree. This means that,

respondents knew how to read and write, and the level of reasoning was reasonable to respond to research questions. Respondents with primary education level were 31.76%, with secondary school (O-Level) were 25.53% while secondary school (A-Level) respondents were 18.82% (Figure 4.2). However, Bachelor Degree holders were 21.18% and with master's degree were 4.71%.
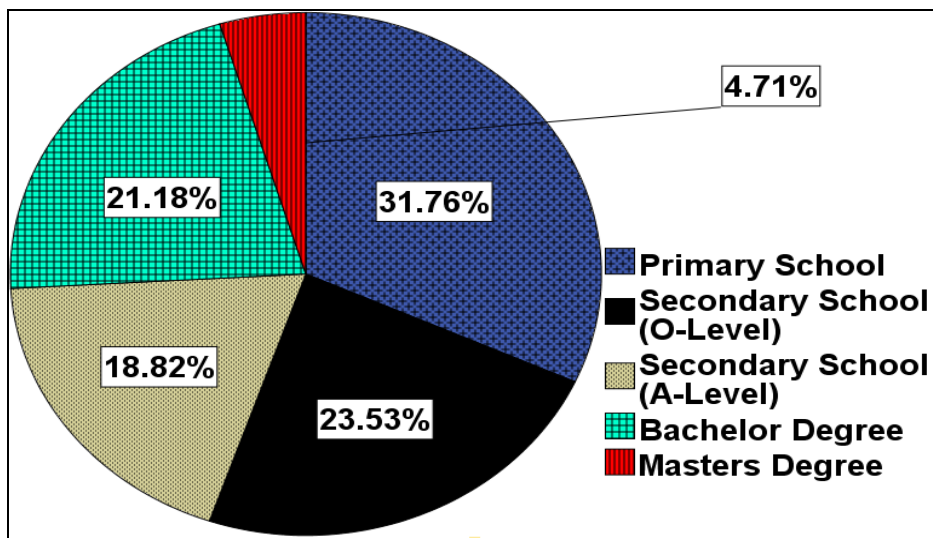
Figure 4.2: Education Levels of the Respondents
Source: Field Survey, 2020

4.3   Relationship between Social Media and Social Relationship

This research examined the relationship between social media and family relationship. The rapid expansion of social media usage affected the family relationships as well as social interactions. Some of the community members see the social media as a threat to family's cohesion. The family foundation is under attack because the process of adoption of new technologies and modes of interaction such as ease of access to radio, television and computer games is so high (Pearson, 1999).

The older generation see the younger generation being abusive of the social media; the youth has become less respectful of local customs and traditions (Pearson, 1983).

Most youth move to urban areas for a number of reasons not limited to employment and education. The above scenario makes distance between the youth and their families far greater. This distance makes the youth less controlled by their parents (Bahr and Pendergast, 2006; Demos and Demos, 1972; Shapka and Keating, 2005).

The communication technology in form of social media to a great extent destroys the social norms (*Larson et al..,* 2009; Sanders *et al..,* 2000). The impacts of social media include reducing time for the family members to engage in economic activities and it also leads to social isolation. For example, Vitalari *et al.* (1985) reported that as family members use more social media to communicate with friends and peers means that they spend less time interacting with their family. Other studies (Nie, 2002) implied that reliance on the social media could lead to withdrawal from family, friends and social relationships. Other research also suggested that some forms of social media use may have a significant impact on family interaction and behaviour (Hughes and Hans, 2004).

In the study survey respondents were asked questions which wanted to establish the relationship between social media and social interaction. Statements were prepared and respondents were asked to rate. The rating was 1= strongly disagree 2= Disagree 3= Not sure 4= Agree 5= Strongly Agree.

According to Table 4.2, the survey results show that, 70% of the respondents agree with the statement that they have become less interactive with their family members since they started using the social media networks. Subramanian (2017) found that, family members who use social media tend to result in good outcomes in family

engagement such as shared solutions to family problems and commitment such as marriage.

Table 4.2: Relationship between Social Media and Social Relationship

S/N		Rating in percentages					Total
	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Have you become less interactive with your family since you started using social media networks?	5.9	9.4	14.1	14.1	56.5	100
2	Using social media networks did affect your point of view to the local social issues?	10.6	2.4	16.5	29.4	41.2	100
3	Using social media networks created a gap between you and your society regarding our customs and traditions?	9.4	11.8	9.4	10.6	58.8	100

Source: Field Survey, 2020

However, social media have social polluting effects when people begin engaging in undesirable social interactions such as sharing sexual content. Whether families are affected for good or bad, social media continues to be an active catalyst in families' dynamics.

Older respondents indicated that, they set rules on their dependants in order to limit social media access:

> "*I told my daughter that she could not social media when we go to visit her grand mum ... I have to control my kids and ban them from social media in family meeting*"

However, 15.3% of the respondent did not agree with statement whether they have become less interactive with their family since started using social media networks. This is in line with study of Shabir, *et al*.., (2014) who revealed that, children spend an average of three hours daily on social media per day, and that 83 per cent of parents surveyed used social media mostly for family affairs.

However, about 14.1% of respondents neither agreed nor disagreed with respect to the statement that, ''they have become less interactive with their family since they started using social media networks''. The above finding is in line with the study of Siddiqui *et al*.., (2016) who found that 15 % of parents in urban areas do not use social media, therefore they are not sensitive to social media affairs. Lack of knowledge on social media suggests the neutral position was given by respondents as the above given statement indicates.

The second statement solicited response from respondent on whether using social media affected their opinion on the local social issues such as employment, family planning and intimacy relationship. The study results indicated that, most respondents (41.2%) strongly agreed that using social media did affected their opinion on local social issues including social relationships among people. This was supported by the study of Watt (2016) who showed that social media allows citizens to share ideas, plans and initiatives in an easier way than ever before. In this way most of the ideas advanced by people who use social media is a reflection of what is being shared in media. One of the older respondents stressed on the value of the social media as a place for discussion and sharing solutions for their problems.

He stated that:

> "*I know one girl in Dar es salaam (Tanzania) who got a health problem (heart disease) but by using social media she could mobilise funds from good Samaritans on social media that helped to go to India for further medical treatment*",

According to Leonard (2008) social media remains a useful place for people to talk about sensitive issues like medical treatment for example a place of where to get a good health treatment and political education like importance of voting any political candidates with less fear and get a shared solution.

However Subramanian, (2017) emphasizes that, conservative parents like those with strong religious faith have negative belief about social media, the general belief is that social media are destructive by nature. Respondents who disagreed (13.0%) with the statement asked above belong to people with conservative belief on the way the world operates.

The third question mentioned that ''using social media networks created a gap between you and your society regarding our customs and traditions''. On this regard, 58.8% of the respondents strongly agreed with it. The reason advanced by respondents cantered on the fact that social media contents reflect the values and culture of western societies which is contradiction with most African traditions and customs.

However, when respondents were asked the way they communicate with their community members most of them responded that, they frequently use social media services such as   messages and texting.

One of the youth said that:-

> *''It is easy to use social media services such as recorded voice chat to reach out to my family members, I find it is easy and more effective to communicate with my friends and family members''*

Community members were asked about the social media and social interaction. Most of them had the opinion that, it created as well destroyed community cohesiveness. However, one of them had the opinion that disadvantages are many than advantages indicated by down listed remark:

> *''Our young children who spend most of time on social media accessing western contents are losing touch with our culture because they are being brain washed by foreign cultures which is foreign in our country''.*

4.4 Perceptions of Household Members on the Use of Social Media in Interaction

Objective two sought to determine perceptions of household members on the use of social media in interaction. Respondents were asked question on their perceptions on the use of social media in their daily interactions. The mean value of the response helped to rank the reasons according to their strength (Table 4.3).

Table 4.3 presents the study findings on the perception of household members on the use of social media in daily interactions. On the positive side of impact, the findings revealed that majority of the respondents (73.8%) use social media to facilitate communication and support among family members in daily life. This is confirmed by a study by Martens (2012) who indicates that families who have been through a divorce may find social media useful. Children can keep in touch with the parent they do not live with.

Table 4.3: Perception of Household Members on the use of Social Media

		Strongly Disagree	Disagree	Not sure	Agree	Strongly Agree	Total
Positive impacts							
1	The use of social media facilitates communication and support among family members in daily life.	4.8	6.0	15.5	23.8	50.0	100
2	The use of social media offset the feeling of loneliness among family members	9.4	4.7	16.5	22.4	47.1	100
3	The use of social media increases interaction	9.4	9.4	18.8	17.6	44.7	100
4	The use of social media is useful in increasing family time	15.3	12.9	20.0	11.8	40.0	100
Negative impacts							
5	The use of social media cause addictive and abuse behaviors	9.4	7.1	12.9	22.4	48.2	100
6	The use of social media causes isolation among family members and the entire community	11.8	12.9	8.2	34.1	32.9	100
7	The use of social media helps in ruining family reputation	4.7	5.9	15.3	23.5	50.6	100
8	The use of social media has sometimes led reduce face to face interaction	9.4	9.4	20.0	16.5	44.7	100
9	The use of social media has destructed relationship among family members	15.3	14.1	20.0	10.6	40.0	100

Source: Field Survey, 2020

The parents too would   not feel bad by being a distance away from their children since they would be able to see posts   on social media and know the condition of their children. Parents would be able to interact more with the children, apart from their scheduled visits.

Respondent who disagreed (10.8%) with the statement that, 'the use of social media facilitates communication and support among family members in daily life fit in the

explanation of Mesch, (2006) who maintained that people who to stay on social media, spending hours and hours scrolling though sites become bored so they look for in-person conversations.

Many people tend to stay on social media, spending hours and hours scrolling though sites. This may lead to a constant looking for more information leading to more social media consumption. The above people becoming bored when we have real and in-person conversations. The second reason, most respondents showed that, the use of social media offset the feeling of loneliness among family members.

A quote of interview from a family leader stated that:

> *Families who have members scattered around the place may find bond again by means of social media, the world keeps coming small and communication between people is a matter of fraction of a second.*

The third statement asked wetter the use of social media increases interaction. Most respondents (62.2%) agreed with the above statement. The reason being that social media connects people communication over a fraction of seconds. Different people using social media have different ideas and knowledge on several issues this means a pool of knowledge is available to users of social media.

The study by Pahl and Spencer (2004) concurs with   this finding by highlighting that, the social participation and integration of older adults are important aspects of healthy aging. However, in general, older adults have smaller social networks than their younger counterparts due to changes in their life cycle stage, such as retirement or age-related losses, along with a declining health and increasing mobility limitations.

The forth statement was on the usefulness of social media in increasing family time, the study revealed that most respondents (51.8%) agreed with that statement. On the negative side, the. fifth statement was on the use of social media cause addictive/ abuse behaviours. The study results indicated that 70.6%.

A family leader had this to say:

> *Social media has the ability to become very addictive. Most people find it has become a compulsion for them to check their phones every few minutes to see if they have any new notifications. In fact, the addiction is so real and so strong that it has been found that people experience the same kind of withdrawal symptoms as a drug addict if they are unable to check their social media.*

The sixth statement was on the use of social media causes isolation among family members and the entire community. Most respondents 67 percent agreed with the above statement. Subramanian, (2017) mentioned that, '' the use of social media helps in ruining family reputation'' Most respondents (more than 60%) agreed with the statement. Community leaders were asked about the contribution of social media to family relations. The majority of the respondents said that, disadvantages are many compared to advantages.

One of the respondents had the following to say:

> *Families have gone into disintegration because of problems brought by social media. In one case, a husband complained about his wife behaviour of infidelity through wife chat messaged to another man found on Instagram and Facebook.*

Evidence from literature Yoon (2006) argues that parents are worried about their children's online behaviour, especially when it comes to social media, but it turns out, parents may want to worry about their own behaviour as well. Social media severely

damage real-life relationships, especially the relationship between a parent and a child.

The eight statement stated that the use of social media has sometimes led to reduced face to face interaction. Most respondents (more than 60%) agreed with that above statement.

A study by Postman, (2006) indicated that

> *Social media is also affecting relationships because it's responsible for less face-to-face interactions. The research finds that 31% of people admit they communicate less with their parents because of social media,*

Kraut *et al*. (2006) mentioned that the use of social media has destructed relationship among family members.

One of the internet post mentioned that;-

> *The Instagram models will tell you that there's nothing better than being Internet famous. It drives traffic to their websites and many have become millionaires from their bedrooms. But that's not entirely true. Its fine for some but in most cases, it means having every shred of privacy ripped from you before you've even realized what's happening.*

Another internet post mentioned that:-

> *Sometimes you're made Internet famous because you over shared or posted the wrong thing. But sometimes, somebody just decides to make you their victim, maliciously or not. All it takes is one post, one tweet or one picture. All of a sudden, you'll have hundreds of thousands of adoring fans and the media at your door step. Care has to be taken that internet posts does not compromise privacy or status of individuals.*

From the internet posts above on internet posts, they suggest that mixed reaction exist among respondents on the extent of advantages or disadvantages. Individual has to pre-establish criteria for the better use of social media.

4.5 The Contribution of Social Media in Relationship to Family Members

This objective looked at the contribution of social media to family member's relationship by posing question to respondents on a number of statements. Table 4.4 represents a number of questions from which the respondents have to respond to.

Table 4.4: Contribution of Social Media to Family Member's Relationship

	Questions	Often	Sometimes	Rarely	Never	Total
1	Are you responsive to your child's feelings and needs?	47.1	21.2	17.6	14.1	100
2	You get along with your child?	50.6	23.5	15.3	10.6	100
3	You give comfort and understanding when your child is upset?	44.7	16.5	20.0	18.8	100
4	Are you encourage your child to express?	35.3	34.1	8.2	22.4	100
5	Your parents are attentive to your problems?	40.0	20.0	24.7	15.3	100
6	Your parents and you are emotionally close?	44.7	16.5	20.0	18.8	100
7	Your parents trust your judgment?	47.1	21.2	17.6	14.1	100

Source: Field Survey (2020)

The first statement in the third objective asked whether respondents were responsive to their children feelings and needs. Most respondents (68.3%) said that, they were responsive to their children feelings and needs. The reason is that, children frequently send short message to parents via social media sharing their conditions with parents. Parents on other hand felt responsibly knowing the feelings of their children.

However, 31.7% of the respondent were not responsive to their children feelings and needs. This is in support from literature, Novelli, (2012) explains that people who are busy and face pressure of having to react to posts of their friends or respond to messages normally loose interest in using social media as result they become less responsive to their children feelings and needs. The second statement asked whether respondents were getting along with their children. The study results revealed that most respondents 50.6% mentioned that, they were often getting along with their children. Meaning that social media communication made the feelings between parents and children alive due to frequent posts and chats on social media. The survey results on the question that 'I give comfort and understanding when my child is upset'' got most respondent by 44.7 %. The study by Asough, (2012) showed that frequent posts to and from both children and parents help to console each other during difficult times such as disease or any other social problem. In this way a sense of comfort was realised.

The response on the statement that, "Are you encouraging your child to express oneself on social media?" Indicated that most respondents (35.3%) mentioned that, it was often that, they encouraged their children to express on social media. Literature review Wellman *et al..,* (2001) showed that that parents who prefer modernity would encourage their children to expose themselves on social media by participating in competition such as singing or dancing. They do so in order to boost popularity of their children.

The last statement that respondent had to respond to weather parents are attentive to problems of their children. The survey results indicated that respondent about 60.0%

percent cited that parents are attentive to the problems of their children. Wellman *et al..,* (2001) indicated that social media has become a modern tool to deal with social problems. The advice given by parents to their children is a form of listening to children concern on many issues.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMENDATIONS

5.1   Introduction

This chapter presents a summary, conclusion and recommendations of the study.

5.2   Summary

The study titled ''Effects of social media on social relationship in the family' was conducted in Kinondoni municipality in Dar es Salaam region. The study had three objectives namely, to examine the relationship between social media and social relationships, to determine perceptions of household members on the use of social media in interaction and to determine the contribution of social media in relationship to family members.

The results of the first objective showed that, the relationship between social media and family has both positive and negative effects. Most of the respondent who indicated negative effect said that they have become less interactive with their families. However, those indicated positive effect said that social media increase the level of interaction among family members.

Yoon, (2006) noted that, the internet provides increasingly blurred boundaries between online and offline relationships. In a study seeking to understand the role of technology in changing family relationships, Watt, (2016) found that, the rules of interaction with online peers had several negative effects on daily life such as compromising the function of offline relationships, detracting from job performance, and increasing the potential for Internet addictions.

Coinciding with these findings, Abbasi and Alghamdi (2017) found that misusing Facebook can lead to negative societal consequences such as social isolation, distrust in relationships, infidelity, lack of social cohesion, Facebook addiction, and divorce. Conversely, Siddiqui, (2016) found that, those with lower levels of perceived competency at initiating offline relationships was related to increased use of Facebook.

Additionally, heavy social media users have decreased interpersonal competency at initiating offline relationships meaning that the more a person uses social media the harder it is for them to initiate new relationships offline. Supporting these findings, Watt, (2016) revealed that, a person who had developed a dependency to their cell phone experienced decreased attention and increased depression which led to a negative impact on their social relationships with their friends. Even when people would hide their online addictions or relationships from their partners they still reported that daily tasks were unfinished and that levels of sexual intimacy with their primary partner had decreased (Underwood & Findlay, 2004).

Social media do not only impact our relationships with others, they also impact our relationship with ourselves and how we perceive the world around us. Kerkhof *et al..,* (2011) found that compulsive Internet users were lonelier, more depressed, and generally exhibited poorer social skills than no compulsive Internet users indicating that these negative characteristics were brought about by their overuse of the Internet. Additional research revealed that overuse of social networking sites significantly affects the lives of adolescents with negative consequences on their personal, psycho-social well-being (Siddiqui, 2016). Finally, Valkenburg *et al..,* (2017) claimed that the

more problematic mobile phone addiction becomes, the more people would experience decreased self-esteem and emotional well-being.

The results of the second objective showed that, the positive perception of household members on the use of social media in interaction. Most participants who agreed that social media removes loneliness and increase the level of ideas sharing. Due to the prevalence of social media in modern lives, the people of the world are more interconnected than at any other time in history. Because of this, there could be a perception that people are happier because they are connected with more people. In fact, Martens, (2012) found that, participants who were more socially active reported greater life satisfaction and higher psychological well-being. However, social interaction in the virtual world tells a different story, especially when those online connections impact our offline interpersonal relationships.

Throughout the past decade, social media use has grown exponentially and has changed the way we communicate with each other. Facebook is the most used online media platform in the world (Shabir *et al..,* 2014) and has a high potential for impacting the emotions and relationships of adolescents who use it (Elphinston, *et al..,* 2011).

With a large portion of the world accessing social media on a daily basis, there is evidence that social media offer a varied experience for each user and that some of those experiences produce positive results. These benefits offer possible explanations as to why social media usage is continuing to grow throughout the world. One of the most common reasons that people use social media is to stay connected with their friends and family members (Keller, 2013)

The third objective looked at the contribution of social media in relationship to family members. The results of the study indicated that social media strengthens parent-kid relationship because parents become attentive to children's problems.

Interactions on social media have frequently been referred to as bridging and bonding social capital. Asough, (2012), Bernard, (2005) define social capital as "the sum of the resources, actual or virtual, that accrue to an individual or a group by virtue of possessing a durable network of more or less institutionalized relationships of mutual acquaintance and recognition. As it relates to social media, social capital is the relationships established online that enrich virtual interactions.

Bridging and bonding are often placed as opposites to each other, but this would be an incorrect assumption of these concepts. Rather, they are relatable dimensions along which different forms of social capital can be compared. Bridging social capital is composed of several elements including: connecting with people who think differently from 'me;' ties are generally weaker and more fragile, but they allow for more open doors that bonding does not allow; more likely to foster social inclusion; good for linking external assets and information diffusion; good for getting ahead; and can generate a broader range of identities (Freeman, 2011).

Bonding social capital is comparable, but with key differences: connecting with like-minded individuals; ties are stronger and are usually kept within a smaller circle of connections; fosters social exclusion due to strong in-group loyalty; good for getting by; and can be referred to as an echo chamber of individuals who think alike without

opposing ideas. Examples include: families, closed group forums, and fraternities (Novelli, 2012).

5.3   Conclusion

Social media remains a key tool in creating and maintain social relationship. Social media is modern tool for communication, which spreads information and connects people very rapidly. Social media is a powerful tool and new and growing opportunity for conflict resolution and problem solving among community members. Social media allows individuals to air their grievances in public, which can be good in certain cases, but in cases of conflict only muddles the water.

With the view of perception, the general perception on the use of social media is that respondent perceive it as a tool of communication. Social media allows people to connect in ways that wouldn't otherwise be possible, and can often expand people's social circles. Study results showed that, social media use can both positively and negatively affect relationships, depending on how it's used. For example, social media can contribute to unrealistic expectations for what relationships are supposed to be like. Social media use was linked to depression for users who find themselves lonely, which can negatively affect relationships. On positive side One can connect with those people in similar situations and share worries, fears, affection and celebrations, 83% of respondent in this study reported that social media makes them feel more connected with their friends.

Lastly, the contribution of social media had both positive and negative effects. However, social media remains a strong platform for communication among

community members. It allows sharing of information and access to knowledge on several issues. Social media helps to connect people across vast distances; people are able connect with friends and relatives from far and wide without having to waste money paying for international phone calls. Social media offers much contribution to society not limited to relationship building and knowledge sharing.

5.4   Recommendations

5.4.1   Government

The government should make sure that laws relate to social media use such as electronic transaction Act is reinforced and all abuses of social media uses are taken care of.

5.4.2   Community

People should use social media positively in such a way that their use could not affect themselves and people around them. This is because the use of social media intends to create desirable relationship that will help to reduce unnecessary conflicts in their relationship. People should be careful because social media are not reliable in terms of confidentiality and privacy. Therefore, people in relationship engaged or married should be aware with self-disclosure of personal information on their social media accounts for the betterment of their relationship.

5.4.3   Family

Parents need to monitor their children activities and interpersonal interactions in social media. The family can benefit from social media when sharing reactions, impressions and emotions on several issues.

5.5   Recommendation for Further Studies

Similar study can be conducted in different regions for the purposes of comparison.

Therefore the study can be conducted in other areas using the same sample or could

include a large population, in order to assess the effects of social media on social

relationship in the family.

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APPENDIECES

Appendex 1: Questionnaire to Parents

Dear repondent,

This questionnaire aims to collect data for partial fulfilment of the requirements for the Degree of Masters of Master of Social Work, of the Open University of Tanzania. The study assesses the effects of social media on social relationship in family at Kinondoni Municipal Council. This research is for academic purpose only. You are kindly requested to complete this questionnaire as directed for a purpose of facilitating the study. Information from this document will be confidential and in no way will it be communicated to any person. Thank you in advance.

1. **General Information (tick the correct answer)**

(a) Gender of the respondents:

Male	Female

(b) Age

31-40 years	41-50 years	51-60 years

(c) Level of education

Primary	Secondary	Undergraduate	Graduate	Master/PhD

2. Relationship between social media and social interaction

(a) KEY 1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree, 5=Strongly Agree.

		1	2	3	4	5
1	I have become less interactive with my family since I started using the social media networks.					
2	Using social media networks created a gap between me and my society regarding our customs and traditions.					
3	Using social media networks did affect my point of view to the local social issues.					

a   When I want to communicate with my community member, I use (mostly):

Direct conversation	Through relative	Via social media like texting, phone call

3. Perception of household members on the use of social media in interaction

(a) **KEY:** 1=strongly disagree 2=Disagree 3=Not sure 4=Agree 5=Strongly Agree

POSITIVE IMPACTS		CATEGORY RESPONSES				
		1	2	3	4	5
1	The use of social media facilitates communication and support among family members in daily life.					
2	The use of social media offset the feeling of loneliness among family members					
3	The use of social media increases interaction					
4	The use of social media is useful in increasing family time					
NEGATIVE IMPACTS						

5	The use of social media cause addictive/ abuse behaviours					
6	The use of social media causes isolation among family members and the entire community					
7	The use of social media helps in ruining family reputation					
8	The use of social media has sometimes led reduce face to face interaction					
9	The use of social media has destructed relationship among family members					

4. Contribution of social media to family members relationship

(a)   KEY 1-Often, 2-Sometimes, 3-Rarely, 4- never

(a) Questions Related to Parent-Child Attachment. How often would you say that:

Parent Interrelation With Kids	**1**	**2**	**3**	**4**
1	You get along with your child?				
2	I am responsive to my child's feelings and needs				
3	I give comfort and understanding when my child is upset				
4	I encourage my child to express				
Children Relation With Parents				
5	My parents are attentive to my problems				
6	My parents and I are emotionally close				
7	My parents trust my judgment				

Appendix II: Research Clearance Letter

THE OPEN UNIVERSITY OF TANZANIA

DIRECTORATE OF POSTGRADUATE STUDIES

P.O. Box 23409
Dar es Salaam, Tanzania
http://www.openuniversity.ac.tz

Tel: 255-22-2668992/2668445
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E-mail: dpgs@out.ac.tz

Our Ref: PG201704096

15th November 2019

Municipal Director,
Kinondoni Municipal Council,
P. O. Box 31902,
DAR ES SLAAM.

Received 25/11/2015

RE: RESEARCH CLEARANCE
The Open University of Tanzania was established by an Act of Parliament No. 17 of 1992, which became operational on the 1st March 1993 by public notice No.55 in the official Gazette. The Act was however replaced by the Open University of Tanzania Charter of 2005, which became operational on 1st January 2007.In line with the Charter, the Open University of Tanzania mission is to generate and apply knowledge through research.

To facilitate and to simplify research process therefore, the act empowers the Vice Chancellor of the Open University of Tanzania to issue research clearance, on behalf of the Government of Tanzania and Tanzania Commission for Science and Technology, to both its staff and students who are doing research in Tanzania. With this brief background, the purpose of this letter is to introduce to you **Ms. KASHAIJA, Mary T. Reg No: PG201704096** pursuing **Master of Social Work (MSW).**

We here by grant this clearance to conduct a research titled *"The Effects of Social Media on Social Relationship in the Family: A Case Study of Kinondoni Municipality Dar es salaam".* She will collect her data at your area from 18th November 2019 to 13th December 2019.

In case you need any further information, kindly do not hesitate to contact the Deputy Vice Chancellor (Academic) of the Open University of Tanzania, P.O.Box 23409, Dar es Salaam.Tel: 022-2-2668820.We lastly thank you in advance for your assumed cooperation and facilitation of this research academic activity.
Yours Sincerely,

Prof.Hossea Rwegoshora
For:VICE CHANCELLOR
THE OPEN UNIVERSITY OF TANZANIA