

*Social Media, Social Relationships, Family bonding,
Educational awareness, social presence, self-esteem*

*Mazen GHAREB**, *Hawraman KARIM***,
*Shvan SALIH**, *Hiwa HASSAN**

SOCIAL MEDIA AND SOCIAL RELATIONSHIPS: A CASE STUDY IN KURDISTAN SOCIETY

Abstract

These days, Social Media which includes (Facebook, Instagram, Twitter, LinkedIn) is an extremely well known social correspondence media. Individuals use Social Media to express their musings, thoughts, sonnets, and distresses on them. In the period of data superhighway, greater part of the young people are not sharing their challenges, issues, irregularity, powerlessness and disappointment with their folks in Kurdistan of Iraq. Be that as it may, they share with their companions on Social Media. Hence, their companions are making remarks, giving havens and affections to them. Because of absence of instruction and encounters on innovation, gatekeepers in Kurdistan don't know about the correspondences and addictions on social Medias. In this manner, there are producing holes in social relationships in the community. In this paper, a review has based and finding the effect of social media on personal and community relationships. Calculation dissects the practices of youngsters' by gathering data from a survey. Guardians and educators conclusions are additionally viewed as about the exercises of understudies on home and foundations. Here, age cutoff points of focused adolescents are somewhere in the range of 16 and 60. From this investigation, powerless connection amongst guardians and their adolescent youngsters have been taken note. The significant issue was that teenagers are investing more energy on social media and guardians need them to the table amid contemplate time and educational time.

* Computer Science Department, University of Human Development, Iraq Sulaymaniyah, Iraq, mazen.ismaeel@uhd.edu.iq, shvan.omar@uhd.edu.iq, hiwa.hassan@uhd.edu.iq

** Assistant Lecturer, Cihan University, Sulaymaniyah, Iraq, horamansociology@gmail.com

1. INTRODUCTION

The centre estimation of informal organization locales (SNSs henceforth) lies in the related relationship-building: making companions and partaking in social associations, networks, what's more, even insignificant cooperation and trades? Associations with others are essential both for producing disconnected advantages – most generally, social capital – and for mental improvement in youngsters (Steinfeld, Ellison & Lampe, 2008). Keeping up companions through SNSs enables clients to participate in social exercises and in addition to assemble social capital in online settings (Ellison, Steinfeld & Lampe, 2007). Many scientists have explored the importance of correspondence and connections with regards to online SNSs. As of late, a few noteworthy diaries, including the Journal of Computer-Mediated Communication, the International Journal of Advertising, the Journal of Interactive Marketing, and the International Journal of Electronic Commerce have distributed uncommon issues with respect to Internet-based life (on Myspace, Twitter, Cyworld, and other online networks), social capital, and the connection between client conduct and correspondence technologies. Related articles have concentrated on the connection between life fulfillment and Facebook utilize (Valenzuela, Park & Kee, 2009), the connection between the power of Facebook utilize, measures of mental prosperity, and crossing over social capital (Steinfeld, Ellison & Lampe, 2008), and contrasts between how young people and grown-ups utilize social capital (Pfeil, Arjan & Zaphiris, 2009). In spite of the fact that (Steinfeld, Ellison & Lampe, 2008) found that confidence is a component of the self-system (an arrangement of intellectual procedures through which an individual sees, assesses, furthermore, manages her own particular conduct to react adequately to ecological conditions) and that fulfillment with life factors was unequivocally connected with social capital results, we don't yet completely comprehend the social brain research of SNS utilize. Without a doubt, a couple of observational thinks about have endeavoured to assemble a hypothetical model that clarifies individual Facebook clients' self-frameworks as a factor influencing social connections or directing social capital impacts. Along these lines, the objectives of this investigation are to see how the structure of a person Facebook client's self-framework influences his or her social connections and intervenes social capital impacts and to recommend a model that clarifies the connection between a man's self-framework and social capital. This examination will give important information to help a hypothesis of SNS utilize. Youngsters utilize the social in positive approaches to compose and keep up their social systems. Be that as it may, there are likewise adverse effects on youthful people groups' associate connections. These can incorporate alienation and cyberbullying. Thus, the web based life has prompted changed progression in the family, with issues of wellbeing and observation from a parental viewpoint prompting arranged changing opportunities for youngsters.

While useful coordination can be helpful for the family, different issues can emerge, for example, budgetary troubles, non-custodial parent access, and also a lot of dependence on a web based life for security issues and interruption into youthful people groups' lives. The effect of the social media is huge on the university students, be that as it may, got as much research. Disturbances to exercises, occurrences of duping and harassing are a portion of the negative effects. internet based life stages significantly affect understudies' scholastic execution in Kurdistan establishment. This is on account of time administration assumes a basic part in deciding the achievement or disappointment of a person. Along these lines understudies who need time administration can undoubtedly fall prey to the negative effect which web based life stages present to its employment. In like manner, wellbeing enslavement, students who are charmed with web based life stages winds up skirting their dinners which has wellbeing sway on them. Such understudies end up malnourished what's more, could fall sick which is will specifically affect students (Ghareb, Ahmed & Ameen, 2018; Ghareb & Sharif, 2015). In this research we have been created survey of 10 questions to examine the effect the social media on people relationships in sample of 250 person from various social media users.

2. EXISTING RESEARCH

From the earliest starting point of the interpersonal organization locales (SNS)- based research, different factors and measurements have considered and performed. The essential discoveries on SNS inquire about have focused on administration and companionship execution; arrange structure and system (Donath & Boyd, 2004.). Analysts have attempted to center the positive side of the SNS to the clients, particularly towards the young people. Their worry with respect to the site is the capability of SNS to connect among different perspectives, for example, lifetime, on the web and disconnected associations. Ongoing review (Junco, 2015.) from in excess of 1600 universities saw that increasingly the time understudies spent on Facebook, the more they endure in their evaluations. This review was done in the USA, a created nation; in any case, they are not free from same complexities. Bangladeshi understudies and their folks are likewise enduring the antagonistic impacts of the Facebook. Gatekeeper accepts as their youngsters won't think about additional, they will be not able to land position and foundation. They utilized push weights for contemplating however their youngsters need to invested energy in Facebook than ponder by avoiding their folks. As a result, it makes misconception among guardians and kid imperiling their family holding. This negative connection amongst Facebook and family holding is greater issue now. The significant concern emerges when understudies get poor CGPA in their exam and watchmen used to check their tyke, and after that, they discover the peculiarities.

Ongoing exploration by the American Academy of Pediatrics mirrors that extensive parts of the kids are investing energy in Social media (Lauricella, Wartella & Rideout, 2015). Same effects are accessible in Bangladesh. The distinction amongst Bangladesh and USA Facebook client is that Bangladeshi watchmen are extremely delicate than that of American gatekeepers because of need of training, mindfulness and socio-sparing hindrances. Since Watchmen and guardians are being trusted that lone appropriate instructions guarantee a great job for their youngster. There are certain variables additionally saw for Facebook in instruction among understudy's joint efforts (Lauricella, Wartella & Rideout, 2015). In addition, social Medias are the wellspring of online data sharing framework (Al-Dhanhani, Mizouni, Otrok & Al-Rubaie, 2015). Reenactment consequence of Facebook additionally mirrors the same (Bouraga, Jureta & Faulkner, 2015). The different research found that the connections that make in online through SNS may not increment solid ties among people, rather it makes frailties among them and in addition misrepresentation relations are made (Kamal & Arefin, 2015.). The primary reason is that innovation is making connections economically and effortlessly. Anyone can awe anybody in the event that she or he has great composition abilities or inspiration capabilities. The review among US college understudies has demonstrated that SNS has loads of negative effect in view of first world nation. SNS makes crucial issues for their family too companionship.

Ellison, Steinfield & Lampe (2007) exactly confirms this suggestion on college understudy at New York and discovered negative effect on that. He has Applied's (Putnam, 2001.) structure of "spanning" and "holding" social capital and in light of Ellison and her partners (Boyd & Ellison, 2007) found that utilization of Facebook had a solid coordination to keep up or relates existing disconnected connections, rather than meeting new individuals. Research demonstrated that, Facebook utilize may give more noteworthy advantages to clients encountering low confidence and heel fulfillment. It additionally found that SNSs can cultivate clients' prosperity and social capital does not imply that they generally do likewise. Another Survey explores Nyland, Marvez & Beck (2007) found that substantial clients of MySpace felt less socially required with the network around them than light clients. For a huge extent of clients, this informal organization is for amusement, instead of keeping up or reinforcing disconnected relationships. This echoes a standout amongst the most unavoidable reactions against SNS, which is that they prompt clients' disconnection (Valenzuela, Park & Kee, 2008). As indicated by Ellison, Steinfield & Lampe (2007) and Boyd & Ellison (2007.), SNSs are 'online administrations that permit people to build an open or semi-open profile inside a limited framework, express a rundown of different clients with whom they share an association, and view and cross their rundown of associations and those made by others inside the framework' (Ellison, Steinfield & Lampe, 2007). As Boyd & Ellison (2007) and Ellison, Steinfield & Lampe (2007) take note of, the terms 'informal

organization site' and 'long range interpersonal communication site' are regularly utilized as a part of open talk conversely, yet for the reasons for this examination they ought to be recognized. The wonder of long range informal communication may happen utilizing an interpersonal organization, yet organizing stresses the utilization of a social medium (not really electronic) or get-together to start connections, to meet new individuals who by definition are outsiders. Most SNS clients don't arrange in a similar sense: as opposed to taking part fundamentally to start associations with individuals with whom they are unacquainted, they try to expand or improve existing connections. Along these lines, this examination utilizes the term SNS, following Boyd & Ellison (2007) and Ellison, Steinfield & Lampe (2007), who contend that SNSs 'empower clients to well-spoken and make noticeable their interpersonal organizations'. Social systems are basic to mental prosperity (Durden, Hill & Angel, 2007). SNSs are intended to 'cultivate social association in a virtual situation' (Pempek, Yermolayeva & Calvert, 2009), giving electronic administrations that enable people to frame 'gatherings of individuals with whom they are not generally familiar who readily collaborate with them over the Web'. An interpersonal organization is 'a design of individuals associated with each other through relational means, for example, companionship, normal interests, or thoughts' (Coyle & Vaughn, 2008). SNSs commonly enable a client to fabricate also, keep up a system of companions for social or expert association. The center utilization of a 'SNS comprises of customized client profiles' (Trusov, Bucklin & Pauwels, 2009). SNSs may enable people to make and keep up social capital on the grounds that the 'specialized what's more, social affordances of SNSs empower communication, and consequently correspondence, inside a bigger system of social associations' (Steinfield, DiMicco, Ellison & Lampe, 2009). SNSs may not increment the quantity of solid ties that individuals have, however the SNS innovation bolsters the arrangement and support of powerless ties, expanding what is known as 'spanning' social capital for its clients (Donath & Boyd, 2004). Putnam (2001) recognized connecting and holding social capital. Crossing over social capital includes free associations or then again powerless ties between people, the thin and unoriginal assume that we create with outsiders we meet through business or social commitment, while holding social capital is portrayed by cozy connections in which enthusiastic help is traded in the setting of thick, multi-practical ties that can unite heterogeneous gatherings in important or profitable associations (Pfeil, Arjan & Zaphiris, 2009). In light of this refinement, this examination endeavors to research the connection between Facebook clients' self-frameworks and both crossing over and holding social connections and additionally social capital. Finally it become very challenging for the students to control their time management when using social media (Ghareb & Mohammed, 2015, 2016).

3. QUESTIONNAIRE

We have been design a survey consist of ten questions with two sections first section is about General information, Second section is about using social media behaviors . These questions have been examined and scientifically evaluated before applied and send it to the users. The main objective of this research is to find the effect of social media in family and community relationships. One of the important questions was age of the social media users as it shows in figure 1 the majority if users from age 25 and 35 that use the social media.

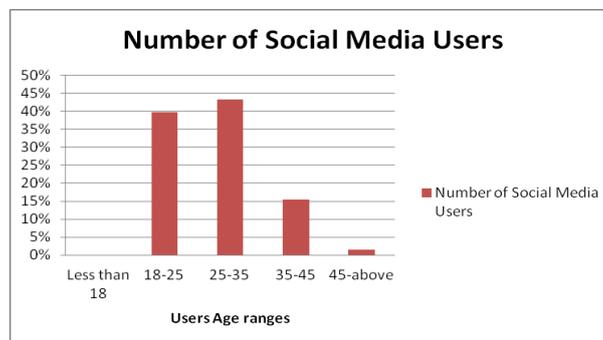


Fig. 1. Numbers of Social Media Users

Second Question was about marital state the majority of users were single as shown in the Figure 2.

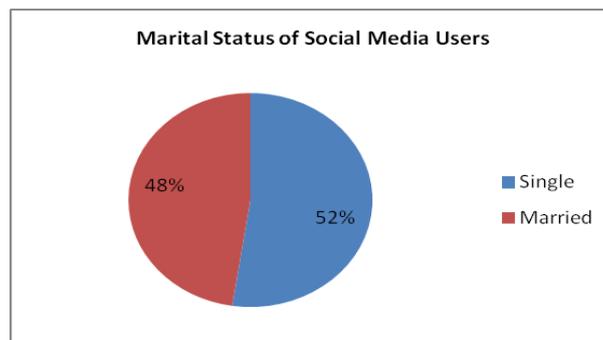


Fig. 2. Marital users of Social Media

In addition of personal information section question we considered the educational level and occupations and place as an important question to measure. The majority of users regarding the survey result have Bachelor degree 66.3% and 20.7% was have Master degree, 6% have Phd degree and 3% have high school degree and 1% has no degree. This results shows that the educational

people most interesting in different activities of social media. Regarding the occupation questions 49% of survey results were employees and 41% were students and 10% an employee people. These answers indicate that the students spent much so time on it and also the employees because in both case the internet exists in their places. Final question in section one was place the majority of users from Sulaymaniyah city 77% and 11% from Erbil and 6% from Halabja and 4% from Dhok and 2% from Kirkuk city, as it is shows in Figure 3. This indicates that there is very fewer people participate in our survey in other city because the lack of logistics plan we have, but we can reflect on these percentage regarding Sulaymaniyah city answers.

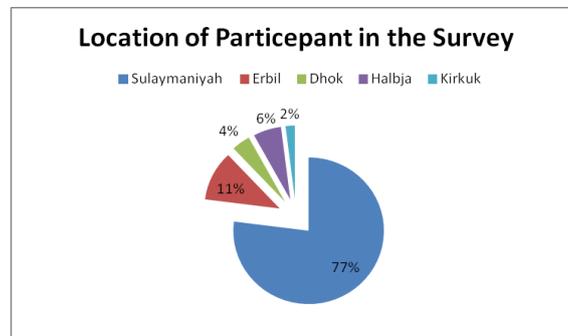


Fig. 3. Locations of Social Media Users

The second Section of the survey was working on using technology and internet and social media. The main aspect how much time you spent on using these technology? What is your main purpose of using social media? For how long you have been active on these activities?

The First Question in section 2 was how long you have use mobile phone the answers were 46% using it for more than 10 years and other answer were between 3–9 years the use mobile phone. The second question was how long you use internet the answers were 51% using for more than 10 years and other answers used between period of 1 and 9 years. Third questions was which device you have used to surf internet and social media the majority answers were mobile phone with 75% then tablet with 25% and Computer with 5%.

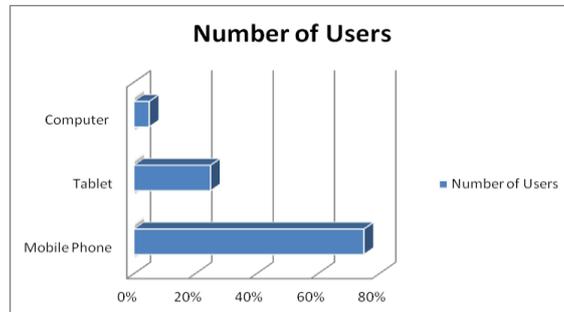


Fig. 4. Device used among Users

The results shows that the mobile phone is smaller in size and weight and become a daily life routine to be with you all the time with these faculties of surfing the social media it will be such very challenging that can manage the time especially with students. Third concern with which most Social media users use the majority used Facebook with 41% then Instagram with 27% and so on. Figure 5 shows the results.

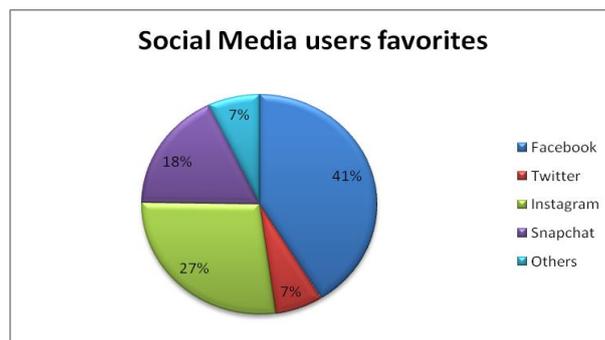


Fig. 5. Social Media users favorites

Forth Question was about what are the purposes of using the social media. The results showed the percentages very closed for reasons use of social media between family bonding and reading and surfing it with 28% and 25% and 24% for following the new, 12 and 11% this is used waiting time on gaming and watching and listen to the music. The results shows how the users spent so much time on do all these activity if not have a plan to control it may addict and wasting so many hours without have any results. Figure 6 shows the results.

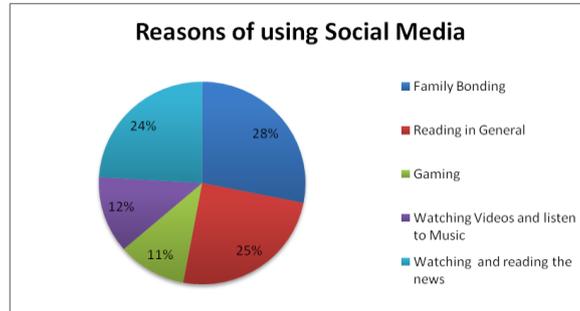


Fig. 6. Reason of Using Social Media

Fifth Question was how to communicate with your family members or relatives by social media or phone call, the 72% answer both way. Sixth Question focused on how much time you spent daily on Social media the average answer was 2–3 and 1–2 hours daily and other answers were between 30 minutes to 5 hours. As it shows in figure 7. This mean the average of using social media is about 1.5 have an hour daily life and if there is no awareness how to use this time it become a very negative aspect of our society.

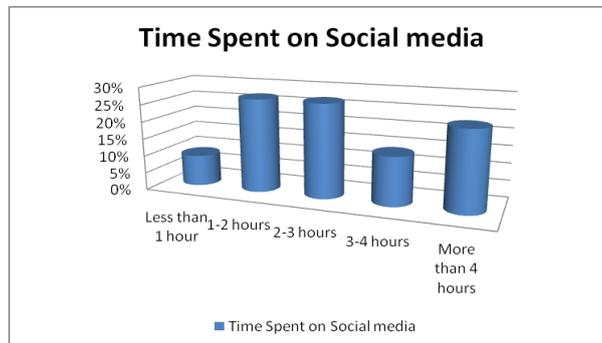


Fig. 7. Times Spent on Social Media

Sixth questions was about spending time communicate with your family member and relatives %35 spent less than 10 minutes and 38% spent half an hour for communication and 17% less than an hour and 10% spent more than one hours. From the results it shows that the communication for family bonding is not so important for majority of users. Final Question was about users opinion regarding social media negatively affect family and relative relationships or not 51% believe it lead to less communication with them and 49% answer the appositive opinion. Figure 8 shows the results.

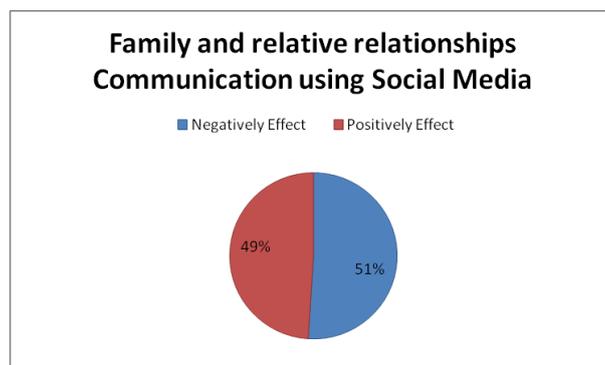


Fig. 8. Reason of Using Social Media

4. CONCLUSION AND RECOMMENDATIONS

Many scientists have explored the importance of correspondence and connections with regards to online SNSs. As of late, a few noteworthy diaries, including the Journal of Computer-Mediated Communication, the International Journal of Advertising, the Journal of Interactive Marketing, and the International Journal of Electronic Commerce have distributed uncommon issues with respect to Internet-based life (on Myspace, Twitter, Cyworld, and other online networks), social capital, and the connection between client conduct and correspondence technologies. In this research we have conducted a survey to investigate the role of social media in family and relative relationships, 254 persons from 5 cities participate in this survey. The survey consists of two sections. First section was about personal information the second section was about the daily time, activities and behaviors of users in Kurdistan includes students, lecturers, employees and ordinary people. The results shows that the users spent 2 hours daily on social media and mostly will use it to reading social media posts and feeds including family bonding. Generally the user believes that the social media has negative impacts on family and relative relationships. Adding more The examination found a noteworthy connection between clients' confidence and crossing over social connections, however, did not locate a comparing

relationship with respect to confidence also, holding social connections. This examination additionally found that clients with bringing down confidence are more drawn in with crossing over social connections than withholding social connections. The power of Facebook utilize assumes a more imperative part in holding social relationship than in crossing over social connections. Clients who tend to utilize Facebook much of the time, particularly when it turns out to be a piece of their day by day schedules, demonstrated an eagerness to shape crossing over social connections and holding social connections. Both spanning and holding social connections interceded the connection between self-frameworks and social capital impacts. Albeit more grounded crossing over social connections is related with the successful social capital building, holding social connections are similarly as emphatically connected with the powerful social capital building.

Acknowledgment

We would like to thank university of Human Development for their usual support for encourage our staff to continue research.

REFERENCES

- Al-Dhanhani, A., Mizouni, R., Otrok, H., & Al-Rubaie, A. (2015). Analysis of collaborative learning in social network sites used in education. *Social Network Analysis and Mining*, 5(1), 65. doi:10.1007/s13278-015-0303-z
- Bouraga, S., Jureta, I., & Faulkner, S. (2015). An empirical study of notifications' importance for online social network users. *Social Network Analysis and Mining*, 5(1), 51. doi:10.1007/s13278-015-0293-x
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of computer-mediated Communication*, 13(1), 210–230.
- Coyle, C., & Vaughn, H. (2008). Social networking: communication revolution or evolution? *Bell Labs Technical Journal*, 13(2), 13–18. doi:10.1002/bltj.20298
- Donath, J., & Boyd, D. (2004). Public displays of connection. *BT technology Journal*, 22(4), 71–82.
- Durden, E. D., Hill, T. D., & Angel, R. J. (2007). Social demands, social supports, and psycho-logical distress among low-income women. *Journal of Social and Personal Relationships*, 24(3), 343–361.
- Ellison, N. B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook “friends:” Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), 1143–1168. doi:10.1111/j.1083-6101.2007.00367.x
- Ghareb, M. I., & Mohammed, S. A. (2015). The role of e-learning in producing independent students with critical thinking. *International Journal Of Engineering And Computer Science*, 4(12).
- Ghareb, M. I., & Mohammed, S. A. (2016). The effect of e-learning and the role of new technology at university of human development. *International Journal of Multidisciplinary and Current Research*, 4, 299–307.
- Ghareb, M. I., & Sharif, H. O. (2015). Facebook effect on academic performance and social life for undergraduate students of university of human developments. *International Journal of Multidisciplinary and Current Research*, 3, 811–820.

- Ghareb, M. I., Ahmed, Z. A., & Ameen, A. A. (2018). The Role Of Learning Through Social Network In Higher Education In KRG. *International Journal Of Scientific & Technology Research*, 7(5), 20–27.
- Junco, R. (2015). Student class standing, Facebook use, and academic performance. *Journal of Applied Developmental Psychology*, 36, 18–29. doi:10.1016/j.appdev.2014.11.001
- Kamal, S., & Arefin, M. S. (2015). Impact analysis of facebook in family bonding. *Social Network Analysis and Mining*, 6(1), 1-14. doi:10.1007/s13278-015-0314-9
- Lauricella, A. R., Wartella, E., & Rideout, V. J. (2015). Young children's screen time: The complex role of parent and child factors. *Journal of Applied Developmental Psychology*, 36, 11–17. doi:10.1016/j.appdev.2014.12.001
- Nyland R., Marvez, R., & Beck J. (2007). MySpace: Social networking or social isolation? *Proceedings of the Midwinter Conference of the Association for Education in Journalism and Mass Communication* (23–24 February 2007). Reno, NV, USA.
- Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on Facebook. *Journal of applied developmental psychology*, 30(3), 227–238. doi:10.1016/j.appdev.2008.12.010
- Pfeil, U., Arjan, R., & Zaphiris, P. (2009). Age differences in online social networking—A study of user profiles and the social capital divide among teenagers and older users in MySpace. *Computers in Human Behavior*, 25(3), 643–654. doi:10.1016/j.chb.2008.08.015
- Putnam, R. D. (2001). *Bowling alone: The collapse and revival of American community*. New York, USA: Simon and Schuster.
- Steinfeld, C., DiMicco, J. M., Ellison, N. B., & Lampe, C. (2009). Bowling online: social networking and social capital within the organization. In *Proceedings of the fourth international conference on Communities and technologies* (pp. 245–254). New York, USA: ACM.
- Steinfeld, C., Ellison, N. B., & Lampe, C. (2008). Social capital, self-esteem, and use of online social network sites: A longitudinal analysis. *Journal of Applied Developmental Psychology*, 29(6), 434–445. doi:10.1016/j.appdev.2008.07.002
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of marketing*, 73(5), 90–102.
- Valenzuela, S., Park, N., & Kee, K. F. (2008). Lessons from Facebook: The effect of social network sites on college students' social capital. In *9th International Symposium on Online Journalism* (pp. 4-5). Austin, Texas: University of Texas.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is there social capital in a social network site?: Facebook use and college students' life satisfaction, trust, and participation. *Journal of computer-mediated communication*, 14(4), 875–901. doi:10.1111/j.1083-6101.2009.01474.x