

Research Article

The Influence of Digital Media FOMO in terms of Interpersonal Communication

Taha Shabbir

Media & Communication Studies, Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Received: 16 August 2022; **Received in revised form:** 8th December 2022

Abstract: The major purpose of this research is to explore how our interpersonal interactions are changed by social media. The primary purpose of this investigation is to determine whether or not the use of social media has an impact on the quality of education we get. The descriptive and mixed methods of study are the types of research that we have decided to do. Our family, our friends, our fellow employees, and our fitness (mental and physical) make up our variables. We decided on a sample size of one hundred and used both convenience sampling and questionnaires. In order to test our hypothesis, we utilized SPSS to analyse the data we collected. We found that 60% of our respondents used social media for 3-5 hours, and 46% of our respondents did not agree that social media had worsened their personal relationships. This indicates that social media has a much more positive effect on relationships than is commonly believed. In addition, we found that 60% of our respondents used social media on a daily basis.

Keywords: FOMO; Social Media; Communication

1. Introduction

The use of social media is increasingly common. The flow of everyday life has been significantly altered, and its influence may be seen in a wide variety of facets of human existence. The purpose of this study is to investigate the impact that it has had throughout the course of time on interpersonal relationships. Some of the adverse ef-

fects include losing track of time, developing FOMO (fear of missing out), which is a form of anxiety brought on by social media and the constant need to stay connected to what is happening in other people's lives, experiencing symptoms of distress if one is not connected to the internet, and having trouble keeping up with work responsibilities, among other things. On the other hand, it enables individuals to communicate with others in other cities and even, on occasion, inside their own

*Corresponding Author:
Taha Shabbir

Media & Communication Studies, Shaheed Benazir Bhutto University, Shaheed Benazirabad, Pakistan

Email: tahashabbir51@gmail.com

DOI: 10.54963/jic.v3i1.87

Copyright © 2023 by the author(s). Published by UK Scientific Publishing Limited. This is an open access article under the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

homes. There are now whole departments devoted to the development of advertising tactics expressly for social media platforms, as well as the widespread use of digital technology in almost all workplaces^[1]. The use of social media has an effect on one's connections with their family, friends, and coworkers, as well as with fitness (mental health, behavior, sleep patterns).

1.1 Statement of Problem

The use of social networking sites has had an effect on a wide variety of facets of contemporary life. Social media platforms such as Facebook, Twitter, YouTube, and Whatsapp, amongst others, have supplanted more conventional methods of mobile device-based communication for a variety of reasons, including the availability of immediate answers, amongst others. It is necessary for us to investigate the manner in which and the degree to which they affect us. We will investigate the connections with one's family, friends, and coworkers, as well as one's physical health. The Study's Aims and Objectives We shall make an effort to determine the degree to which individuals and the relationships they have in their life are impacted by the use of social media. Participants who use social media on a regular basis will be invited to share their experiences regarding the ways in which the medium has influenced their physical health, behavioral patterns, sleeping patterns, communication, and relationships with members of their families, friends, and coworkers.

1.2 Research Objective:

1. To discover which aspect of one's life—namely, one's family, friends, fellow coworkers, and fitness—has the most influence on one's health and well-being.

2. To conduct an investigation on the good and negative effects that social media has had on society.

3. To investigate potential remedies for the

problems caused by social media and to find such remedies.

1.3 Questions Relating to Research

1. What kinds of effects does using social media have on the connections between people?

2. What are the factors that contribute to the potency of social media?

3. What kinds of measures may be implemented to mitigate the negative effects of using social media?

4. Which aspect of life, among those of family, friends, fellow workers, and fitness, is most influenced by social media?

5. In what ways does social media interact with family life?

1.4 Study's Working Hypotheses and Assumptions:

H1: The use of social media may improve the quality of interactions between people in real life.

H2: The greatest impact that social media has had on educational progress.

1.5 Delimitations

The restrictions we face in terms of both time and resources have resulted in a smaller than usual sample size.

1.6 The Explanation of Some Important Terms

1. Applications that allow users to share or develop new material with one another and engage in social networking via the use of websites are referred to as "social media."

2. Interpersonal refers to the communication that occurs between individuals.

3. A condition of being linked with other individuals is referred to as a relationship.

2. REVIEW OF LITERATURE

According to, the Internet has the potential to affect the lives of average people in the same way that the telephone did in the early 20th century and the television did in the 1960s. Researchers are debating whether or not the Internet is helping or hindering the level of cooperation that exists in network life and social ties^[2]. The purpose of this study was to investigate the social and mental impact that using the Internet has on family units during the first one to two years that members in certain families use the Internet. When analysing the effects of the Internet on social contribution and mental prosperity, we analysed data that was collected over the course of time. In this particular illustration, a significant amount of contact took place through the Internet. Among spite of this, more frequent use of the Internet was associated with lower levels of contact with relatives within the family unit, a smaller number of friends, and increased levels of melancholy and despair in the users. These insights have implications for future research, open collaboration, and the development of innovative strategies. Nie and Erbring studied how the life of an average American citizen may have changed as a result of advances in information technology^[3]. Their investigation was conducted much later. It is clear that these modifications have occurred. Although they are having an effect on people's behaviors and the social aspects of their lives, there has been no enough research done on the sociological influence that information technology really has. When it comes to adults in the United States, the results of a recent poll suggest that the more time they spend on the Internet, the less connection they have with their immediate environment. Even spending just two to five hours online each week may have a positive influence, particularly for those who spend ten hours or more each week or more time online. According to (Baym et al. 2004), two

studies looked at the relational connections that undergraduates had in person, over the phone, and over the internet^[4]. A study published in a journal compared the amount of social partnerships that understudies led online with the amount that occurred through face-to-face conversation and phone conversations. The findings revealed that face-to-face and direct correspondence remained the most common form of contact, despite the fact that the web was integrated into the public activities of the understudy. Members have reported using the internet almost as often as they use the telephone. An overview compared the reported use of the internet between local and long-distance groups of friends to the use of other media within those circles. It also examined recent large social connections that were led over media in terms of their aims, locations, and quality. The quality of the Web association was rated as excellent, but lower than that of other media. The findings were compared to previous conceptions of the roles that the web plays in one's participation in public activities. In addition to this, (Kim et al. 2009) conducted a study in which they studied how individuals get lonely as a result of using the internet^[5]. Two models of hypotheses have been developed. The first model suggests that lonely individuals who use the internet to make up for a lack of social skills have a negative effect on their lives in terms of school, work life, or romantic relationships. This is because the internet makes up for the lack of social skills that they lack rather than reducing their problems. According to this paradigm, people who experience loneliness have very little to no influence over the way they use the internet and the relationships they have in real life. Instead, they exacerbate the issues that are already plaguing their lives, which leads them to revert to their previous approaches to using the Internet, which in turn pushes them farther away from others as a method of finding relief^[6]. The second model said that the internal cause for feeling lonely is the detrimental repercussions of such feeling. This shows that Internet usage might become a vicious cycle if it is not controlled. In conclusion, the threat

posed by the Internet's entertainment capabilities is far bigger than the threat posed by its social capabilities. Therefore, even if it means interfering with the events of real life, the social use of the internet may still be considered safer for the people who use it. In addition to this, it has been hypothesized that the use of social media might have an effect on the interactions between people in real life. Undergraduate students were given surveys that focused on Facebook use patterns and online communication methods. The surveys were aimed to assess offline relationship quality, online interaction quality, content, levels of self-esteem, and sadness. Moorman and Bowker (2011) conducted their own research and found that using Facebook did not seem to have any suggested links to psychological adjustment. On the other hand, the findings revealed that there is a strong positive association between the number of friendships one has and their level of self-esteem even in circumstances when Facebook usage was minimal. In addition, the findings suggested that the amount of time spent on Facebook is not the factor that determines a person's level of psychological adjustment; rather, it is the degree to which individuals are able to form connections online. Fischer and Reuber (2011) looked at the topic of social contact due to the fact that it is one of the most important factors in effectuation processes, despite the fact that very little is known about the consequences of effectuation. Their article made use of an inductive hypothesis building mindset to provide proposals regarding the ways in which effectuation forms are impacted when business visionaries get Twitter. Twitter is a microblogging platform that may enable a rapid increase in the number of connections between users. They came to the conclusion that contact on Twitter might cause effectual cognitions to be triggered, but that large levels of interaction via this medium could cause effective churn. They also indicated that two aspects, namely perceived time affordability and controlling the effects of social interaction via Twitter, were important. These components include the introduction of a network

and the adherence to a network standard. The quantity of social interaction in which an entrepreneur participates through Twitter may be predicted based on the suggestions provided for their knowledge of the effectuation of social collaboration and the impact of web-based living on pioneering enterprises. To elaborate more on this point, Tariq et al. (2012) provided a description of the influence of social media on young people, namely how social networking websites may be harmful to young people and teens. The influence of social sites may be huge on understudies but if we have a more critical look on the actual effect of interpersonal organizations that may aid. As of right now, it is destroying the future and serving as a carrier for understudies. Students are often sidetracked from their academics by the proliferation of person-to-person communication platforms found on social media websites^[6]. The education of students should be their first concern, but unfortunately, many students nowadays are more concerned with extracurricular activities and other irrelevant topics, which is a waste of their time. Once upon a time, interpersonal organizations were nothing more than an internet connection between customers; but, unfortunately, it has now evolved into a kind of compulsion for students, young people, and even adults. Their research describes the impact informal networks have had on education, understudies, and the lives of young people. Additionally, it demonstrates how dangerous long-range interpersonal communication sites maybe for young people and adolescents. As a result, the research that (Sponcil and Gitimu, 2013) conducted focused on how, over the course of time, social networking sites have developed into a spectacle. Twitter and Facebook are two of the most popular social networking services, and both have seen significant development in recent years. They make it possible for people to communicate in new ways with their friends, family, and acquaintances, and they strengthen individuals' senses of who they are as individuals. Another benefit of using these services is the streamlined contact with other users via a variety of fresh and original channels. In addi-

tion to this, the use of these social networking sites has skyrocketed in recent years, and frequent visits are now being documented as well. This research gives us a better knowledge of how college students utilise social networking sites, as well as the influence that using these sites has on the ways in which they communicate with one another and how they see themselves. In addition to this, Al-Rahmi and Othman (2013) stated that there is no doubt that the ease of use of social media has increased, and it is also becoming one of the most important technological devices among students, particularly at higher levels of instructional interest. Al-Rahmi and Othman (2013) also stated that there is no doubt that social media has increased ease of use. In as far as living centred on the internet is considered as having broken down any barriers that previously existed in communication. Within the realm of the digital life, platforms like Facebook and Twitter, amongst others, are already providing further help. These online platforms as well as in-person get-togethers provide a forum for having open conversations with other people. Web-based living has the potential to influence fundamental leadership in a very short amount of time, regardless of the gap that exists between the two^[7]. This testis carried out on the basis of its influence, benefits, and negative marks in order to highlight the opportunities of web-based living in the academic environment by means of community-oriented learning and to increase the students' academic performance. The findings indicate that community-based adaptation has a significant and basic relationship with intuitive with companions, intelligent with instructors, and dedication, all of which influence the academic performance of the students. Davis (2013) went on to claim that the youth of today, as well as their always developing element of identity, is heavily influenced by social communication websites, mobile phones, games, and their friends and family. The growth and development of digital technology over the course of the last decade have had a significant impact. The level of relational participation that young people have may either improve as a result

of their use of digital media or worsen as a result of their use of other forms of media, according to the findings of this research. This study makes a contribution to the continuing research that focuses on determining how the behaviours of young people in relation to new media influence not only themselves but also the individuals in their immediate environments. This is accomplished by doing research that is often associated with studies regarding the growth of young people in relation to emerging technologies that have an impact on the social environments in which they are immersed. As a result of this, Sanchez (2014) investigated the rapid development of technology and the ways in which it has provided us with improved methods of communicating information. Interpersonal interaction sites are a kind of building that have gained widespread recognition in recent years. The use of technology and social networking sites has skyrocketed among young adults in recent years, and this trend is expected to continue. The vast majority of studies that investigate the ways in which young adults use social networking sites have shown that the primary reason individuals use these sites is to maintain their ties with others. A number of studies have also shown that younger adults are participating in social networking sites for longer periods of time. If young adults were to spend more time on social networking sites, we would expect to witness a decline in the quality of their relationships with those in their immediate environment. The purpose of this investigation is to investigate the relationship between the amount of time spent on social networking sites and the characteristics of emotionally charged personal conversations. According to the findings, the amount of time spent in settings conducive to interpersonal contact does not seem to have an effect on the degree of proximity between individuals. This investigation may help guides have a better understanding of the influence that social networking sites like Facebook and Twitter may have on suggest relationships. According to the findings of Shaw and Gant's (2004) inquiry, their study was carried out to investigate the impact that

using the internet has on a web user's mental well-being as a result of the growing number of individuals who have access to the internet^[8]. In order to investigate the possibility that using the Internet can be beneficial to a web user, we need to examine the hypothesis. This research was carried out to refute the findings of a study conducted by Kraut in 1998, which claimed that the usage of the internet is positively associated to feelings of isolation, stress, and bad public opinion. Using the internet was shown to reduce levels of sadness and loneliness, while simultaneously increasing levels of self-esteem and social support. This was discovered after an experiment was carried out. In a similar vein, Choi and Toma (2014) conducted an investigation and found that a person selects communication media to satisfy their emotional needs based on the significance of the event that they may have just gone through. It's a normal part of life to talk about significant experiences with other people, and social media has made it much more common to do so. Sharing these experiences also has a positive effect on the emotional health of a person. In conclusion, social media and the technological breakthroughs that it has brought about have a tremendous impact on the day-to-day lives of a person since they provide a platform for individuals to express their thoughts and to re-establish feelings that already exist. Family O'Keefe & Clarke-Pearson (2011) conducted research that indicated that utilising social media web sites is one of the most prevalent activities that children and adolescents do in nowadays. A website is considered to be a part of online life if it enables social interaction of some kind. Examples of websites that fall into this category include long-distance informal communication websites like Facebook, My Space, and Twitter; gaming websites; and virtual worlds. These websites have recently experienced exponential growth and provide the current generation's youth with both entertainment and a means of communication. As a result, it is important for parents to educate themselves about online social networking sites, despite the fact that not all of these sites offer secure envi-

ronments for children and teenagers. Pediatricians are in a unique position to assist families in comprehending these websites, promoting safe use, and encouraging parents to screen their children for potential problems associated with cyberbullying, "Facebook misery," sexting, and exposure to inappropriate content^[9]. In addition, Jenkins-Guarnieri et al. (2012) examined that as the adult population evolves, there is a dominant increase in the use of online social media forums, such as Facebook, and that its connection with interpersonal relationships is a topic of interest for researchers. This finding was based on their observation that researchers are interested in the connection between the two^[10]. For the purpose of the current study, it was necessary to determine how connection style, identity qualities, and confidence were related to the capacity to form relationships via Facebook usage. Data were collected from 463 college adults, and the results suggested that (a) extraversion was positively related to Facebook use, (b) attachment style, extraversion, agreeableness, and openness were positively related to two characteristics of interpersonal competency, and (c) Facebook use was negatively related to competence with starting interpersonal relationships. These findings were supported by the findings that (a) Facebook use was positively related to extraversion, (b) attachment style, extraversion, agreeableness, and openness were positively related to two characteristics of further discussion was had on the topic's practical consequences as well as its prospective directions. Following up on that, Watt (2016) looked at the impact that social media has had on the correspondence that takes place inside families^[11]. A survey known as the snowball test asked 158 grown-ups who use social networking sites like Facebook, Instagram, or Twitter about their perspectives on day by day contact in the family and their usage of social networking sites. According to the findings, an internet-based lifestyle was significantly associated with an older age on family correspondence^[12]. There was a negative correlation between age and the following statement: "generally speaking, I believe that online

life/organizing has a bad influence on relationships with members from your family." While you are trying to communicate with members of your family, you find that you are often distracted by online social networking sites^[13]. The phrase "informal communication impacts the correspondence between members of my family" was emphatically connected with the phrase "the amount of time that other members at home spend on various online social networking media sites irritates me, and generally, I feel that online life/organizing negatively affects relationships with individuals from your family unit." The phrase "informal communication impacts the correspondence between members of my family" was also connected with the phrase "online life/organizing negatively affects relationships with individuals from your family unit^[14]." There were no significant connections found between sexual orientation, ethnicity, educational achievement or work status and internet-based life use in family connections or among age and "internet-based life is more rewarding than talking specifically with relatives," "individuals from my family experience different individuals as being impolite or keeping a strategic distance from contact when they are centered around internet-based life." According to the findings of this study, younger adults are more likely to view web-based social networking as having a generally positive, yet nuanced, impact on their family and family communication. This is in contrast to more experienced adults, who view online social networking as having a negative impact on their family and family communication^[15].

3. RESEARCH METHODOLOGY

Distribution of the Sample Geographically, the majority of the sample consists of respondents who live in various parts of Karachi, Pakistan. The neighbourhoods of Defence, I.I. Chundrigar, PECHS Block 6, and Gulshan-e-Iqbal, among others, were chosen for the sample.

3.1 Distribution of the Sample's Demographic Characteristics:

Adults over the age of 18 who did not indicate a preference for either gender in the survey. Population, representative sample, and sampling technique: in order to generalise the answer, we chose a subset of the population as our sample. The number of respondents in the sample was set at one hundred, and the sampling method that was used was convenience sampling.

3.2 Methodology of the Research:

In our descriptive study, we made use of questionnaires, and the research approach we used was descriptive. Questionnaires using the Likert scale are the kind of instrument being described here.

The procedure for the study, as well as the collection of the data, was as follows: we gathered the data by means of questionnaires, and then we entered the data into SPSS analysis in order to determine the findings.

4. FINDINGS AND DISCUSSION

There was a total of 110 answers, with 21 visitors and seven subscribers making up the total. 68% of the sample consisted of females, whereas 32% consisted of males. Approximately two-thirds of respondents were between the ages of 16 and 17, and approximately 72% of respondents fell into this age range. Among the remaining 28 percent of the population are people who are 14, 15, 18, and 19 years old respectively. It seems that around 85 percent of responses were students in grades 11 and 12, respectively. It was required of the responders that they state their whole grade range while they were attending college. Sixty-one percent of respondents were in the category of 90-100%, twenty percent of respondents were in the range of 80-90%, and nine percent of respondents were in the range of 70-80%, which leaves seventy percent of respondents and less than ten percent of respondents in the lower-range range. When it comes to determining which platforms students generally use, 41% of students said they mostly use Facebook, while 32% said they primarily use Google. Snapchat was the least utilized of the sites that were examined due to the fact that forty percent of respondents chose to use it the least. Instagram was utilized more often

than any of the other platforms by almost one third. According to the results of the study, Twitter and YouTube both have a score of three out of five on the Likert Scale. In addition, we requested that they make a note of whether or not they employ social networking as a source of learning and, if they do, how they leverage social media to carry out analysis. The vast majority of the respondents make use of the internet so that they may do research and analysis. According to the reports of some other students, while they are working on their mathematics projects, they search for equations on social networking sites such as Google. The remaining ones, on the other hand, make constructive use of social media, which assists them in achieving success academically. The researchers were required to recognise the amount of time they spent on social networking and analysis on a daily basis, and the findings were pretty startling to say the least. Studying takes up between one and three hours a day for fifty percent of respondents, whereas the same amount of time is spent on social media by thirty-three percent of respondents^[16]. The results of this survey allow us to draw the conclusion that respondents typically do not research any more often than they browse social media, and that the majority of students have pretty satisfactory scores. A Chi-Square test was carried out to determine whether or not there is a significant relationship between the overall grade average, the amount of time spent using social networks, and the amount of time spent studying each day. Due to the fact that 5% to 5% of the significant sum is the norm, we presume that our Null Hypothesis for the first analysis would be that the amount of social network usage has an influence on the overall graduation rates for children who are enrolled in school^[17,18].

The results of a recent Chi-square test that was conducted on the relationship between the amounts of time per day spent exploring social media and the frequency with which it is utilized. In this particular illustration, the "social network usage influences the amount of our students' daily studies" is the null hypothesis. The Chi-Square analysis shows

that there is a deviation from what was predicted, and the significant level is 0.000, which indicates that the null hypothesis cannot be supported^[18,19]. Consequently, the example demonstrates that the null hypothesis cannot be supported. There is not much of an impact that the use of social media has on the amount of time that students devote each day to their academic pursuits. In spite of the fact that Sanzhar Naizabikov contended, as mentioned above, that social networking sites encourage procrastination, it is abundantly clear that these sites, due to the nature of their distracting qualities, directly contradict his argument (Naizabikov, 2017). In this particular scenario, there is no correlation between the use of social media and successful academic performance. The fact of the matter is, however, that this research is, in some way, similar to the idea proposed by Napoleon Egegdbe, which states that students' academic performance may be marginally impacted either positively or negatively by their participation in social networking (Egegdbe, 2018).

5. CONCLUSION

In the proposed network hub of different blockchains, the cross-chain transaction must be validated. The validators are rewarded on the validation of blocks. The cross-chain platform makes it possible to move tokens from one blockchain to another blockchain in the network hub of microgrid, fig. 3. The followings are the functionalities of the network hub.

In light of the information presented in this article, it is reasonable to assert that students in Karachi, Pakistan are active users of social networking sites such as Facebook and Google, as was previously said. June Ahn said that recent polls have shown that young people spend a significant amount of their time engaging in activities on social media. It can be inferred, based on an overview of the results presented in Ahn's (2018b, page 1435) study, that students will have the same grade level average, as was stated in the discussion, when students spend less than one hour on social media per

day or more than six hours, or when students spend a total of between one and three hours on social media each day^[20,21]. This is the case regardless of the total amount of time spent on social media each day. Approximately 61% of respondents reported earning the highest ratings, which may range anywhere from 90% to 100% and can be different for each of the four social network time frames each day. Because of this, it is safe to assert that the use of social networking sites does not have a detrimental effect on the academic performance of school students. This assertion is supported by the Chi-Square study, which found that there was no significant correlation or disparity between the amounts of time spent studying each day and the grade average level of social network use. Consequently, it is safe to assert that the use of social networking sites does not have a detrimental impact on the academic performance of school students^[22]. The purpose of this thesis was to investigate the ways in which students' use of social networking sites affects their academic performance, as well as the reasons for and the processes behind this effect. Even if they spend a significant amount of time on the internet, kids at schools still find the time to study and do well in their classes, making it clear that social networking has a negligible effect on the academic performance of students in such schools^[23].

The paucity of respondents who are in a position to provide accurate accounts of the effects that using social networking sites has on young people in Pakistan is the first issue with this research. It is not appropriate for us to draw any broad conclusions about Pakistan based on the samples we have examined. Another limitation of this research was that no investigation was carried out into the effect that participation in social networking has on the academic performance of younger generations as a result of their involvement in such activities^[24]. It was difficult to find a valid reference point because the majority of the research that has been done regarding the position of social networking has been conducted on the academic performance of college

students or the health issues that are caused by social networking, and this type of research has not been done in Pakistan. The fact that we were only given a limited amount of time to do the research was the third and last problem with our analysis. As a result of this, it is impossible to state with absolute certainty that the usage of social networking sites has a negative influence on the academic performance of school kids.

References

- [1] Ariesta, I. (2017). Pengaruh Kecerdasan Emosional Dan Organizational Citizenship Behavior (OCB) Terhadap Kinerja Peternak Ayam Ras Pedaging. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, 2(2), 121. <https://doi.org/10.21070/jbmp.v2i2.1098>
- [2] Al-Rahmi, W., & Othman, M. (2013). The impact of social media use on academic performance among university students: A pilot study *Journal of information systems research and innovation*, 4(12), 1-10.
- [3] Nie, N. H., & Erbring, L. (2002). Internet and society: A preliminary report. *IT & society*, 1(1), 275-283. O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The impact of social media on children & adolescents.
- [4] Baym, N. K., Zhang, Y. B., & Lin, M. C. (2004). Social interactions across media: Interpersonal communication on the internet, telephone and face-to-face. *New Media & Society*, 6(3), 299-318.
- [5] Kim, J., & Lee, J. E. R. (2011). The Facebook paths to happiness: Effects of the number of Facebook friends and self-presentation on subjective well-being. *Cyber Psychology behavior, and social networking*, 14(6), 359-364.
- [6] Choi, M., & Toma, C. L. (2014). Social sharing through interpersonal media: Patterns and effects on emotional well-being. *Computers in Human Behavior*, 36, 530-541.
- [7] Cookingham, L. M., & Ryan, G. L. (2015). The impact of social media on the sexual and social wellness of adolescents. *Journal of pediatric and adolescent gynecology*, 28(1), 2-5.
- [8] Shaw, L. H., & Gant, L. M. (2004). In defense of the Internet: The relationship between Internet communication and depression, loneliness, self-esteem, and perceived social support. *Internet Research*, 28(3).
- [9] Davis, K. (2013). Young people's digital lives: The impact of interpersonal relationships and digital media use on adolescents' sense of identity. *Computers in Human Behavior*, 29(6), 2281-2293
- [10] Drago, E. (2015). The Effect of Technology on Face-to-Face Communication. *The Journal of Undergraduate Research*, 6(1).

- [11] Watt, J. (2016). Effects of Social Media on Family Relationships (Doctoral dissertation, California State University, Northridge)
- [12] Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior?. *Journal of business venturing*, 26(1), 1-18.
- [13] Jenkins-Guarnieri, M. A., Wright, S. L., & Hudiburgh, L. M. (2012). The relationships among attachment style, personality traits, interpersonal competency, and Facebook use. *Journal of Applied Developmental Psychology*, 33(6), 294-301.
- [14] Kraut, R., Patterson, M., Lundmark, V., Kiesler, S., Mukophadhyay, T., & Scherlis, W. (1998). Internet paradox: A social technology that reduces social involvement and psychological well-being?. *American psychologist*, 53(9), 1017.
- [15] Laghi, F., Schneider, B. H., Vitoroulis, I., Coplan, R. J., Baiocco, R., Amichai-Hamburger, Y., ... & Flament, M. (2013). Knowing when not to use the Internet: Shyness and adolescents' on-line and off-line interactions with friends. *Computers in Human Behavior*, 29(1), 51-57.
- [16] Moorman, J., & Bowker, A. (2011). The university Facebook experience: The role of social networking on the quality of interpersonal relationships. *The American Association of Behavioral and Social Sciences Journal*, 15(1), 1-23. Newham, M. (2012). Is social networking affecting social interaction between users?
- [17] Shabbir, T. (2021). Impact of Social Media on Interpersonal Communication between Student and a Teacher. *Journal of Public Administration and Government*, 3(2), 154-164. <https://doi.org/10.22487/jpag.v3i2.190>
- [18] Shabbir, T., Abro, M. (2019). Impact of 'Open Data' on 'News Media' and its Effectiveness in Social and Political Development of Pakistan (A Case Study from UK Perspective). *Dialogue*, 14(3), 161-171. Retrieved from <https://ideapublishers.org/index.php/lassij/article/view/163/99>
- [19] Shabbir, T., M Nadeemullah, & Saeed Memon. (2020). Uses and Impact of 'Open Data' Technology for Developing Social Sector in Pakistan. *Pakistan Journal of Multidisciplinary Research*, 1(1), 50-64. Retrieved from <https://www.pjmr.org/pjmr/article/view/24>
- [20] Sponcil, M., & Gitimu, P. (2013). Use of social media by college students: Relationship to communication and self-concept. *Journal of Technology Research*, 4, 1.
- [21] Tariq, W., Mehboob, M., Khan, M. A., & Ullah, F. (2012). The impact of social media and social networks on education and students of Pakistan. *International Journal of Computer Science Issues (IJCSI)*, 9(4), 407.
- [22] Tang, J. H., Chen, M. C., Yang, C. Y., Chung, T. Y., & Lee, Y. A. (2016). Personality traits, interpersonal relationships, online social support, and Facebook addiction. *Telematics and Informatics*, 33(1), 102-108.
- [23] Veveř, V. (2015). Impact of social media on interpersonal communication patterns. *Societal Studies*, 7(1), 124-138.
- [24] Hand, M. M., Thomas, D., Buboltz, W. C., Deemer, E. D., & Buyanjargal, M. (2013). Facebook and romantic relationships: Intimacy and couple satisfaction associated with online social network use. *Cyberpsychology, Behavior, and Social Networking*, 16(1), 8-13.