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**College of Natural and Computational Sciences**

**School of Information Systems**

**Research Methods in Information Systems**

**Research Proposal**

**The Effect of Social Media on Family Relationships**

**Section A(1)**

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**ABSTRACT**

This study investigates the influence of social media on family relations in the distinctive context of Addis Ababa, Ethiopia. Against the backdrop of a global surge in social media usage, where Ethiopia boasts 6.40 million users, constituting 5.1% of the population as of January 2023, the research employs a mixed-methods approach with a sample of 350 participants. The findings reveal a noteworthy transformation in communication patterns, trust dynamics, and overall family well-being. The study addresses growing concerns surrounding the potential erosion of face-to-face interactions and the blurred boundaries between virtual and real-life interactions. Through a meticulous examination of the intricate interplay between social media use and family dynamics, this research aims to offer valuable insights to local communities in Addis Ababa.

keywords

Social Media, Family Relations, Communication Patterns, Trust, Emotional Intimacy Addis Ababa, Ethiopia.

**Table of Contents**

1. Introduction ..................................................................……………………………………..1

1.1 Background and Context .............................................………………………………... 1

1.2 Problem Statement ......................................................…………………………………2

1.3 Research Questions ......................................................……………………………….. 3

1.4 Objective Study .........................................................……………………………………3

1.5 Significance of the study……………………………………………………………..….4

2. Literature Review ........................................................……………………………………...4

2.1 Key Concepts,, and Studies ..........................…………………………………………..4

2.2 Gaps in Existing Knowledge .........................................………………………………. 5

2.3Theoretical Framework ................................................………………………………...5

2.4. Conceptual Framework ……………………………………………………………….7

3 . Research Methods ...........................................……………………………………………..8

3.1 Research Design ..............................................…………………………………............8

3.2 Study Area ........................................................…………………………………...........8

3.3Target Population ................................................…………………………………........ 9

3.4 Sample Size ........................................................…..…………………………….......... 9

3.5 Methods of Data Collection .................................………………………………......... ..9

3.6Plan of Data Analysis ...........................................………………………………......... 10

3.7Additional Considerations ...................................……………………………….......... 10

3.8 Timeline and Plan of Action ...............................……………………………….......... 10

3.9 Budgets/cost…………………………………………………………………..……….13

4. Conclusion .......................................………………………………………......................... 14

**List of Figures**

Figure 1…………………………………………………………………………………………7

**List of Table**

Table 1……………………………………………………………………………………14

Table 2……………………………………………………………………………………15

**INTRODUCTION**

## 1.1 Background and Context

Over the past two decades, the global landscape has experienced a profound transformation with the meteoric rise of social media, fundamentally altering how people connect, share information, and consume content. The ubiquity of smartphones and internet access has seamlessly integrated platforms such as Facebook, Instagram, TikTok, and WhatsApp into the fabric of everyday life, extending their influence even into the intimate space of family relationships. As indicated by the Datareportal April 2023 global overview, the number of social media users has surged to 4.80 billion, with an additional 150 million users joining in the past year. The average daily usage stands at 2 hours and 24 minutes, highlighting sustained growth and widespread global engagement on these platforms ([Datareportal](https://datareportal.com/reports/digital-2023-april-global-statshot" \t "https://chat.openai.com/c/_new)).

Turning our attention to the specific context of Ethiopia, the influence of social media is significant. According to the Datareportal April 2023, Ethiopia housed 6.40 million social media users in January 2023, constituting 5.1 percent of the total population ([Datareportal](https://datareportal.com/reports/digital-2023-ethiopia" \t "https://chat.openai.com/c/_new)). This growing digital presence underscores the relevance of examining the impact of social media on family relationships within the unique cultural and societal context of Addis Ababa. Here, traditional values coexist with the rapid integration of digital technologies into daily life, setting the stage for an exploration into the intricate dynamics between social media use and familial connections in this urban setting.

Beyond statistical insights, this research delves into profound existential inquiries, recognizing that families in Addis Ababa, like communities globally, grapple with the challenges of maintaining intimacy and authenticity in the digital age. As curated online personas blur with real-world identities and screen time competes with face-to-face conversations, questions emerge about the future of family dynamics. This study aims to understand how families in Addis Ababa navigate these concerns, providing insights not only for local communities but also contributing to the broader understanding of humanity's adaptation to the ever-growing influence of technology on our relationships and sense of self.

The impact of social media on family relations has become a topic of increasing interest globally. In the digital age, platforms like Facebook, Instagram, and TikTok have revolutionized the way individuals communicate and interact, blurring the boundaries between public and private spheres. This research recognizes the profound influence of social media on family bonds, exploring the dynamics between familial relationships and the omnipresent world of social media. As society evolves with technological breakthroughs, globalization, and changing socio-cultural norms, the study aims to comprehend the varied dynamics that exist between family units and the digital realm of social media.

## 1.2 Problem Statement

## In the bustling metropolis of Addis Ababa, Ethiopia, where cultural traditions intertwine with the rapid integration of digital technologies, a growing concern looms over the impact of social media on family relationships. The surge in social media usage, evident from the Datareportal April 2023, revealing 6.40 million social media users in January 2023, constituting 5.1 percent of the total population, signals a transformative shift in how families connect and communicate (Datareportal). While these platforms offer unprecedented opportunities for global interaction, concerns are rising about their repercussions on the fabric of familial bonds.

## Statistics indicate that the average daily usage of social media in Addis Ababa stands at 2 hours and 24 minutes per user, emphasizing the pervasive influence of these platforms on daily life (Datareportal). However, within this seemingly innocuous statistic lies a deeper concern—the potential erosion of face-to-face communication within families. The very platforms designed to connect individuals globally may inadvertently be contributing to a decline in local, interpersonal communication.

## **Rising Social Media Usage**

## As social media usage continues to rise, it shapes the nature of communication, information exchange, and familial rituals. The pervasive influence of social media demands a comprehensive exploration of its multifaceted impact on the traditional structure and functioning of families.

## **Intertwined Traditions and Technology**

## The intersection of age-old traditions with rapidly advancing technology creates a complex landscape where familial values and technological innovations coalesce. Understanding how these intertwined elements shape and redefine familial norms is essential for addressing the contemporary challenges faced by families navigating the digital era.

## **Concerns and Gaps in Previous Research**

## While previous research has made valuable contributions to the discourse on technology and family dynamics, several gaps persist, hindering a holistic comprehension of the issue. Negative repercussions on family bonds, the erosion of face-to-face communication, and concerns related to privacy and trust have been identified as significant gaps that warrant further investigation.

## **Negative Repercussions on Family Bonds**

## Despite the transformative potential of social media, concerns loom over its potential negative repercussions on family bonds. The impact of increased virtual interaction on the emotional connections and cohesion within families requires in-depth exploration to uncover both the challenges and opportunities it presents.

## **Erosion of Face-to-Face Communication**

## The shift towards digital communication platforms raises concerns about the potential erosion of face-to-face interactions within families. Understanding the dynamics of how screen-mediated communication influences the quality and frequency of in-person exchanges is crucial for comprehending the holistic implications on family life.

## **Privacy and Trust**

## Privacy concerns in the digital age, coupled with potential breaches of trust in online interactions, represent pivotal gaps in existing literature. Examining the delicate balance between sharing personal information online and maintaining a sense of trust within the family unit is imperative for guiding families through the evolving landscape of technology-mediated relationships.

## In addressing these concerns and bridging existing gaps, our research aims to contribute nuanced insights that inform both academic discourse and practical interventions for families navigating the intricate intersection of tradition and technology.

## 1.3 Research Questions

This research aims to address the following questions:

**1.3.1 General Question**

1. How is social media reshaping communication, trust, and connections within Addis Ababa families?

**1.3.2 Specific questions**

1. How do different social media usage patterns among parents and children influence the frequency and quality of their communication ?
2. How does exposure to idealized online content on social media affect trust and emotional intimacy within parent-child relationships?
3. How does social media use impact overall family dynamics?

**1.4 Objectives of the study**

**1.4.1 General Objective**

* To comprehensively examine the impact of social media use on family dynamics within Addis Ababa families, exploring its influence on communication patterns, trust, emotional intimacy, and conflict resolution.

**1.4.2 Specific Objective**

* To analyze the relationship between frequency and variety of parental social media platforms used and the frequency and quality of face-to-face communication within families
* To determine how sharing personal information and expressing emotions online affect trust and emotional intimacy within parent-child relationships

**1.5 Significance of the study**

The relevance of this research lies in its potential to shed light on the complex interplay between social media use and family relations. As social media continues to permeate various aspects of daily life, understanding its effects on family dynamics is crucial for promoting healthy and positive relationships within households. By exploring the impact of social media on communication, trust, and overall family dynamics, this research seeks to provide valuable insights that can inform strategies for families, policymakers, and social media companies.

**LITERATURE REVIEW**

## 2.1 Key Concepts and Studies

The existing body of literature provides a comprehensive exploration of the intricate dynamics surrounding the impact of social media on family relationships, revealing a spectrum of both positive and negative facets. Within the realm of positive effects, substantial evidence underscores the transformative role of social media in mitigating the challenges posed by geographical distances within families. As highlighted in the study by Singh et al. (2023), social media serves as a potent facilitator of communication and emotional closeness among family members separated by considerable physical distances. Platforms such as Facebook and WhatsApp play a pivotal role in enabling the exchange of updates and the celebration of significant milestones, thereby fostering a profound sense of connection and togetherness.

Moreover, the literature underscores social media's emergence as a virtual sanctuary for families to establish connections and cultivate online communities, as elucidated by the research of Procentese et al. (2019). This aspect proves particularly invaluable for families confronting unique challenges or seeking specific support networks. Social media platforms become a conduit for like-minded individuals to converge, sharing experiences and nurturing a sense of belonging. Equally noteworthy is the positive self-presentation dimension of social media, as proposed by Mesch (2006). This platform provides individuals, including those facing challenges in traditional face-to-face communication, an avenue to craft positive online identities, thereby fostering open communication and emotional expression within familial contexts.

Conversely, the literature uncovers potential negative repercussions of heightened social media interaction on family relationships. Procentese et al. (2019) discuss the ramifications of excessive reliance on online communication, revealing a potential decline in face-to-face interactions within families. This erosion may weaken familial bonds, curtail nonverbal cues, and sow the seeds of misunderstanding among family members. Additionally, privacy concerns and information overload loom large, stemming from the sharing of personal information on social media platforms, as elucidated by Singh et al. (2023). These concerns have the potential to breed distrust and conflict within families, especially when grappling with issues related to online safety and personal boundaries.

The phenomenon of idealized online portrayals, as observed by Nabi and Keblusek (2014), emerges as a noteworthy aspect contributing to social comparison and feelings of inadequacy within families. This intricate interplay can give rise to jealousy, conflict, and unrealistic expectations, ultimately exerting a tangible impact on the overall well-being of families. In summary, the literature paints a nuanced picture, emphasizing the need for a holistic understanding of how social media shapes family dynamics, acknowledging both its enriching and challenging dimensions.

In summary, the literature review underscores the nuanced relationship between social media use and family dynamics, emphasizing its potential to both strengthen connections and introduce challenges related to communication, privacy, and idealized online portrayals. Empirical studies in Addis Ababa provide context-specific insights, highlighting the need for a comprehensive understanding of this dynamic within the local cultural and societal context.

## 2.2 Gaps in Existing Knowledge

Despite the growing body of research on social media and family relations, there are still several gaps in existing knowledge. One gap is the need for more research on the impact of social media on family dynamics in different cultural contexts. Most existing research has been conducted in Western countries, and it is unclear whether the findings can be generalized to other cultural contexts. Another gap is the need for more research on the impact of social media on different types of families, such as single-parent families or families with multiple generations living together. Finally, there is a need for more research on the potential benefits of social media use for family relations, as most existing research has focused on the negative effects.

**2.3 Theoretical Framework**

**2.3.1 Social cognitive theory**

The social cognitive theory‘s of observational learning has been employing on media research which concentrates on cognitive and psychological processes as they share to how media characterizations impact learning and performance of observed behavior. As Social Cognitive theory, when people focus and think about the information from media, they get hold of new knowledge or amend presented mental representations. The observed, learned, or performed characteristics depend on the model of display (Bandura, 2002, as cited in Lernner & Stienberg, 2004).

The social cognitive theory proposes that individuals engage in social interactions with the aim of maximizing benefits while minimizing costs. When applied to families and their use of social media, this theory suggests that families assess the positive aspects, or rewards, against the negative aspects, or costs, of online communication.

The rewards of utilizing social media for family communication are manifold. Firstly, it enables families to connect with relatives and friends who are geographically distant, fostering a sense of closeness despite physical separation. Platforms like Facebook and Instagram serve as virtual spaces for families to share significant moments, express emotions freely, and celebrate joyous occasions. Additionally, social media facilitates the building of communities, allowing families to connect with like-minded individuals and find common ground, thus enhancing a sense of belonging.

However, the benefits of social media in family life are not without potential costs. Excessive reliance on online communication may lead to a reduction in face-to-face interactions, diminishing the quality and frequency of personal connections within the family unit. Privacy concerns and online safety issues arise as families share personal information, exposing themselves to the risks of data breaches and privacy violations. Furthermore, the absence of nonverbal cues in online interactions can result in misunderstandings and conflicts, as the subtleties of communication are often lost, potentially leading to escalation and strain on familial relationships. In navigating the use of social media, families must carefully weigh these rewards and costs to ensure a healthy balance in their communication dynamics.

**2.3.2 Family Boundaries Theory**

Family Boundaries Theory delves into the intricate dynamics of how families navigate and regulate the permeable boundaries between public and private spheres , particularly in the context of social media. Research within this framework can investigate the ways in which social media platforms contribute to the blurring of traditional familial boundaries. It can explore how families define and negotiate their online spaces, examining the impact on communication patterns and trust within the family unit. The study may scrutinize how information sharing on social media influences the distinction between public and private aspects of family life and assess the implications for family dynamics. Understanding how families manage these evolving boundaries in the digital age is essential for comprehending the multifaceted ways in which technology shapes interpersonal relationships and communication within familial contexts.

**2.3.2 Media dependency theor**y

Media dependency theory, a [systematic](https://www.britannica.com/dictionary/systematic) approach to the study of the effects of [mass media](https://www.britannica.com/topic/mass-media) on audiences and of the interactions between media, audiences, and social systems,was developed by Sandra Ball-Rokeach and Melvin Defleur in 1976.

In the context of families, research within this framework can explore how families rely on social media platforms for communication and emotional support. The study may delve into the ways in which families use social media as a primary means of staying connected, sharing information, and seeking emotional reinforcement. Additionally, it can analyze the potential consequences of over-reliance on social media or the displacement of traditional communication methods within families. This research could uncover insights into how media dependency influences family dynamics, communication patterns, and the overall well-being of family members in an era where digital platforms play a significant role in shaping interpersonal relationships and meeting various needs.

**2.4 Conceptual framework**

The conceptual framework for this study illustrates the interplay between independent variables (social media use) and dependent variables (communication patterns, trust, and overall family dynamics).we identified social media use, time, engagement, and content as independent variables. Social media use represents the platform or channels employed by individuals and families. Time signifies the duration of engagement with social media, while engagement reflects the depth and intensity of interaction. Content encompasses the nature and type of information shared or consumed through social media platforms.

On the other hand, our dependent variables include communication patterns, trust, intimacy, and overall family dynamics. Communication patterns are evaluated based on the frequency, mode, and effectiveness of family interactions influenced by social media use. Trust measures the level of confidence and reliability within family relationships impacted by online engagement. Intimacy assesses the emotional closeness and connection among family members in the context of social media interactions. Lastly, overall family dynamics encapsulate the broader functioning and atmosphere within the family structure, examining how social media influences the family unit as a whole. By examining these variables, we aim to provide a comprehensive understanding of the intricate relationship between social media use and various aspects of family life.

Communication Patterns

Time

Trust

Family Relationship

Social Media Use

Engagement

Content

family dynamics

**Figure 1**

**Figure 1:Conceptual framework**

**RESEARCH METHODS**

**3.1 Research Design**

The research employs a mixed-methods approach to comprehensively investigate the intricate dynamics between social media usage and familial connections within Addis Ababa. This approach consists of both quantitative and qualitative components, each offering unique insights into the impact of social media on family relationships.

Quantitative Component: In the quantitative segment of the study, a structured online survey will be administered to collect numerical data pertaining to various facets of social media engagement within families. The survey is designed with closed-ended questions, allowing participants to provide specific quantitative information. The questions are crafted to quantify aspects such as the frequency and duration of social media interactions, as well as the types of platforms used among family members. This quantitative data serves as a foundation for statistical analysis, enabling the identification of patterns and the establishment of correlations between social media use and different dimensions of family dynamics.

Qualitative Component: Complementing the quantitative inquiry, the study incorporates a qualitative component to capture the nuanced perspectives, experiences, and subjective narratives of the participants. This qualitative aspect is seamlessly integrated into the survey through open-ended, short-answer questions. These questions are intentionally designed to elicit detailed narratives, personal opinions, and reflections on participants' experiences with social media within the familial context. Participants are encouraged to share their thoughts on how social media influences communication, trust, emotional intimacy, and conflict resolution within their families. The qualitative data collected through these open-ended questions enriches the study by providing depth, context, and a more holistic understanding of the lived experiences related to social media use in family relationships.

Integration of Quantitative and Qualitative Findings: During the data analysis phase, both sets of data – quantitative and qualitative – will be integrated to present a comprehensive portrayal of the impact of social media on family dynamics. The qualitative insights derived from participants' narratives will be used to contextualize and interpret the statistical patterns identified through quantitative analysis. This integration aims to offer a more nuanced and robust understanding of how social media shapes family relationships in the specific cultural and societal context of Addis Ababa. The triangulation of quantitative and qualitative data enhances the validity and depth of the study's findings.

**3.2 Study Area**

This research focuses on Addis Ababa, the capital city of Ethiopia, to examine the effects of social media on family relationships, considering both positive and negative aspects. Renowned for its cultural diversity and dynamic blend of tradition and modernity, Addis Ababa provides a compelling backdrop for investigating how social media influences familial connections. By concentrating on this urban setting, we aim to capture the diverse experiences and perspectives of individuals navigating the spectrum of positive, negative, and neutral effects stemming from social media engagement within the family unit.

**3.3 The target population**

The target population for this research comprises families residing in Addis Ababa, Ethiopia. Irrespective of their status as social media users, and regardless of the device used to access social media applications—whether it be a phone, computer, tablet, or laptop. By including both undergraduate students and their family members in our study, we aim to capture a comprehensive understanding of social media dynamics within family units, considering various perspectives and usage patterns across different devices. This inclusive approach ensures a holistic examination of the impact of social media on family relationships in the diverse context of Addis Ababa.

**3.4 Sample Size**

The selection of a sample size of approximately 350 participants for this study on the impact of social media on family relationships in Addis Ababa is well-justified on multiple fronts. This sample size ensures the inclusion of a diverse range of families representative of the cultural and socioeconomic diversity in the city. It strikes a balance between obtaining statistically significant results for quantitative analyses and managing the practical constraints of time and resources. The chosen size allows for meaningful subgroup analyses, considering various demographic factors, and aligns with the scope of similar studies in the field. Moreover, it facilitates the collection of rich qualitative data through open-ended questions, enhancing the depth and context of the research findings. Overall, the selected sample size aligns with the study's objectives, methodological rigor, and practical feasibility.

In our sampling strategy, we adopted a multi-tiered approach to ensure diverse and representative data collection within Addis Ababa. For location selection, we utilized a sub-city sampling method, employing a random lottery approach to choose specific districts within the city. This process aimed to capture a broad spectrum of environments within the capital. Moving to educational institutions, we employed a similar lottery method, randomly selecting one college, one secondary school, and one primary school within Addis Ababa. This approach guaranteed representation across different educational levels within the capital.

To further diversify our sample, each selected student within the chosen educational institutions became a gateway to their family. By involving families through students, we aimed to obtain a more comprehensive understanding of the dynamics of technology-mediated communication within various family units in Addis Ababa. For the interview component of our study, we employed purposive sampling, selecting participants based on specific criteria relevant to our research questions. This intentional selection ensured that we captured a range of perspectives and experiences related to family communication, media use, and technology within the unique context of Addis Ababa. Overall, our sampling strategy was designed to yield a well-rounded and diverse dataset that reflects the complexity of technology's influence on family life in the capital.

**3.5 Methods of Data Collection**

Online Survey: A carefully designed online survey instrument will be developed or adapted from validated tools. The survey will cover various aspects of social media use within families, including communication patterns, family dynamics, conflict resolution, and overall well-being. The survey will be hosted on a secure platform like Google Forms and accessible through smartphones and computers.

Pilot Testing: The survey instrument will be pilot tested with a small group of participants (approximately 20-30) to assess its clarity, relevance, and effectiveness before widespread distribution.

**3.6 Plan of Data Analysis**

The data analysis plan involves leveraging Google Forms and Sheets for a mixed-methods study on the impact of social media on family relationships in Addis Ababa. Quantitative data will be analyzed using Google Sheets for descriptive statistics, comparative analyses based on demographics, and correlational analyses. Qualitative data, obtained from open-ended questions, will be manually analyzed for recurring themes within Google Forms and then coded and categorized in Google Sheets. The integration of quantitative and qualitative findings will occur in Google Sheets to explore patterns and relationships, and the synthesis of these integrated results will be presented in a narrative format using Google Docs. If needed, advanced statistical analyses may be conducted using external tools such as SPSS or R, and interactive data visualizations may be created using platforms like Tableau or Google Data Studio. The overall approach ensures a comprehensive understanding of the multifaceted dynamics between social media use and family connections in Addis Ababa.

**3.7 Additional Considerations**

Ethical Procedures: Informed consent will be obtained from all participants before data collection. Data confidentiality will be ensured throughout the research process.

Data Security: Robust measures will be implemented to ensure the security and privacy of collected data, adhering to ethical and institutional guidelines.

Triangulation: To enhance the validity of findings, triangulation of data collection methods may be considered, such as incorporating follow-up interviews with a sub-sample of participants to complement the quantitative survey data.

**3.8 Timeline and Plan of Action**

This study is anticipated to require approximately 12 months for completion, divided into distinct stages:

**1. Planning and Development (Months 1-2)**:

· Month 1: Finalize research questions and hypotheses based on the expanded literature review and theoretical framework.

· Month 2: Develop the online survey instrument, selecting or customizing a validated tool to fit the specific research variables. Pilot test the survey with a small group of participants to refine the instrument and identify any potential issues.

**2. Data Collection (Months 3-5):**

· Months 3-4: Implement recruitment strategies to reach a diverse sample of 350 participants actively using social media platforms. This may involve online advertisements, community center partnerships, and social media outreach.

· Months 4-5: Launch the online survey and monitor participant responses. Ensure adequate data collection across demographics, family structures, and age groups.

· Month 5 (optional): Conduct in-depth interviews with a sub-sample of participants to gain deeper insights and qualitative data beyond the quantitative survey results.

3. **Data Analysis (Months 6-8)**:

· Month 6: Clean and organize the collected data, addressing any missing values or inconsistencies.

· Months 7-8: Perform statistical analysis using appropriate software according to the research questions and hypotheses. This may involve descriptive statistics, correlation analysis, regression analysis, and other relevant techniques.

· Month 8: Interpret the results of the analysis, drawing conclusions about the impact of social media on family dynamics across different variables. Identify statistically significant findings and potential areas for further research.

**4. Dissemination (Months 9-12)**:

Compiled a comprehensive research report encompassing methodology, findings, discussions, and implications for publication and dissemination.

Month 10-11:- Submitted research report to peer-reviewed journals in family communication, media studies, and technology. Prepared presentations for conferences and workshops.

Month 12: Develop online resources and outreach materials to share the research findings with families, educators, and policymakers through online platforms, workshops, and community events.

This plan of action provides a roadmap for the successful completion of this research study. The specific timeline may adjust based on unforeseen circumstances or changes in research design. However, it establishes a clear framework for conducting the study, analyzing data, and disseminating the findings to a wide audience.

By following this plan and adapting it as needed, this research will contribute valuable insights into the relationship between social media and family relations, empowering families to navigate the digital landscape and informing policymakers and educators to develop effective strategies for promoting healthy family communication in the digital age.

**Table 1: Time and plan of action**

| **Task** | **Start Date** | **End Date** | **Duration** |
| --- | --- | --- | --- |
| **Planning and Development** |  |  |  |
| Finalize research questions and hypotheses | 01/02/2024 | 01/29/2024 | 28 days |
| Develop the online survey instrument | 01/30/2024 | 02/26/2024 | 28 days |
| Pilot test the survey | 02/27/2024 | 03/11/2024 | 14 days |
| **Data Collection** |  |  |  |
| Implement recruitment strategies | 03/12/2024 | 05/6/2024 | 56 days |
| Launch the online survey | 05/7/20243 | 06/3/2024 | 28 days |
| Conduct in-depth interviews(optional) | 06/4/2024 | 05/24/2024 | 21 days |
| **Data Analysis** |  |  |  |
| Clean and organize collected data | 05/25/2024 | 06/22/2024 | 28 days |
| Perform statistical analysis | 06/23/2024 | 08/9/2024 | 48 days |
| Interpret the results | 08/10/2024 | 09/1/2024 | 22 days |
| **Dissemination** |  |  |  |
| Write a comprehensive research report | 09/2/2024 | 09/29/2024 | 28 days |
| Submit the research report | 09/30/2024 | 10/26/2024 | 28 day |
| Prepare presentations | 10/27/2024 | 11/24/2024 | 28 days |
| Develop online resources | 11/25/2024 | 1/15/2025 | 22 days |

**3.9 Budget / Cost**

This research study on the impact of social media on family relations utilizes primarily online methods, keeping costs relatively manageable. The estimated budget for the 12-month project is outlined below:

**Table 2: Budget Category**

|  |  |
| --- | --- |
| **Budget Category** | **Estimated Cost in Ethiopian Birr** |
| **1. Development and Data Collection (Months 1-5)** |  |
| Survey platform hosting and customization | 80,000 |
| Incentives for survey participants | 100,000 |
| Recruitment costs | 75,000 |
| Pilot testing and survey refinement | 25,000 |
|  | |
| **2. Data Analysis and Dissemination (Months 6-12)** | 20,000 |
| Statistical software subscription | 10,000 |
| Conference presentation fees (optional) | 10,000 |
| Publication fees (optional) | 20,000 |
| Website development and online resource creation | 30,000 |
| Printing and outreach materials | 15,000 |
| Total Estimated Budget | 500,000 |

**Conclusion**

The impact of social media on family relations is a complex and multifaceted issue that requires further exploration. This study aims to contribute to the existing literature on the topic by adopting an empirical approach and collecting data from a sample of social media users. The study's findings will provide insights into the impact of social media on family dynamics and well-being and offer recommendations for families navigating the digital age.

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