THE INFLUENCE OF SOCIAL MEDIA USAGE ON QUALITY TIME SPENT WITH FAMILY MEMBERS: MODERATING ROLE OF FAMILY COHESION

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Abstract

In recent times, internet is considered to be one of the most powerful resources which connect people all over the globe. The advancement in social network sites also made the source more familiar and popular that it is now treated as a basic necessity of life, hence its absence impact individuals' daily routine. However, the emerging trend of SNs usage in the context of connecting people is creating a gap in their family lives as well. This major impact on families not only shrinks the healthy family time but also shrinks socialization and face-to-face interaction among siblings and parents. Thus, the study advances its knowledge by analyzing the perception, attitude, and behavior toward social media with this assumption that it may hamper the quality of time with family. The current study chose convenience sampling technique to sample the university students of Karachi. By using time displacement theory as a theoretical lens, the study confirms the excessive usage of social media decrease family socialization. Results also indicate that with excessive

social media usage, the relationship with families might affected as students are already isolated from their families due to the tough schedule and studies burden. However, when family cohesion is higher, the effect can be minimized which underscores the potential role of family cohesion as a moderator. This research may also provide evidence to encourage family members to focus on their kids and minimize the communication gap which has been lingering due to excessive use of social media.

Keywords: SNs usage, healthy family, face-to-face, socialization, communication gap, moderator.

INTRODUCTION

In recent times, internet is considered to be one of the most powerful resources which connect people all over the globe (Duggan & Smith, 2014). The advancement in social network sites also made the source more familiar and popular that it is now treated as a basic necessity of life, hence its absence impact individuals' daily routine (Aghazamani, 2010; Boyd, 2008). Social networking sites provide a transitional platform where people can meet virtually and share their thoughts and processes. However, the emerging trend of SNs usage in the context of connecting people is creating a gap in their family lives as well. Prior literature also gives evidence that how the growing usage of social media can change the life of individuals completely, especially millennials and generation z (Ahmed & Zia, 2021). This growing interest if, on the other hand, gives a chance to make new relationships but at the same time it also puts a serious crack on the relationship between friends and families in real life (Ahmed & Khalid, 2014). According to Siddiqui & Singh (2016), every promising invention has always two sides; angel or devil. Technology in this case also has a devil side as it, at times, is responsible to have zero communication or inadequate interaction among family and children. This major impact on families not only shrinks the healthy family time but also shrinks socialization and face-to-face interaction among siblings and parents. Moreover, its usage somehow prevents learning and growth via interpersonal skills, real-life bonding, and social consultations. Many of the psychologists also showed their concern on the basis of empirical shreds of evidence that technology especially social media is tearing down family relationships, hence, creating a void in human life through disruption and conflicts. The excessive usage not only deprives family relations but also mugs the sense of security within families.

Millennials and generation z spends their maximum time on social media which ruins the relationship and also results in serious damages such as a change in personality habits and cultural values. This change causes estranged relationships between families and relatives (). According to Sundar & Limperos (2013), there was a time when social media impact the lives of people positively as it used to foster

online relationships, especially for isolated groups (Scherr & wang, 2021; Sheldon et al., 2021), however, in present times, the effect shifts negatively. It is argued that the family appears to be the very first institution and elementary cell of social life (Kircaburun et al., 2020). Hence, we can say that the first phase in the context of communication development, starts within the family through the formed connection between family members. This is the reason; scholars highlight the fact that communication among parents and children is the foundational footprint of social life (Abbas, Aman, Nurrunabi & Bano, 2019). Prior literature indicates that in contrast with the previous era, the time spent at home having interactive family sessions is limited now. In past, traditional families used to be closer with family members due to their lifestyle choices (McDaniel, 2015). However, decades after, social media usage took away the essence of family relationships and reduced relationship satisfaction (Hampton, Goulet, Rainie & Purcell, 2011).

According to Ahmed, Mustafa & Ullah (2016), the correlation between social networking sites and family relationships has caught the attention of scholars across the globe. Considering the aspect, a growing concern has been reported regarding social media usage as several studies came up with pieces of evidence that indicate that there is a change in the behavior and interest of people has been observed with regard to family and social relations (Mahmood, Jafree & Sohail, 2020). The authors further argued that the decade before, people used to show concern towards family relationships and friend circles. But the shift in technology in the context of social media has changed the scenario completely. Individuals who used to prioritize their family and social circle, now spend plenty of time on internet surfing and other futile related activities. This creates a huge a gap communication gap and now families lack in terms of emotional pledges that used to be a fundamental characteristic of social relations (Coyne, Padilla-Walker, Fraser, Fellows & Day, 2014). This overall scenario depicts that social networking sites influence family connections in a negative manner when used excessively. In addition, it has also been reported that their excessive usage results in isolation because when individuals spend more time on social media, they restrict themselves to their rooms, hence, neglecting their surroundings and social gatherings. Further to it, individuals who prioritize their virtual life through social media do not realize that they are missing the moment and wasting their time over something which causes disruption in their relations. Hence, not only in Pakistan but all across the world the excessive usage of social media eventually turns out as a threat for our younger generation (Anderson & Jiang, 2020).

Apart from quality time, family cohesion plays a critical role in overall health and functioning of families. It encircles the emotional connection, support and communication among family members. Therefore, it is considered a key factor that explains how interconnected families toy with external stressor including the persuasive effect of social media usage (Coyne et al., 2014). This also explains that families with stronger cohesion generally have effective communication skills, hence, making such families fully equipped to harmonize with social media in a way that supplement their interrelationship. This also happens because when families appear to have solidly built support system, it may buffer the negative aspect of social media. On contrary, families with weak cohesion seem to be conflicted in nature, as they tend to have emotional distance which can further be intensified due to excessive use of social media (McDaniel & Radesky, 2018). Also, poor communication among family members sometimes results in misunderstanding regarding the usage of social media.

In emerging economies, the popularity of social networking sites is also at the forefront. Specifically talking in the context of Pakistan, social media is earning enough popularity day by day (Ilyas, A. S., & Anjum, 2021). Approximately 30 million people have reported being available on social media each day and the statistics are increasing rapidly. (Siraj, 2018). Additionally, it is reported that in Pakistan, there are 120 million versatile subscribers hence shifting its rank to fifth in Asia (Zaheer, 2018). According to Haque & Popalzai (2013), Facebook in Pakistan is the most utilized social networking site having nine million users. Moreover, it is also reported that on monthly basis, around one million people join the site on average rate. The said audience is based on 70% males and the rest are females as of April 2013. It is argued that it has become a most corresponding channel for overseas Pakistani, especially those who are residing in the countries like the middle east, Europe, and US (Ansari, Akhlaq & Rauf, 2013).

The aforementioned arguments encourage scholars to explore the perception, attitude and behavior towards social media usage in family connection as prior literature draws a contradictory conclusion. The study, therefore, aims to scrutinize these factors on quality time spent with family in the context of Pakistan in order to add further knowledge in existing literature by addressing these contextual gaps. The present study, thus, targets the youth of Karachi and examine their attitude, perception and behavior towards the usage of social networking sites and evaluate its consequence with quality time spent with family; either favorable and unfavorable. The study also adds significant knowledge by introducing family cohesion as a moderator because it is believed that with low family cohesion, family interaction tends to be less when spending time on social media increases, resultantly, in less attention and care for family members. Moreover, the increased modern lifestyle is

associated with those activities which disconnect the human touch, hence making living conditions more challenging which also distracts youth from education and family relations. Lastly, when individuals prefer virtual communication due to poor family communication, it makes them emotionally unstable and detached over time which eventually result in weak family bonding and over reliance on social media.

LITERATURE REVIEW
THEORY

Time displacement theory was firstly discussed by Putnam (1995). According to Putnam (1995), social capital is considered to be a crucial element in order to maintain social relationship and make social bonding stronger. The author further argued that social capital gets crumbled when people spend too much of their time on media activities. Hence, displacing their time which they used to allocate for more important things such as interpersonal communications, social event and movement, family relations, personal matters, social circle and education. The theory also elaborates those new activities displace the time which individuals used to preserve for older activities, hence, causing a decline in social relations and interpersonal relationships. Petnum (1995) also argued that social capital is somehow diminished due to heaviest reliance on technology, resulting in isolation, far away from relations and family, social gatherings.

Therefore, the present study used time displacement theory to support the framework. The theory was also discussed deliberately by Maxwell McCombs in 1992. According to the theory, two different activities are correlated with each other. It explains that individuals spend specific amount of time on their day-to-day communication due to limited time. It further explains that when individuals incorporate new technology in their lives, their dependency over traditional technologies would be reduced (Qi, Shen & Dou, 2013). Moreover, the theory hey show limited attention and availability for social relations in their surroundings. According to Qi et al. (2013) the new technology marks full stop on their participation in other life related activities, hence they become distant from their surroundings. Moreover, technologies also minimize daily activities of individuals that makes them connected to society and family. Individuals find limited to for family members, person care and social circles. According to Neuman (1991), when a person spends maximum time on particular activity, he/she has to make sacrifices by cutting them off from other activities. Relating the theory with the framework, we can say that when people spend maximum time on social media, they will likely to have weaker connection with their surroundings and family relations. Hence making them emotionally distant and isolated from others.

Argued by Stevens (2012), future technologies steal the time of individuals from older activities with the passage of time. Internet, iPod, cellular phones are already doing that. Moreover, the principle related to similar theory also indicates that when new technologies come, they bring enough attraction of consumers, hence they allocate more time and money towards new media and technologies. However, one can't say that it is always a bad thing. It just stimulates that the higher the dependency of users on social, the lesser they get time for other things. Recent evidences also confirm this theoretical approach as we can see that when we get more engaged towards social media, we show less availability towards other things, be it older technologies or life style or family relations. The technology trends also confirm the time displacement phenomenon as pattern indicates that when people were introduced to television, they found less attractive towards radio and same thing happens when users were exposed to social media and gadgets. In terms of human relationship, it also affects the bonding as well as people do not find enough time for their families, hence, make the connection weaker especially in the families where family cohesion is weaker. Conclusively, the continuous advancement of technology will not only replace older technologies but also bring behavioral shift in personalities which affects family and social relations.

RELATIONSHIP BETWEEN VARIABLES

PERCEPTION TOWARD SOCIAL MEDIA USAGE AND QUALITY TIME SPENT WITH FAMILY

Various studies suggests that social media is bringing a bigger change in the personality of people, hence impacting their offline interactions. Scholars has specially proposed a new term called phubbing and refers it to "the act of snubbing someone in a social setting by concentrating on one's phone instead of talking to the person directly" (Chotpitayasunondh and Douglas, 2016). The authors theorize that phubbing is a kind of behavior which is increasing in recent times and has now more acceptance and considers a normal behavior in contrast with the era where people used to consider it a rude behavior. This indicates that the more people show phubbing behavior the more the chances exist that they are at some level of addiction towards social media. In other words, we can say that the more the users are inclined towards cell phone, the more they would exhibit phubbing behavior. Resultantly, bringing shift in behavior which ultimately affects family and social relations.

In this modern era, various students rely on social media when it comes to interact with family member through social networking platforms. According to Lanign (2009), technology empowers the innovative thoughts along with mechanism which changes the traditional way of interaction and communication with family members. The author further stated technology at times may offer positive outcome in the context of family relations, however, it only happens when it is utilized

moderately. Moreover, with the right usage, it sometimes helps to enhance the family relations in the context of adaptability, cohesion and open communication.

According to Coyne et al. (2014), many family institutions start considering social networking sites as their medium for communication in the presence of advanced technology. This occurs because of the perception that family member might react in positive manner when it come to use social media in the context of family communication. Also, social media if use positively and correctly, permits family member and relatives to maintain their connection in real mode. Hence, it guarantees healthy connection wit families through the effective communication between parents and kids and finally encourage to have supportive discussion virtually among family members. The contradictory debate hence presents the mix view regarding the usage of social in family context, Thereby, the following hypothesis is made in the light of contradictory literature:

H1: PSU HAS A SIGNIFICANT RELATIONSHIP WITH QSF
ATTITUDE TOWARD SOCIAL MEDIA USAGE AND QUALITY TIME SPENT WITH FAMILY

According to Hertlein (2012) internet is one of the technologies which has diminishes the concept of boundaries among virtual and real time relationships. The author builds the argument on the study which highlights the role of technology in family relationship. He argued that seeking attention form online platforms and building relationship virtually gives a negative shock to daily activities such as isolating, making compromises on family relations and distraction from daily physical activities. The constant usage also rises the chance of addiction as well. In similar manner, Abbasi & Alghamdi (2017) argued that either excessive social media usage or misuse both leaves a negative impact on social relations hence increasing consequences including distrust among family member, addiction, depression, infidelity, divorce and lack of social cohesion. Moreover, it is also argued that online and offline both the relations are tied with each other negatively, hence increasing in thing leads a reduction in other. According to Kerkhof, Finkenauer, and Muusses (2011), there is a term called syntopia which explains that "physical/social situations and history of a person influenced what they did and learned online which spilled over into their offline experiences". In line with this, it is established that higher usage of social media and technology reduces the quality of family relation along with the least commitment and more conflicts among relations.

Under this lens, Kerkhof et al. (2011) found that those with high compulsive Internet use Talking specifically about Attitude, it defines the "psychological tendency, which is shown in the evaluation of certain entities with some degree of

favor or disfavor" (Eagly & Chaiken, 1993). For suppose, when individuals show favorable attitude towards social media, then the chances are high that they would use social platform in order to communicate with their families. Also, the very same people encourage others as well to usage these platforms in order to communication with families especially when they are residing far away. Conversely, if individuals show negative attitude towards social networking sites, then they might not use it or promote it to others. It is argued that individuals' attitude towards anything be it person or any stuff, hugely impacts their behavior. Moreover, this attitude could be changed or improved in a negative way or vice versa. According to, Abraham (2020), it is found in the study that 64% of students showed a positive attitude towards social media in the context of family relations. As they explain that it helped them to sustain their family relations. Moreover, it also aids in terms of widening the circle of those people with whom face to face interaction is not possible. Alon with this statement, the very same sample of the study rejects this statement that usage of social media isolates them from their close relations. According to Zhou, Zhang, Yang, and Wang (2017), friend and families used SNs when they are living far away with eachother. Hence, the platforms help them in maintaining healthy relations and keep them close to their family. The mix arguments indicates that there could be a positive or negative relationship between ASU and QSF, Therefore, we hypothesize that:

H2: ASU HAS A SIGNIFICANT RELATIONSHIP WITH QSF
BEHAVIOR TOWARD SOCIAL MEDIA USAGE AND QUALITY TIME SPENT WITH FAMILY

According to Jenkins-Guarnieri, Wright, and Hudiburgh (2012), the increased usage of social platforms often decreases the level of family relationships. Moreover, heavy reliance of social media reduces the interpersonal competencies through which family and social can be strengthen. In other words, a frequent social media user finds harder to fill the void which is created due to social isolation. , Seo, Park, Kim, and Park, (2016) supports these evidences and explain that when person becomes independent on mobile phone and social media, he/she finds difficulty to maintain his/her mental health, which eventually marks a negative impact on family and friends relations. According to Underwood & Findlay (2004), hiding the addiction of social media makes a person unstable and it affects his/her daily tasks and intimacy with the partners. Another research comprehends that overuse of social media negatively affects their social, personal and psycho well-being (Marino et al., 2016). Seo et al. (2016) also argued that excessive social media usage could be problematic for people as they become emotionally detached from their families. Also, it could affect their self-esteem.

The other pile of literature however, tells a different story. It is argued that social media bridges the relationship of families with individuals in crisis. The study

conducted by "Pew Research Centre's Internet & American Life Project (2008)", exhibits that internet excess and social media both are positively associated with the quality family time. The reason is that the behavior towards social media gives the solution to families to be relieved by creating balance in their stressful life. Families should allow to communicate with other family members especially when are physical distant. It is reported in one of the studies that around 81% teenagers shared their positive experiences by revealing that social media was more like angel to them as it helped them to be more connected with their relatives. Around 68% agreed to this point that social media gave them support in their difficult times (Anderson and Jiang, 2020).

According to Perrin (2015), it has been reported that boomers are reportedly growing on social networking sites, jumping from 2% to 35% in the period of 2008-2015. Also, boomers stated that social media gives them opportunity and excess to connect with their family and friends, hence, hush away their loneliness. These arguments clearly infers that there have been contradictory evidences, hence we formulate that:

H3: BSU HAS A SIGNIFICANT RELATIONSHIP WITH QSF MODERATING ROLE OF FAMILY COHESION

Studies argued that family cohesion has a potential to muffle the negative effective of social media usage on family quality time. Families with high cohesion tend have better integration of social media with their routines. It can be implied that social media usage effect on such families can be a positive experience as they are capable of maintaining their connections regardless of excessive usage, hence, their quality time does not get affected that much (Liu & Ma, 2021). It is also argued that individuals belong to high cohesion families are capable of managing their distractions imposed by social media because they better have awareness to create boundaries such as no-phone usage policy during gatherings and meals. This helps them maintaining their quality time spent with family (Coyne et al., 2014; Dworkin & Rudi, 2016). Besides, when individual experience positive cohesive family environment, they prefer to have open discussion regarding their social interactions. This encourages other family members to make their social media experiences a part of conservation which eventually turn potential distraction into family bonding. However, in low-cohesion families, negative effect of social media can be amplified. It indicates that when emotional bond is weaker among family members and they do not have effective communication, they like to absorb disruptive effect of social media usage (Coyne et al., 2020). This is due to the fact that social media is considered an escape for such individuals to avoid emotional distance and undetermined conflict. Resultantly,

quality time and face to face interaction reduce insanely (McDaniel & Radesky, 2018). Also, family interaction strained by pervasive presence of social media which allows individuals to engage in social media activities, leading to less quality time with family. Thus, we can hypothesize that:

H4: FAMILY COHESION MODERATES THE RELATIONSHIP BETWEEN PSU AND QSF

H5: FAMILY COHESION MODERATES THE RELATIONSHIP BETWEEN ASU AND QSF

H6: FAMILY COHESION MODERATES THE RELATIONSHIP BETWEEN BSU AND QSF

Fig 1: T
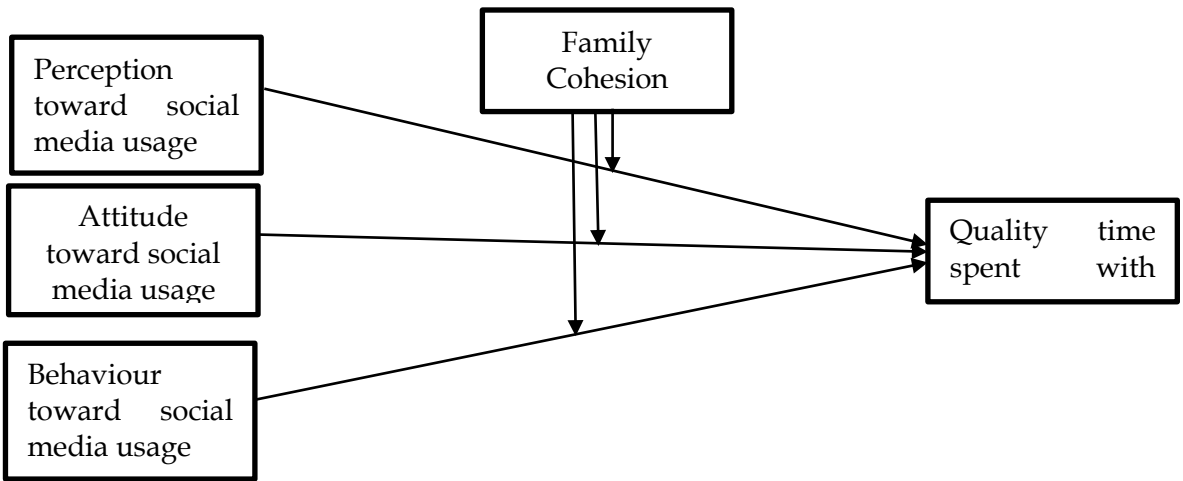
HEORETICAL FRAMEWORK
 METHODOLOGY

The present study adopted a "quantitative research approach" as the study aims to assess pretesting theory. justification for conducting quantitative research is the deductive reasoning and involvement of hypotheses testing. Similarly, the objective of the study clearly infers that the instrument is developed for data collection and constructs are already established in prior literature. Therefore, the present study considers the survey method by using a questionnaire as an instrument to collect data. In the present research, a "cross-sectional research design" was adopted to achieve the objective, which "entails the collection of data on more than one case at a single point in time in order to collect a body of quantitative or quantifiable data in connection with two or more variables that are examined to detect a pattern of association."

Non-probability sampling is suitable when the researcher has no exact knowledge and information of respondents. The current study chose the convenience sampling technique to sample the university students of Karachi. In this study, with

the help of Rao software, 377 sample size was deduced assuming the confidence level of 95%.

The electronic version of the questionnaire was categorized into mainly six sections. Section one aimed at capturing the demographics of respondents. Section two handled the questions that are related to the types of social media usage. Section 3 deals with the main research questions. Quality time spent with family which is the dependent variable of the study was measured through 23 items and adapted from Ellington (2011). The adopted instrument consisted of close-end questions and was based on a "five-point Likert-scale anchored by never, rarely, sometimes, often and always". The 23-item instrument has a Cronbach value of 0.952, hence confirming the reliability of the study. Independent variables were measured by the instrument which was previously used by Badrol & Wok (2020). The questionnaire total has 31 items to measure the variables. Finally, family cohesion was measured by 3 items adapted from the study of Sultana (2017).

DATA ANALYSIS
DEMOGRAPHICS

The demographics explain the characteristics of the chosen sample. It is explicitly used for marketing-related activities and research purposes. The data of current study has been collected from university particularly Karachi region. There were three demographical questions linked to the respondent of the survey instrument. This segment indicates the descriptive statistics, percentages, and the frequencies about demographical details and this study includes gender, age and qualification and. The first question of demographics asks for respondent's Gender.

During the data collection phase, 249 surveys were conducted. The demographic section's first question was gender of respondents. According to the analysis, majority respondents are male, with 60.64% (151), and the remaining were 39.35% (98) female. The second question of the section is about age of the respondents that has four divisions i.e., (18-25), (26-33), (34-41), and (42 and above). Results have shown that age group of the majority of the respondents was (18-25), around 46.12% (115) Other age group respondents were as follows: age group (26-33) around 41.36% (103), age group (34-41) around 10.84% (27) and age group (42 and above) were 0.016% (4).

The third question of the demographic section includes the educational qualification of the respondents that has three divisions i.e., Bachelors, Masters and Ph.d. Based on the analysis, majority of the respondents have (Bachelors) education, with 52.22% (130), remaining belonged to (Masters) with 32.53% (87) and (Ph.d)

with 0.040% (10).

TABLE 4.1 DEMOGRAPHIC ATTRIBUTES OF RESPONDENTS (N=249)

Characteristics	Sample (%)	Frequency
Gender		
Male	60.64%	151
Female	39.35%	98
Age		
18-25	46.12%	115
26-33	41.36%	103
34-41	10.84%	27
42-Above	0.016%	4
Education		
Bachelors	52.22%	130
Masters	32.53%	87
Ph.D	0.040%	10

TYPES OF SOCIAL MEDIA USED
TABLE 4.2 SOCIAL MEDIA TYPES

Types		Percentage	Frequency
Facebook	Never	0%	0
	rarely	0%	0
	Sometimes	0%	0
	Often	0%	0
	Always	100%	249
Instagram	Never	0%	0
	rarely	6%	15
	Sometimes	28.1%	70
	Often	65.9%	164
	Always	0%	0
Twitter	Never	0%	0
	rarely	0%	0
	Sometimes	92.4%	230
	Often	7.6%	19
	Always	0%	0

THE INFLUENCE OF SOCIAL MEDIA USAGE ON QUALITY TIME SPENT WITH FAMILY MEMBERS: MODERATING ROLE OF FAMILY COHESION

TikTok	*Never*	*64*	*25.7%*
	rarely	*158*	*63.5%*
	Sometimes	*15*	*6.0%*
	Often	*3*	*1.2%*
	Always	*9*	*3.6%*
YouTube	*Never*	*0%*	*0*
	rarely	*0%*	*0*
	Sometimes	*0%*	*0*
	Often	*0%*	*0*
	Always	*100%*	*249*
WhatsApp	*Never*	*0%*	*0*
	rarely	*0%*	*0*
	Sometimes	*0%*	*0*
	Often	*0%*	*0*
	Always	*100%*	*249*
Snapchat	*Never*	*2.8%*	*7*
	rarely	*1.2%*	*3*
	Sometimes	*85.5%*	*213*
	Often	*0.8%*	*2*
	Always	*9.6%*	*24*

From Table 4.2, it can be deduced that most frequent used apps are WhatsApp and YouTube as all the sample's frequency lies on always scale. After that, we can see the most popular app is Facebook following Instagram and snapchat. The app which rarely used used my youth appears to be twitter.

DESCRIPTIVE ANALYSIS

Descriptive analysis gives the preliminary understanding about the statistical properties of data.it includes mean, standard deviation, skewness, kurtosis etc. Mean gives the average of data numbers whereas standard deviation measures the degree of scatteredness among data from its mean value. In addition, skewness has been calculated in order to determine whether the distribution of each variable is symmetrical or not and kurtosis has been calculated to measure the tailed-ness of data distribution (long-tailed or short-tailed)

TABLE 4.3: DESCRIPTIVE ANALYSIS OF VARIABLES

Variables		Mean	Std.Deviation	Skewness	Kurtosis
PSU	49	3.33	.71514	-.186	.454
ASU	49	3.6700	.69957	-.092	-.188
BSU	49	2.9133	.89171	-.028	.074
QSF	49	2.7000	99665	.018	-.790
FC	249	2.6751	.87612	.156	.576

Table 4.3 elaborates the details of descriptives. It can be seen that skewness values of variables lies within a range of -0.5 to 0.5, hence the distribution is almost symmetric. The kurtosis values of variables which are less than 3 indicates that all the constructs are short tailed. Table 1 also depicts the mean value and standard deviation of each variable. The mean value of PSU, ASU, BSU and QTSF is 3.5833 with S.D 0.71514, 3.6700 with S.D 0.69957 ,2.9133 with S.D 0.89171 and 2.7000 with S.D 0.99665.

CORRELATION ANALYSIS

The present study measures correlation coefficient in order to gain knowledge about linear relationship among variables.

TABLE 4.4: CORRELATION ANALYSIS OF VARIABLES

Variables	QSF	PSU	ASU	BSU	FC
QTSF	1				
PSU	0.199**	1			
ASU	0.275**	0.487**	1		
BSU	0. 256**	0.508**	3**	1	
FC	0.341**	0.213**	0.219**	0.197**	1

** SHOWS CORRELATION IS SIGNIFICANT AT 1% INTERVAL

The present study performed Bivariate correlation analysis to determine the strong and weak relationship among variables. The variables taken to perform analysis are quality time spent with family, perception towards social media usage, attitude towards social media usage and behavior towards social media usage. It can be seen in Table 4.4 the highest value is found between BSU and ASU, hence indicating the

strong correlation between these two constructs. However, these values suggest that multicollinearity is not an issue here as all the values among independent variable are less than 0.7. Moreover, the lowest values of QSF with other variables shows the weak relation as compare to others. Since all the correlation coefficients are positive and nearest to 1 at a significance level 0.01, it means that they have significant and strong relationship among each other. As the above table depicts that correlation coefficient is significant among variables, so determination of the equation of regression would be the further step to analyze the data.

RELIABILITY

To measure internal consistency (reliability) of five-Likert scale which was used in this research, the Cronbach alpha test is performed.

TABLE 4.5: CRONBACH ALPHA VALUES OF EACH VARIABLE

Variable	Reliability Statistics	
	Items	*Cronbach alpha*
QSF	10	0.735
PSU	10	0.799
ASU	10	0.707
BSU	10	0.892
FC	3	0.765

It can be seen in table 4.5 that the Cronbach value of quality time spent with family is 0.735 which satisfies the threshold of reliability, the value of PSU and ASU is also satisfactory. The table also shows the behavior towards social media usage has the highest Cronbach value which is 0.892.

MULTICOLLINEARITY

Multicollinearity occurs when there are high correlations among independent variables.it means that it can be considered a type of disruption in the data. Statistical inference of data may not be reliable if multicollinearity is present in the data. In this research, we are using VIF and tolerance tests to detect multicollinearity.

TABLE 4.6: MULTICOLLINEARITY VALUES

Variable	Collinearity Statistics

	Tolerance*	VIF
PSU	0.641	1.559
ASU	0.606	1.650
BSU	0.848	1.179

*: Dependent Variable: Quality Time Spent with Family

Table 4.6 infers low multicollinearity among variables as the values of VIF < 10 and tolerance > 0.1. It indicates that both the values are in the range which is why multicollinearity is not problematic here.

REGRESSION ANALYSIS

Through regression analysis, the intensity of the relationship among variables can be found. The research also adopted the said methodology to reveal the overall impact of three leadership styles on organizational performance. Following is the statistical equation of model 1.

TABLE 4.7 GOODNESS FIT MODEL

Model	R Sq	Adjusted R Sq
1	0.567	0.549

From table 4.7, we can deduce the model of the goodness of between quality time spent with family with constructs of PSU, ASU, and BSU. The value of adjusted R sq is 0.549 which shows that the overall model is significant.

Table 4.8: Regression Matrix Model

Model	Coefficients	Standard Error	t-value	p-Value
(Constant)	3.06	0.98	3.336	0.001
PSU	0.57	0.16	3.665	0.000
ASU	-0.30	0.12	-1.967	0.050
BSU	-0.17	0.68	-2.635	0.009

THE INFLUENCE OF SOCIAL MEDIA USAGE ON QUALITY TIME SPENT WITH FAMILY MEMBERS: MODERATING ROLE OF FAMILY COHESION

PSU*FC	0.24	0.06	64	0.1
ASU*FC	0.30	0.08	3.56	0.1
BSU*FC	0.18	0.10	4.00s	0.000

DEPENDENT VARIABLE: QSF, F-STAT 27.948, P-VALUE 0.000

H1 stated that perception towards social media usage is associated with quality time spent with family. Results from Table 4.8 supported the hypothesis as it can be seen that PSU has a significant and positive impact on QSF (H1: β =0.571, p < 0.05), hence H1 is accepted. As H2 stated that attitude towards social media usage is associated with quality time spent with family, Results given in Table 4.11 indicates (H2: β =-0.300, p <0.050), hence H2 is supported with the notion that ATU is negatively associated with QSF. H3 stated that behavior towards social media usage is associated with quality time spent with family. Based on results given in Table 4.8 again demonstrates (H3: β =-0.178, p <0.05), hence H3 also stands correct, as the negative sign of beta indicates the negative association between BSU and QSF with a significance level of 0.009. Hence, we can see the overall impact of these three constructs in the below equation. It is also demonstrated in above table that interaction effect is significant and positive in all three cases. It means that the relationship of ASU, PSU and BSU with quality time with family is moderated by family cohesion. Implying that families with stronger cohesion, the negative impact of attitude, perception and behavior of an individual toward social media on quality time spent in family can be reduced due to strong emotional connection.

DISCUSSION AND CONCLUSION

This study highlights the critical role of family cohesion in moderating the impact of social media usage on the quality of family interactions. By considering the complex interplay between digital technology and family dynamics, this research provides a nuanced understanding that can inform theory, practice, policy, and future research. Strengthening family cohesion emerges as a vital strategy for ensuring that social media enhances rather than detracts from the valuable time families spend together.

The finding of this research shows that the overall model is significant, hence proving the consistency with previous research." The time displacement theory is adopted to provide theoretical support to evaluate the how technologies are responsible for decreasing communication within family members (Badrol & Wok, 2020; Neuman, 1991; Qi, Shen & Dou, 2013). The overall model significance proved that the excessive usage of social media decrease family socialization in terms Hence, confirming the theory which supports our proposed framework.

The first objective of the study was to assess the association of perception

946

towards social media usage with a quality time spent with family by testing hypothesis H1. The findings reveal the positive and significant relation, hence consistent with preceding literature (Lanigan, 2009; Coyne et al., 2014). The reason could be that student at times through observations that social media usage could be a helpful resource to establish a connection with family members especially when they are away from home. The second objective was concerned with the association of attitude towards social media usage with a quality time spent with family by testing hypothesis H2. The results show a negative and significant correlation, hence confirming the contradictory evidences of prior studies (Abraham, 2020; Chukwuere & Chukwuere, 2017; Al-Sharq et al., 2015). Thereby, the contradicting results indicate that the in the context of Pakistan, students do think that if they increase their time on social media, it might damage their relationship with families as they are already isolated from their families due to the tough schedule and studies burden. The third objective is verified by testing hypothesis (H3). The behavior towards social media usage with a quality time spent with family confirms the consistency with most of the findings (Anderson & Jiang, 2020; Coyne et al., 2014; Hampton et al., 2011), However, making contradicting statement with few studies (Anderson & Jiang, 2020; Abraham, 2020).

Findings also articulate that family cohesion proved be significant moderator that moderates the relationship between social media usage and quality family time. It is because families where stronger cohesion can be seen, the negative effect of social media usage on QSF is buffered. Individuals belong to such families are able to create boundaries and are also capable of managing their distractions imposed by social media because they better have awareness to create boundaries such as no-phone usage policy during gatherings and meals. This helps them maintaining their quality time spent with family (Coyne et al., 2014; Dworkin & Rudi, 2016). Besides, when individual experience positive cohesive family environment, they prefer to have open discussion regarding their social interactions. This encourages other family members to make their social media experiences a part of conservation which eventually turn potential distraction into family bondings (Coyne et al., 2014).

IMPLICATIONS OF THE STUDY

Generally, usage of social media affect quality time spent with family negatively. However, family cohesion proved to be a crucial moderator because the more family cohesion gets stronger, the more it allows individuals to steer distractions caused by social media. Resultantly, they get a chance to maintain their quality time spent with family together. Further studies must examine long-term strategies for cultivating family cohesion and healthy usage of social media which is possible when there is consideration of diverse family structure in cultural context. Results of the study outline the significance of family cohesion which can be useful tool to subdue

the detrimental effect of social media usage on family quality time. Strong family cohesion allows individuals to sustain family interaction even in the widespread use of social media. Thus, families are advised to develop rules for social media usage that encourage positive interaction and minimize potential threats especially during family activities.

Professional related to the field can design such programs that majorly focus on increasing family cohesion. These programs should be effective enough to develop skills including constructive conversations, conflict resolution and interesting family activities because it will increase family bonding and mitigate the negative effect of social media usage. Families should consider rules such as setting specific time and gathering for family activities where devices are not allowed or even if they are allowed, the discussion should be healthy which does not isolate family members. It is also necessary to educate parents regarding the potential influence of their own usage of social media on family quality time. For that awareness campaigns should be encouraged to promote healthy habits while developing an environment, where technology usage support family cohesion. Educational institutes are also advised to creating awareness of digital literacy that build understanding about social media effect on family and social relationship.

LIMITATIONS AND FUTURE DIRECTIONS

The study contains several limitations as well. The first limitation is using the cross-sectional design as the data was collected from university students. The adopted instrument was based on closed-end items to examine the relationship. Moreover, items in the adapted instrument used a five-point or seven-point Likert scale. The study also used convenience sampling due to the easy accessibility of participants. As the focus of the study was mainly university students based in Karachi, hence other regions were excluded.

Based on the limitations, future studies are recommended to consider other research designs such as longitudinal to investigate how the said relationship evolve over times. This allows researchers to view the long-term effect of proposed relationship. Future researchers are also advised to examine this dynamic relationship in diversified population such as in different cultural and social context. Because it may help researchers to understand that how these construct interconnect in different contextual setting. Future scholars can also take benefit by considering the influence of particular social networking sites on family structure. It is because different sites have different features, thus, user behavior might vary and affect quality time differently. Underlying mechanisms of family cohesion such as communication patterns, emotional distance should also be explored to get actionable insights.

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