



Social Media and its Effects on Relational Communication

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Research Question: How does social media affect relational communication within collegiate romantic relationships? ...

Introduction

- Constant advancements in technology as well as its widespread use are quickly becoming more prominent in American society, especially with the improvements to social networking sites.
- Social media use is now considered a societal norm in America and it is especially prevalent among collegiate couples. Studies show that relational maintenance is a primary reason for social media use among many individuals.
- In addition, the number of romantic relationships beginning and developing online is increasing dramatically.

89% of U.S. citizens aged 18-29, use social media.

Pilot Study

- Target demographic: CSU Stanislaus students in romantic relationships
- Surveys would record age, gender, length of relationships, type of social media used
- Conducting my own surveys would be beneficial to my research because I want to compare the survey results from the students at Stanislaus to the overall research findings of my paper.
- I also want to conduct in-depth interviews of people who have been in a relationship where social media has caused a lot of problems. This would bring a personal feel to my research and show the actual affects social media has on relationships.

Significance

- With 67% of people using social media in the United States, it is no wonder social media has such a large effect on relationships. Children ages 12 and up are using social media on a daily basis and some users get so involved with the people they see on screens, that they start feeling safer there than with their loved ones in reality. Younger generations are using social media as a primary way to form and maintain relationships; so social media is quickly becoming a staple for intimacy within them.
- My research is important because it recognizes there is a growing epidemic within our society. In a few years people will only have relationships across a screen and we need to be prepared to make the necessary changes to have substantial relationships.



♥ **74% of U.S. citizens use social media**

71% of adults use Facebook

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