



Reflection of Social Media Addiction on Family Communication Processes

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Abstract

Social media has become a source that people frequently use to express themselves today. Especially recently, social media applications, which are actively used, have become an area where people can post their own lives. People can share themselves and their lives with all mass of followers. It is seen that many people share their family living intensely on social media. A common question raises at this point. Do the posts really describe the events happening at that moment? How often do people who have good intra-family communication processes and regularly spend time with their families use social media? In addition, do people who experience disruptions in family communication processes share on social media more intense and unreal events or old pictures and videos? Do people with good communication in the family or do people with low family communication use social media more intensively? The aim of this study is to reveal the relationship between social media addiction and family communication. Whether social media addiction causes impairment in family communication processes was examined.

Keywords

Social Media, Social Media Sharing, Instagram, Instagram Story, Family Communication

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Aile İletişim Süreçlerinde Sosyal Medya Bağımlılığının Yansımaları

Öz

Sosyal medya günümüzde insanların kendilerini ifade etmekte sıklıkla başvurdukları bir kaynak haline gelmiş bulunmaktadır. Özellikle son dönemde aktif olarak kullanılan sosyal medya uygulamaları insanların özel hayatlarını afişe edecekleri bir alan haline gelmiştir. İnsanlar kendilerini ve yaşamlarını bütün takipçi kitleleriyle paylaşabilmektedir. Özellikle birçok kişinin sosyal medyada ailelerini de yoğunlukla paylaştıkları görülmektedir. Burada temel bir soru ortaya çıkmaktadır: Yapılan paylaşımlar gerçekten o an yaşanan olayları mı anlatmaktadır? Özellikle aile içi iletişim süreçleri iyi olan ve düzenli olarak ailelerine vakit ayıran kişiler sosyal medyayı ne kadar sıklıkla kullanmaktadır? Ayrıca aile içi iletişim süreçlerinde aksamalar yaşayan kişiler sosyal medyada yaptıkları paylaşımlar daha yoğun ve gerçekte olmayan olayları veya eski resim ve videoları güncel gibi paylaşmakta mıdır? Aile içi iletişimi iyi olan kişiler mi yoksa aile içi iletişimi düşük olan kişiler mi daha yoğun sosyal medya kullanmaktadır? Araştırmada sosyal medya bağımlılığı ile aile içi iletişimin ilişkisinin ortaya çıkartılması amaçlanmıştır. Sosyal medya bağımlılığının aile içi iletişim süreçlerinde bozulmayan eden olup olmadığı incelenmiştir.

Anahtar Kelimeler

Sosyal Medya, Sosyal Medya Paylaşımları, Instagram, Instagram Hikayeler, Aile İçi İletişim

Introduction

Social media is seen as a place of timeless time. Communication processes in this timeless space are also gaining importance in this sense. The question of how much instant sharing can be made in a timeless time is also important in story sharing. It is seen that people with high family communication use social media less. Persons with a high level of communication with their families are less likely to participate in social media. When Jean Baudrillard wrote the *Simulacra and Simulation*, he probably did not imagine a world of simulation based on virtual reality. Today, however, the reality is divided between virtual reality and visible reality. Jean Baurillard's concept of simulation is included in the research within the scope of virtual reality. It will be important to start with the concept of sharing first. The basic meaning of the word share is a part or portion of a larger amount of any objective or subjective commodity or situation which is divided among many people. Sharing is about sharing a product and a commodity while considering its history and origin. However, the concept of share in social media is used as a very different word from this concept of sharing. Pare (piece) is a word taken from the word share and converted into Persian. In the Indian European language, "pare" contains the meaning of the word share (Turkish Etymology Dictionary, 2019). When we look at the concept of "Share" in English, it is seen that the same word means sharing. The word sharing means sharing the content of common concepts with other people in a common medium. People share a common moment in virtual reality. However, they are building this sharing partnership with people they are not together with and do not meet. The concept of virtual reality emerges as an important concept in this sense. When virtual and real concepts come together, it creates a new reality. Virtual and real concepts, which contain some of both concepts, have started to make sense as if they were a single concept. The new meaning that emerges from these two opposite words brings to mind the work of Ludwig Wittgenstein on the relativity of meaning and the language games used by man in search of meaning (Yücel, 2016: 408). A new dimension has emerged in which the reality and the real superior are intertwined. It is a virtual spiral, i.e. social media, which envelops the entire audience. Part of virtual reality is social media platforms or social media applications with today's concept.

Instagram, a free mobile photo-sharing app, allows users to take and edit photos. Instagram is a fun and interesting way to share oneself if you are looking

for such an application. It has created a virtual memory that has been stored forever (Chen, 2018: 22). However, this memory is virtual reality memory. It is like the modern man who is lonely escaping from real life and searching for his reality in a virtual environment. Research findings suggest that there is a link between people's sharing and deprivation (Chen, 2018: 23). Today, people seem to feel lonelier. Especially this feeling of loneliness is more intense in young people. Today, problems such as feeling alone and not being able to communicate have increased. This situation brings out the issue of socialization. They prefer computer-mediated communication as a way of socializing (Favotto, et al., 2019: 2). Socialization is the basis of social media usage in a sense. Besides, social media has more fast-food news understanding than traditional media. This is the reason why the younger generation, who wants to get quick information, uses social media to get news. While the news in the traditional media does not interest the younger generation, it is seen that the same audience follows the news published on social media within the scope of socialization (Valenzuela, Bachman, & Aguilar, 2019: 1097). Traditional media has been used for a long time. In a sense, it ensures the continuation of the national culture. In this sense, the fact that young people choose to receive news from social media brings about an ongoing process of learning the news of a global culture (Valenzuela, Bachman, & Aguilar, 2019: 1098). Persons who know the world and the international sense are alienated from their own culture. Traditional media journalism is of great importance to create a general self-culture in their minds. In this sense, Instagram can be seen as a news channel of a global culture. The reason why Facebook and Instagram grow so quickly cannot be fully explained. There are many pieces of research on this subject. However, even at the time of writing this research study, the two social media mediators continue to grow rapidly (Kim & Kim, 2019: 156). While social media is growing rapidly, the frequency of people using other communication channels is decreasing. Easy access is the main reason for social media usage (Kim & Kim, 2019: 158). Although social media provides easy access to everything, socialization is one of the reasons that people prefer. This extreme socialization and desire to create the image of a perfect life is explained by Stanford University with the concept of Duck Syndrome. People do not want everyone around to share their perfect lives, and they do not want to be noticed that they lack it (Sun, 2018). Therefore, they share their life, which is not perfect at all, as if it were perfect and trouble-free.

The metaphor is about the duck that looks like it was floating effortlessly on the water. The duck's feet are working quickly underwater. Duck syndrome manifests itself with major symptoms. They are faced with duck syndrome if they make themselves seem to have everything on social media, feel extremely stressed and unable to communicate with their environment, think

that everyone around has everything and that they are inadequate, and make unreal shares in order not to be alone (Staff, 2018).

The negative situations that arise as a result of excessive use of technology and social media addiction are expressed as follows:

- i. *Lying about the spent time on social media and losing time control*
- ii. *Physical problems as a result of over social media use*
- iii. *Being anonymous, preferring to talk to people over the internet rather than to face to face communication, social introversion (Şeker et al, 2020: 110).*

Social Media Concept and Instagram

Looking at the definition of social media sites, it is possible to observe that they are web-based operators and they emerge as a platform where people share their information, pictures, and daily lives in a closed way with people they know and are likely to recognize (Saldur, 2016: 22). It is known that people love to follow and enjoy each other. We cannot get tired of the emergence of social media as a return and extension of technology. Social media is like an extension of Marshall McLuhan's concept of Global Village. It has connected people through virtual networks and made the world a village without universal borders. "With more than 1 billion active monthly users and 60 percent of those logging in daily, Instagram can be a powerful tool — especially when using Instagram Stories. According to Julia Campbell, the author of *"Storytelling in the Digital Age: A Guide for Nonprofits"*, more than one-third of Instagram users watch Instagram Stories daily, and 20 percent of the stories posted by businesses result in direct contact with the user" (2019: 5). The concept of social media started as a program of adding friends working especially on several computers and the internet in the beginning. In the 1990s, social media began to be used actively as a result of the combination of the Internet and computer technology. Today, social media market research is also used in the field of brand and product research (Kurtulus, Karakasoglu, & Baghirov, 2018: 225). Advertisers can follow the preferences and tastes of people using Instagram and similar social media applications. In this way, they can even create a database (Yew, Suhaidi, & Seewochurn, 2018: 1-3). With its increasing number of participants, Facebook and later in the 2000s, Instagram has become an important part of the life of a large audience with its application in this platform. The basis of the Instagram application is that it is an application running on a smartphone and is based on photo sharing (Mirsarraf, Shairi, & Ahmadpanah, 2017: 2). However, with new add-ons every day, it becomes more than just a photo-sharing platform. Instagram, which constitutes the field of photo and video sharing of social media, has become more preferred with many applications it has incorporated into it recently (Priadana & Habibi, 2019: 6-7). The feelings, interests, and ideas of the people who are sharing on Instagram are the

subjects of many pieces of research (Bejandi & Katanforoush, 2017: 487). Instagram allows people to communicate with people with similar ideas, opinions, and interests (Bejandi & Katanforoush, 2017: 488). In this sense, the person who communicates with similar people may prefer to spend the time to share with their family on social media channels. This minimizes or eliminates the time the family spends together. One of the main reasons for using social media is that people want to satisfy themselves in relations and communication. Adding pictures of each other and clicking 'likes' of each other's pictures show how close people are with whom (Alana Cole, Michelle, & McAuslan, 2018: 582-583). It is also preferred because it satisfies the desire for curiosity and gossip and provides an environment where people do not have to ask questions. Together with social media, people have started to be divided into groups such as hobbies, habits, music they listen to and places they visit. This constitutes everyone's lifestyle. It is seen that even though people make these shares correctly and instantaneously, sometimes they make these shares to take part in a certain audience (Kurtulus, Karakasoglu, & Baghirov, 2018: 225-227). "Media synchronicity theory (MST) is a general framework for identifying different capabilities of media and for analyzing how these capabilities may affect communication performance" (Dennis, Fuller, & Valacich, 2008; Dennis, Valacich, 1999). Media synchronicity theory is based on a discourse that the media can simultaneously provide a common opportunity to share with real life. MST theory assumes that if people use mass media in parallel with real life, communication can continue bilaterally without disruption (Dennis, Fuller, & Valacich, 2008: 575). The truth of this theory can be accepted if those shared represent the truth. However, it is not known how instant and real the shares of people who use social media as a means of communication make use of the stories section via an Instagram application. Social media has become an effective communication channel today (Xu, Fedorowicz, & Williams, 2019: 536).

Family Communication and Social Media Commitment

Tales and stories have been the carriers of people's culture throughout history. Today, this storytelling is undertaken by social media (Seyfi & Soydaş, 2017: 47-49). First of all, it is necessary to look at the issue of people who use social media intensively to establish themselves through social media. All of the people who go to certain places to share on social media shoot an object that someone eats and drink as if they are living in that moment are all in search of socializing as a goal and expressing oneself to others. In this sense, when an individual grows up, especially his/her communication with his/her family determines how he/she will express himself/herself in the future. Following Newcomb's model, McLeod and Chaffee (1972) developed a typology of parent-child communication structures and patterns (Moschis, 1985: 899).

When these models are examined, one is divided into two as socio-oriented and concept-oriented. A growing child learns to suppress and conceal his/her emotions in an environment where situations that arise in socio-focused communication are welcome and exposed. To get along with people, they are motivated to do what people say. In concept-oriented communication, the family offers the child all the options in an event and situation and prefers to find a solution through them (Moschis, 1985: 900-901). The child learns to evaluate alternatives before making a decision. In this sense, a dominant structure in family communication and a traditional oppressive structure will cause the child to become withdrawn, overwhelmed, to feel lonely and to get away from his/her family. The child, who has moved away from his or her family, will use social media, the closest medium, to express himself/herself. In this sense, it is seen that the people who are oppressed in their childhood and whose choices are made by the family are directed towards social media more. The family's support for the personality development of the child is important in family communication (Sznitman, Zimmermann, & Petegem, 2019: 100). Prohibition will only lead the child to the more secretive one. Identity development will become much more troublesome for the child who has turned to social media and started to represent himself/herself in this world. There will likely be a jam between the real and the unreal because, as Jean Baudrillard mentioned in his book *Simulacra and Simulation*, art is a good simulation of literature and reality. Technology products simulate the truth so well; the possibility of understanding where the real begins and ends is eliminated. A child trapped between reality and simulation cannot possibly distinguish it. Particularly in the Instagram Stories section, it is also difficult for the soap bubble shares to be able to perceive and make sense of how much is true and real. In this sense, a new concept emerges in social media addiction. Once this addiction is caught, it will be very difficult for the person to get out of this process. People are using social media with increasing speed in their daily lives. The use of social media changes their social lives and communication processes (Salgur, 2016: 21-22). Generally, this change is not positive. In real life "Social media" is particularly dangerous to children. It may cause the child to move away from the family and establish latent ties (Saldur, 2016: 22). The time spent between parents and children has not been reduced. The ways of spending time together continue with a tool. These tools are often used separately. Phone, computer, and tablet form the basis of this technology. In this sense, it is observed that family communication is weakened (Mullan & Chatzitheochari, 2019: 795-796). The fact that families eliminate their nomological tools for a time between evening mealtime and sleep time, which will be actively allocated to their children by working parents, will reduce and eliminate the desire of the child to socialize in technology and social media in which he/she will feel alone. Family communication is

a subject that works in every field (Gelderen et al., 2019: 47). In this sense, it is seen that mass media change the methods of communication of people. The media is changing people's family communication processes. The media directs the communication processes with the messages it sends (Kagurusi, 2013: 70-71). Social media, which comes across in a period when the child has just learned communication, offers him/her a learning environment in terms of communication. However, this learning is not a face-to-face communication process. Social media is the third space for children to learn to communicate (Yost & Fan, 2014: 37). However, it will be difficult for a child who performs all of this communication learning process through social media to adapt to face-to-face communication processes. As parents' social media usage rates increase, children's usage rates will increase at the same rate.

Methodology

Today, it is known that social media increases loneliness. It is seen that social media sharers often exhibit happy frames of their lives. According to the concept of duck syndrome by Stanford University, when you see a duck on the surface of the water, you first see how calm it goes, but that is not the case. The little feet of that calm floating duck work quickly under the water. It represents the visible face of water in social media. The truth is the situation under the water. While people act as if they have obtained everything very easily and are very happy, the truth may not be the case at all. It is seen that people who have problems with their families and their environment are trying to be more active in social media. Within the scope of the study, the concept of duck syndrome was tried to be proved according to the answers obtained from the questions asked to the participants and the interactions between the individuals who shared their social life as perfect were examined.

Within the scope of the research, 110 participants living in Istanbul were reached. The questionnaire prepared within the scope of social media addiction and family communication relationship was applied. Social media addiction and family communication scales were used while preparing the questionnaire (Ayaz Lale, 2019: 56-58), (Şahin & Yağcı, 2017: 538). In the second phase of the study, one-to-one interviews were conducted with 10 people using the in-depth interview method. The connection between social media addiction and family communication processes was examined. The findings of the two studies were compared with each other and examined in the conclusion section

Within the scope of the research, the social media addiction scale developed is used to measure the social media addiction of the participants (Şahin & Yağcı 2017). The scale is 5-Likert structure (1 = Not suitable for me at all, 5 = Very suitable for me).The scale has two dimensions: Virtual Tolerance and Virtual Communication. The validity of the scale was tested with exploratory

and confirmatory factor analysis. The Cronbach alpha coefficients calculated for the overall and dimensions of the scale are 0.94, 0.92 and 0.91, respectively. High scores on the scale indicate high social media addiction.

The family assessment scale is developed to measure the participants' family communication perceptions (Ayaz Lale, 2019). The scale is 4-Likert structure (1 = I totally agree, 4 = I do not agree at all) type. The scale has seven sub-dimensions: problem solving, communication, roles, emotional response, paying attention, behavioral control, and general functions. In this study, only the communication dimension of the scale was used. The validity of the scale was tested by using the comparison technique of known groups. The alpha coefficient calculated for the communication dimension of the scale was reported as 0.71. High scores on the scale indicate that there is little communication within the family.

Demographic Characteristics

Table 1. Distribution of Participants by Demographic Characteristics

		Frequency	Percent
Gender	Female	62	56,4
	Male	48	43,6
Age	35 and below	44	40,0
	36-45	41	37,3
	46 and over	25	22,7
Education status	Primary education	5	4,5
	High school	16	14,5
	License	71	64,5
	Postgraduate	18	16,4
Socio-economic level	Low	9	8,2
	Middle	66	60,0
	High	35	31,8
Total		110	100,0

When the table is examined, 56.4% of the participants are women and 43.6% are men. 40% of the participants are in the age group of 35 and below, 37.3% in the age group of 36-45 and 22.7% in the age group of 46 and over. Most of the participants (64.5%) are undergraduate. 8.2% of the participants have a low, 60% medium and 31.8% high socio-economic level.

Data Analysis

Within the scope of the research, skewness and kurtosis coefficients were taken as a basis to examine the distribution of the scores obtained from the measuring tool. The fact that the skewness and kurtosis coefficients are in the range of ± 1 indicates that the data are distributed quite close to normal (Büyüköztürk, 2007: 40). The coefficients of skewness ($-0.25 < \text{skewness} < 0.27$) and kurtosis ($-0.62 < \text{kurtosis} < 0.59$) obtained in this study were within the specified range and the normal distribution assumption was

met. In line with the purpose of the study, Pearson correlation coefficients were calculated to examine the relationships between social media addiction components (virtual tolerance and virtual communication) and family communication. Multiple linear regression analysis was conducted to determine the effect of social media addiction components on family communication. The analyzes were performed using SPSS 25.0 software.

Results

Factor Analysis Results

In order to examine the construct validity of the measurement tool used in the study, exploratory factor analysis was applied. Before the analysis, the adequacy of the sample size and the suitability of the data for factor analysis was investigated. In this direction, Kaiser-Meyer-Olkin (KMO) coefficient was calculated and the Bartlett Sphericity test was applied. KMO values > 0.70 indicate that the sample size is sufficient and the Bartlett Sphericity test result is significant, indicating that the data are suitable for factorization (Field, 2005). The results showed that the necessary assumptions were met (KMO = 0.80; Bartlett Sphericity (χ^2 (253)) = 1178.424; $p < 0.001$). Factor analysis was applied in the next step.

Factor analysis was performed using the principal components method. Since the structure of the measurement tool has three factors, the analysis was carried out by forcing the scale items into three factors. As predicted as a result of the analysis, the scale items were grouped under three factors. It was stated that items with a factor load of 0.32 and higher contributed significantly to the variance (Tabachnick & Fidell, 2007). Accordingly, the factor load cut-off point was accepted as 0.32. Six items (Smb11, Smb13, Smb15, Smb17, Smb18, and Adö8) remaining below the cut-off point were excluded from the measurement tool. The factor structure of the measurement tool is shown in Table 2.

Table 2. Factor Structure of the Measurement Tool

Factor	Item	Factor load	Eigenvalues	% of Variance	Cronbach Alpha
Virtual tolerance	Smb7	0,82	7,32	31,81	0,89
	Smb1	0,73			
	Smb4	0,73			
	Smb9	0,68			
	Smb5	0,67			
	Smb8	0,67			
	Smb2	0,64			
	Smb3	0,57			
	Smb6	0,57			
	Smb10	0,50			
Family communication	Adö7	0,79	2,46	10,70	0,85
	Adö3	0,75			
	Adö1	0,70			
	Adö9	0,67			
	Adö2	0,63			
	Adö6	0,61			
	Adö4	0,58			
Adö5	0,57				
Virtual communication	Smb20	0,70	1,85	8,03	0,75
	Smb12	0,62			
	Smb16	0,61			
	Smb19	0,57			
	Smb14	0,54			

As a result of the factor analysis, it was observed that the scale items were gathered under three factors. The first, second and third factors represent virtual tolerance, family communication and virtual communication factors, respectively. The three-factor structure of the measuring tool explained 50.54% of the total variance. Cronbach alpha coefficients were calculated to examine the reliability of the measurement tool. Alpha coefficient takes values between 0 and 1. Alpha coefficients of 0.70 and greater indicate that the scale is reliable (Özdamar, 2004). Alpha coefficients calculated for virtual tolerance, family communication and virtual communication factors are 0.89, 0.85 and 0.75, respectively. The obtained coefficients indicated that the reliability of the measurement tool was sufficient.

Correlation and Regression Analysis Results

In line with the purpose of the study, Pearson correlation coefficients were calculated to examine the relationships between social media addiction components (virtual tolerance and virtual communication) and family communication. Multiple linear regression analysis was conducted to determine the effect of social media addiction components on family communication.

Table 3. Pearson Correlation Coefficients of the Relationship between Social Media Addiction and Family Communication Scores

Variables	Mean	Sd	1.	2.	3.
1. Virtual tolerance	2,73	0,97	1		
2. Virtual communication	2,90	0,81	,458**	1	
3. Family communication	2,95	0,63	-,497**	-,297**	1

**p<0,01; N=110

When the table is examined, it is understood that there are moderately negative and significant relationships between family communication scores and virtual tolerance ($r = -0.497$; $p < 0.01$) and virtual communication ($r = -0.297$; $p < 0.01$) scores. It was observed that as the virtual tolerance and virtual communication scores increased, the family communication scores decreased.

Table 4. Results of Regression Analysis Performed to Determine the Effect of Social Media Addiction on Family Communication

Independent Variable	B	SE	β	t	p
(Constant)	3,96	0,21		19,20	<0,01
Virtual tolerance	-0,29	0,06	-0,46	-4,85	<0,01
Virtual communication	-0,07	0,07	-0,09	-0,94	0,35
R=0,50	R ² =0,25		F=18,12		p<0,001

Dependent variable= Family communication

When the table is examined, virtual tolerance and virtual communication together revealed a significant relationship with family communication ($R = 0.50$; $F = 18.12$; $p < 0.001$). 25% of the change in family communication was explained by virtual environment and virtual communication. When the significance values of the standardized beta coefficients were examined, it was observed that only virtual tolerance had a significant effect on family communication ($\beta = -0.46$; $p < 0.01$). Virtual tolerance negatively affects family communication.

In-depth interview questions

1. Do you think your family communication is good? Do you take the time to communicate face-to-face with your spouse and children?
2. Do you regularly play with your children and participate in outdoor activities? Ex: Board games, theater, cinema, walking, cycling, etc.
3. How often do you share on social media? Is social media an important part of your life? Do your children have social media accounts?
4. Do you share your stories on social media, always providing true information? Do you think that people around you use this feature correctly and in real-time?

1. Participant - Married with two children - female

My family is my priority. Every day we meet with them and talk about the day. We cannot play games every day. My children, one of them is 14 and the other is 17 years old, do not want to play with us. I sometimes use social media to enter and look at the shares of my close friends and to be aware of current events. Frankly, I am not sharing too much. I do not find it necessary to follow and share. I do not think it is right for people to share what they eat and drink everywhere they go. I want my children to be conscious about social media and I try to tell them that everything they see is not true. For example, one of my son's friends shared a picture late at night in an inappropriate place. My son thought it was real, and he told us that we wanted information when he went out for a few days, even during the day, but that his peers were traveling at night. However, a few days later we learned that the picture he shared was taken from someone else's account and shared. Therefore, I do not think that social media provides accurate sharing of information. And I want to show this to my kids this at every chance. We also have three evenings of reading books at home. Together with the whole family, we each read a book of our own. I think this is an important activity and habit for children.

2. Participant - Married with one child - male

I try to spend time with my family all the time, but because I work hard, I do not have time every day. I actively use social media. Social media is very important for me, especially in terms of matching with my friends. My daughter also has a social media account that I am not attached to. I think she is a little afraid of me. Her mom says she is following her shares, but I do not know how much she is following. I think the Instagram stories feature is a very nice application since you cannot be next to relatives and friends all the time; it provides that if you get news as if you were with them. For example, I sit down some evenings and look at the pictures of old friends with longing. Some people live abroad for a long time and we have not been able to meet.

3. Participant - Married with one child- male

First of all, I would like to state that I do not use social media. Actually, I have an account but it's not active. I just use it to go in and look at something important, but I do not share anything. My family and daughter are the most important things in my life. I always spend time with her when I come home in the evening. We play with her favorite game Barbi dolls. I play with her while her mom is cooking. Sometimes as a family we play monopoly or scrabble. My daughter has a social media account for a year, but I also tell her not to actively use it and the reason for it. I think people do not share the right information on social media and I think it would be a dangerous situation in the future to share such detailed content about oneself.

4. Participant - Married with one child - female

My family and my son come first. I love spending time with my family. Usually, we love to walk in the evening as a family. But we cannot always do it. I use social media to distract me. I am actively using Instagram. I think the stories feature is a very nice feature. Since my husband works very hard, sometimes I can even see things about him from the Instagram share. It bothers me a little. Every day we come home and do not tell each other what we have done today, we are already following all our Instagram stories. In fact, when we think about it, we can say that we communicate less with each other. When we communicate less, our son

prefers to sit in his room and spend time in his own world. In this sense, I think it is true that social media isolates us. Sometimes when I am bored or miss a place, I share old pictures. My close circle actually knows where I am, but I think I like it when a crowd who isn't very close to me thinks I'm somewhere else. Others do the same thing as well.

5. Participant - Married with two child –male

I think I could not spare enough time for face-to-face communication. Daily routines complicate social media and television communication. I think I wasted too much time with these. Since my children are young, I try to do activities that their age allows. However, I do not play many games in the house. I think social media and television prevent this. My children do not have a social media account because their age is too small. I spend a few hours every day. My wife says it would be better to spend this time with her. Even though I do not post every day, I spend a few hours. I also share daily. Sometimes I post my photo elsewhere when I'm at home. This can mislead people. I am not doing this to mislead, but of course it can lead to misunderstandings. I think that people also make misleading posts like this.

6. Participant - Married with two child – female

I think our family communication is good. However, while caring for my children, I suddenly find ourselves with our cell phones in our hands. We take time to talk to my wife in the same way, but again I see that we take our phones and look at them. I play games with my kids and regularly try to take them to places where they can play outdoor games. I try to spare time for my children, but of course there are times left from housework. I also want to rest and watch television and look at what is happening on social media, and I am not interested in them during these times. My kids do not have social media accounts, but I post every day. I also spend at least two hours a day on social media. I do not share things that are not true. I post in my story but never post things that are not true. I think others share things that are not true as well. I feel guilty for not sparing time for my family when I spend too long on social media.

7. Participant - Married with one child – female

I think our family communication is good. I try to spend most of my time off work with my child. We criticize the day when my husband comes from work. However, you think that when we turn on the TV and pick up the mobile phone, we lost our communication. I try to do outdoor activities with my child, but these are limited. There is no playground close to the neighborhood we are in. I make sure she attends open air activities on weekends. I plan to participate in activities related to a sports branch that will attract his attention when he gets older. I do not share much. However, I often open and look at those who shared what. Sometimes I see that I spend an hour on social media. My child has a social media account. I opened it, but he does not use it yet. Social media is an important part of my life. I don't share many stories but sometimes I can share what I see beautiful. But I also think people are giving misleading information. I also sometimes share beautiful photos as if I recorded them and took them myself. I do it because I like it, but people also think I pulled it and I'm there. Sometimes I can tell those who ask that this is not true.

8. Participant - Married with one child –male

I try to communicate face to face with my family, but my busy working hours do not allow this much. However, I try to spare time for them as much as I can. I am trying to do activities with my child. We both love cycling. We ride our bikes together on weekends and when I am off. My son loves sports. He is in his school's basketball team. I can say that these

fill all our time. My son and I also have a social media account. I do not share very often. I do not like to give information about myself. However, I like to share my happiness sometimes. I also share about my son. I also follow my son's social media account. Children can sometimes hide facts and things, but I think social media is good for following them too. The comments made by your friends may also contain information on some topics. In a sense, I can sometimes say that I am "stalking" about my son.

9. Participant - Married with three child – female

I do not work, but I have so much work with three kids that sometimes I think I just don't have enough time for my kids. I cannot take care of my wife enough in the same way. When the kids went to sleep, I surf a little bit on the internet, check Facebook and Instagram. I follow daily news and my friends' posts. I try to relieve my tiredness by relaxing my head with social media. The children themselves sometimes go out and play in the garden. They have friends out there. We do not go out too much together. I have an account on social media. My kids also have social media accounts. Since the youngest is only 7 years old, he has no account. But it also opens soon. He started asking for a phone because he heard about it. Social media is like an outdoor for me. I can say that I got all the news from around me. I do not share because I do not have much to share. But when we go out or something, I definitely share stories. I usually give correct information. I do not think people are lying in their posts.

10. Participant - Married with three child –male

My family is very important to me. I try to spare time for them as much as I can. Every evening we come together and chat at dinner time. We have time without television and cell phones. On the weekends we go hiking or picnicking. I post on social media as a few times a week. I share limited stories in the story feature, and I see young people sharing that are not particularly true. I think my children do this especially because of their experiences with their friends. Young people do this to make themselves look better and different from what actually they are.

Analysis of In-depth Interview Findings

Based on the information shared by the participants in the in-depth interview research, it is possible to indicate that those who use social media intensively do not allocate time to their spouses and children at home. While socializing with the external environment through social media and reaching out to old relatives and acquaintances, domestic communication may weaken. People who spend less time on social media have more time to spend time with their children and spouses. They can do activities such as reading books, walking, and playing board games. It is also seen that people with low levels of family communication sometimes make unreal shares on social media. It is observed that the level of communication with their spouses and children is low in those who make such shares.

Based on the findings of the in-depth interviews made, we can say that social media determines our intra-family communication process, as is the case with all our communication processes. Since a generalization cannot be made in the in-depth interview results here, it is not intended to make a generalization.

However, evaluations can be made based on the opinions of the people and their own expressions. In this context, it is seen in in-depth interviews that people want to spend time with their children and spouses, but somehow social media is involved in their communication during the time they spend together. It is observed that people who work heavily or those who are busy with household chores also choose social media to relax. Communication within the family is negatively affected during these processes. People fall into silence and obtain information about people on social media accounts. In family communication, social media draws those who are far away, while also distancing those close to them. We see that most of their parents who have their own social media accounts by going into adolescence beyond infancy and childhood are trying to get information about them by following their social media accounts and stalk their children. We can say that it is easy for people to get information about their children from social media instead of talking to them and strengthening their communication with them.

Participants state that they stay on social media longer than they planned. They state that they feel guilty because they are on social media at the time they would spare time for their families, children, spouses and they warn their family members about this. They state that they cannot spare enough time for their family members for their daily routines and that they spend an hour on social media.

Discussion: Comparison of the Findings of the Two Researches

The results of the research reveal that social media enables people to establish intimacy in a virtual environment with people they are not very close to. People feel like they are a part of the lives of relatives and friends that they have not seen for a long time. However, as this intimacy occurs, people steal from their level of communication with their families and the time they would spend together. It is seen that people who use social media extensively have less communication in the family.

Social media addiction negatively affects communication within the family. In-depth interviews and surveys conducted prove that social media is dominant in our lives even in activities to strengthen family communication. Especially within the scope of the research, it is seen that people with high virtual tolerance have negative intra-family communication processes. In this sense, family communication processes of people with high social media addiction are seen as negative. This result is seen both in the survey research and in the in-depth interview research.

Today, social media creates virtual environments that people cannot stay away from. This situation has also been observed in the research results. People cannot stay away from the virtual environment. Social media

addiction negatively affects intra-family communication, and social media is also included in the time family members spend together. Based on the two studies conducted, we can argue that today social media determines the communication processes within the family. In in-depth interviews, it was observed that people spend time on social media and do not communicate with their environment during the time they allocate time for themselves. Similar results were obtained in the survey results, proving that the family communication processes of people with high social media addiction were negatively affected. As the participant stated in the in-depth interview, people can even get some information about their relatives living in the same house from social media. In this case, it can be claimed that communication within the family is limited and that family members do not give enough time to each other and spend their time on social media.

Conclusion

Social media has created a virtual reality today. In this virtual reality, people cannot distinguish where the truth begins and ends. As Jean Baudrillard mentions in his work *Simulacra and Simulation*, the reality is simulated so well that it is no longer possible to distinguish between simulation and reality. People with low levels of family communication share more on social media. People who have less communication with their spouses have more presence on social media. Even though the century we live in is the age of technology, families need to spend more time with their children and with each other in order not to forget the concept of family. If they do not do so, they will enter a gap between them and their children and spouses. This extreme isolation and virtual communication with other people through the machine alone will isolate people and depress them in the long run. Social media is growing and is a fact. However, the fact that people exist and represent themselves entirely through social media will result in less time for those who are primary in their lives. This situation will lead to disruption of communication levels within the family. As a result, as the use of social media increases, the communication and time spent together with the family and their children, who represent the most important place in their daily lives, decrease. Also, the loneliness created by the unreal environment of the virtual world can lead people to make real and inaccurate shares. In this sense, we can state that the concept of duck syndrome appears in people who use social media extensively. They actually want to cover up and ignore their communication disruptions in the family by sharing them on social media. It is seen that people with low family communication simulate reality and present themselves differently on social media. They hide their shortcomings in real life from their environment.

Virtual environment and virtual communication negatively affect communication within the family. It can be predicted that communication problems in

the family may lead to communication problems that will spread to the whole society in the future, as well as mental and physical problems.

Suggestions

The concept of family is very important for the development of social culture. The place where the individual receives his/her first education is family. Whatever the child sees in his/her family, he/she grows up to become a parent. Therefore, to ensure that the social structure does not deteriorate and that children can grow up as healthy, self-confident individuals who can express themselves well, families should actively devote time to their children. Neither the social media environment nor an educational institution can give the values that the family should give. To raise an individual in a mental health place, the mother and father need to have healthy and regular communication with each other. In this sense, people who use social media once a day or more should review and regulate this situation to improve their family communication.

In the future, it is necessary to increase the number of academic researches in this field and to offer suggestions to improve this situation. Since the participants in the study are limited, it is necessary to expand the situation determinations with quality-rich researches such as in-depth interviews, on-site observation, and to draw the attention of families to this issue. Future planning can be adapted to all of Turkey the same expanded research. The issue of social media addiction is frequently discussed and brought to the agenda today. Attention should be drawn to social media addiction and how it affects our communication processes through remarkable campaigns in both social media and traditional media, and through digital media literacy lessons to be given to both parents and children and young people, in schools and public associations. In these trainings, it may be suggested to give lessons for the effective and conscious use of social media.

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Attachment 1. Social Media Addiction and Family Communication Scales

Various situations related to social media use and family communication are given below. You are asked to read each statement carefully and put an X on the appropriate statement.

Social Media Addiction Scale					
①Not for me at all ②Not suitable for me ③I am indecisive ④Suitable for me ⑤Very suitable for me					
I see social media as an escape from the real world	1	2	3	4	5
I stay on social media longer than planned	1	2	3	4	5
To be on social media relaxes me when I feel unhappy	1	2	3	4	5
Since I spend a lot of time on social media, I disrupt my work.	1	2	3	4	5
I do not enter social media unnecessarily.	1	2	3	4	5
I notice that my productivity is decreasing because of social media	1	2	3	4	5
Because I spend a lot of time on social media people around me criticize to me.	1	2	3	4	5
I am getting angry when someone bothered me while using social media	1	2	3	4	5
I feel free when I'm on social media.	1	2	3	4	5
When I wake up in the morning, my first job is to go to social media.	1	2	3	4	5
I don't like using social media.	1	2	3	4	5
I can't leave social media to be informed about current events	1	2	3	4	5
I prefer to be on social media, even when there is someone around me	1	2	3	4	5
I spend more time in social media to view or share some special announcements	1	2	3	4	5
I sometimes neglect my family members due to social media usage.	1	2	3	4	5
I can't stop using social media to take part in humanitarian social projects.	1	2	3	4	5
I am better expressing myself to the people where I connect on social media.	1	2	3	4	5
I prefer friendships in social media in comparison to real life	1	2	3	4	5
I use social media longer to stay in touch with social media groups	1	2	3	4	5
Willingness to be informed about social sensitivities quickly pushes me to be more on social media.	1	2	3	4	5
In family Communication Scale					
①Exactly Agree ②Mostly I Agree ③Somewhat Agree ④ I Never Agree					
If someone is sad at home, other family members know the reason of it	1	2	3	4	
It is not easy to understand what someone feels at home from what they say.	1	2	3	4	
Everyone in our house say what want to say directly	1	2	3	4	
We have difficulty in revealing to each other our positive feelings such as love and affection.	1	2	3	4	
Everybody at home can tell anything to each other's face	1	2	3	4	
Saying what we want to say is usually different from what we said at home.	1	2	3	4	
We are very clear to each other at home.	1	2	3	4	
We get offended with each other when we get angry	1	2	3	4	
When someone in the family does something that we don't like, tell him the situation clearly.	1	2	3	4	