

## A Sociological Analysis of the Impact of Social Media Networks on Romantic Relationships: A Case Study of Undergraduates at the University of Ruhuna

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### INTRODUCTION & AIM

- **Current situation:** In the modern era, social spaces have undergone extensive digitalization, leading interpersonal relationships to be structured and shaped by technology.
- **Problem Statement:** Due to increasingly busy lifestyles, many individuals are becoming heavily reliant on virtual spaces and social media to fulfill their personal connections and emotional needs.
- **Significance of the Research:** While communication has become incredibly convenient, it is essential to explore how engaging with digital spaces alters the quality of relationships and the nature of personal intimacy.
- **Research Objective:** To sociologically analyze the impact of social media usage on maintaining romantic relationships among undergraduates at the University of Ruhuna.

### RESULTS & DISCUSSION

The findings of this research can be categorized into both positive and negative impacts as follows:

- **Positive Impacts:**  
It is identified that technology has made communication significantly faster and more simplified.
- **Negative Impacts:**  
Through this research, the following negative impacts were observed:
  - The emergence of digital jealousy and suspicion within personal relationships
  - The erosion of mutual trust due to constant engagement with digital connections.
  - A gradual decline in emotional security, even when individuals are in close physical proximity.

### METHOD

Approach: Qualitative Research

Study Area: University of Ruhuna

Sample Area: 30 Undergraduates

Method: Semi-structured Interviews

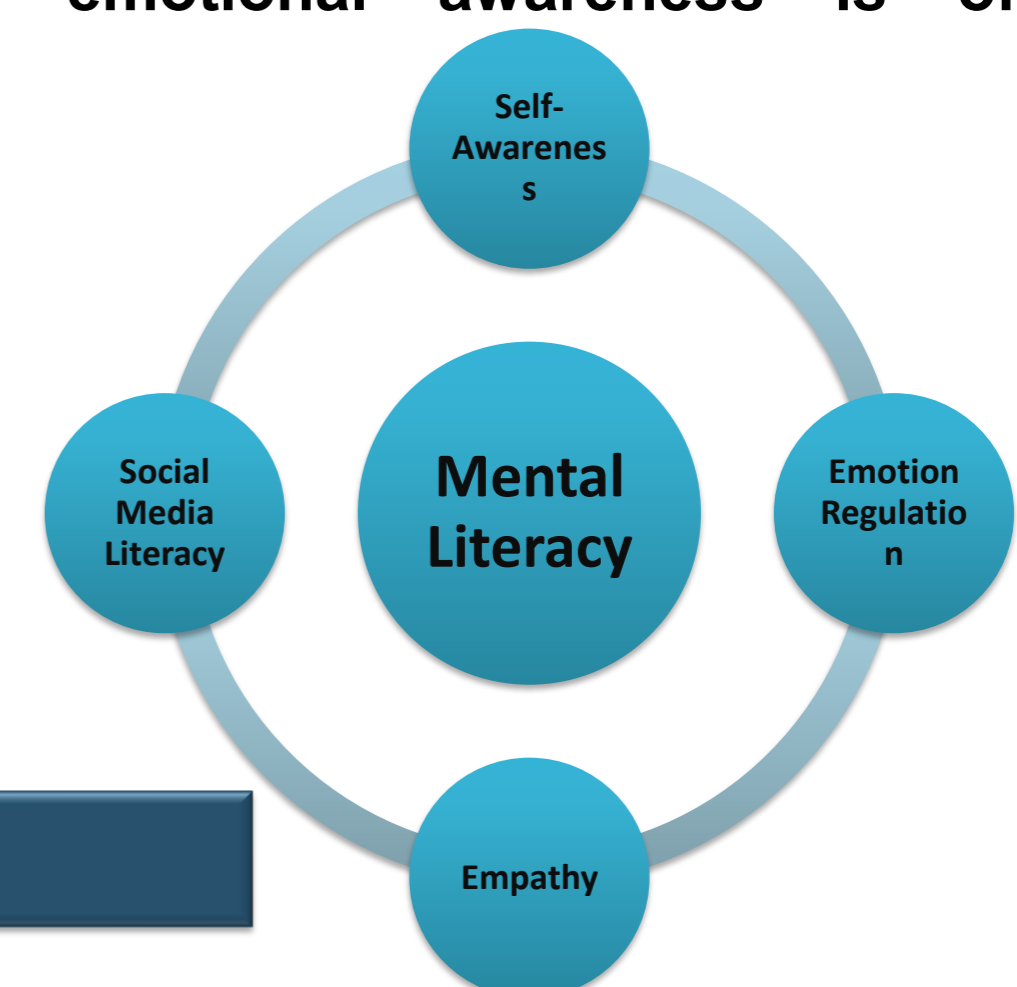
Data Analysis: Thematic Analysis

#### Data Validation and Ethics

- Purposive Sampling
- In depth Understanding
- Confidentiality

### CONCLUSION

- It is identified that traditional romantic relationships have become somewhat challenged within the digital space due to the influence of social media.
- Furthermore, constant monitoring and the continuous maintenance of digital connections have led to the erosion of mutual trust and emotional security between partners.
- As a vital factor in maintaining healthy relationships, promoting mental literacy and emotional awareness is of utmost importance.



### FUTURE WORK / REFERENCES

- In future studies, it is essential to expand the scope of this research beyond the current study area to include diverse geographical locations broader demographics.
- Platform specific impacts
- Mental Literacy Programs