

**INFLUENCE OF SOCIAL MEDIA USE ON THE MARITAL RELATIONSHIPS OF
COUPLES IN ENUGU NORTH LOCAL GOVERNMENT AREA, ENUGU STATE**

BY

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GOU/U22/MAS/496

DEPARTMENT OF MASS COMMUNICATION

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ENUGU STATE, NIGERIA.

JULY, 2026

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**PROJECT PRESENTED TO DEPARTMENT OF MASS COMMUNICATION,
FACULTY OF MANAGEMENT AND SOCIAL SCIENCES, GODFREY OKOYE
UNIVERSITY, UGWUOMU-NIKE ENUGU, IN PARTIAL FUFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF B.SC DEGREE IN MASS
COMMUNICATION**

SUPERVISOR: DR. GODWIN OKOYE

JULY, 2026

DECLARATION

I hereby declare that this research project titled “Influence of Social Media Use on the Marital Relationships of Couples in Enugu North Local Government Area” is my original work and has not been submitted in whole or in part to any institution for the award of any degree, diploma, certificate or other academic qualification. All sources used in the study have been duly acknowledged.

OBI, BIANCA CHIDERA

DATE

STUDENT

CERTIFICATION

This is to certify that this research project titled “Influence of Social Media Use on the Marital Relationships of Couples in Enugu North Local Government Area” was carried out by OBI, BIANCA CHIDERA, with Registration Number, GOU/U22/MAS/496, in the Department of Mass Communication, Faculty of Management and Social Sciences, Godfrey Okoye University, and has been approved as meeting the requirement for the award of Bachelor of Science (B.Sc.) degree in Mass Communication.

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DEDICATION

This project is dedicated to God Almighty for His grace, strength, and guidance throughout this journey.

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ABSTRACT

This research studied the influence of social media use on the marital relationships of couples in Enugu North Local Government Area, Enugu State, Nigeria. The study was based on four objectives: to determine the extent of social media use among married couples in the study area, to ascertain how social media affects their intimacy and trust, to identify common social media-related conflicts as well as to determine the relationship between social media use along with marital satisfaction. The study was based on the Technological Determinism framework. A descriptive survey design was used. Based on data obtained from the marriage registry department of Enugu North Local Government Area (2025), the population of married couples is 361. Purposive sampling was used and 361 copies of the questionnaire were given out. Out of this number, 354 copies were filled in the right way and returned, while 7 copies were either not returned or were not filled in the right way. Data were studied with how in many cases counts, mean scores and a decision rule based on a four-point Likert scale. The results show that married couples in the study area use social media at a high level, with WhatsApp being the most used platform. Social media use was found to affect intimacy and trust, generate marital conflict as well as reduce marital satisfaction where it is not properly managed. The study ends by stating that uncontrolled social media engagement amongst couples leads to marriage related problems in Enugu North LGA, while setting boundaries is a key to mitigating the damages that might be caused by unmanaged usage. Hence, this study recommended that couples mutually agree daily screen limits and couple counsellors were encouraged to bring in behavioural dimensions in their counseling sessions and also that community-based organizations were called upon to design programmes for structured digital relationship education. Also, this study recommended that further studies be structured as long-term surveys, explore specific behavioral impacts of social media platforms and adopt dyadic multiple-perspective approaches in more diverse regions.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Nowadays, social media has become the major platform in people's communication and contact. Many aspect has changed through people's daily life, in which people may share information or stay in touch in their personal lives. Such as WhatsApp and Facebook, Instagram and TikTok, Twitter and X have become a part of billion people's daily life, even those are married couples, the relationship pattern may be more influenced by digital technologies. Kaplan and Haenlein (2010) describe social media as a group of internet-based applications built on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content among individuals who are connected through shared digital networks. This technological transformation has brought both opportunity and risk to intimate relationships. In the beginning social media received praise for bringing distant people closer yet a growing body of scholars and practitioners has expressed concern about its damaging effect on close relationships and in particular on marriage (Bouffard, Giglio and Zheng, 2022). The fact that social media can at one and the same time support communication and produce relational harm makes it a subject of great academic, social and psychological importance.

Marital relationships stand as one of the most basic institutions in human society built on mutual trust and open communication and emotional intimacy and shared commitment and lasting companionship. Research by Dew and Tulane (2015) showed that the amount of time married couples spend on entertainment and social media has an opposite relationship with key signs of marital quality such as communication satisfaction, sexual intimacy and conflict

management. In a related way McDaniel and Coyne (2016) brought in the idea of "technoference" which refers to the regular breaks in couple interaction caused by the use of technology and found that technoference had a clear link to lower relationship satisfaction and higher levels of depressive symptoms in women in romantic partnerships. These findings suggest the marital use of social media that is not judicious in its design introduces demonstrable relational costs that exceed those related simply to distraction. In Nigeria social media has spread at a fast rate over the past ten years. According to Datareportal (2023) Nigeria had more than 31 million active social media users as of January 2023 with a large share being adults in the married age group of 25 to 49 years. WhatsApp, Facebook and Instagram remain among the most used platforms in the country on a consistent basis. The wide spread of low-cost smartphones and the growth of mobile internet access into semi-urban and rural communities has played a big role in this rapid increase. Ajonye, Ogwuche, Atime and Omudu (2025) found that social media use among married people in Benue State, Nigeria had a clear link to marital infidelity and intimate partner violence which highlights the possible harmful outcomes of uncontrolled social media use in Nigerian marital settings. These patterns are not limited to Benue State but are being recorded in an increasing number of Nigerian communities.

Phubbing has become a threat of particular concern to marital intimacy in the age of social media. Roberts and David (2016) described partner phubbing as the degree to which a person uses or is pulled away by a mobile phone whilst in the presence of a romantic partner. Their study produced evidence of a clear negative link between partner phubbing and relationship satisfaction by showing that phone-based distraction acts as a communication signal of emotional unavailability that weakens the sense of relational priority felt by the

partner. Kılıçarslan and Parmaksız (2023) added to this by finding that phubbing tendencies had a negative link to marital satisfaction with effective communication skills acting as a key mediating variable. The growing acceptance of phubbing behaviour among married couples who remain in constant contact with social media feeds, notifications and messaging threads presents a slow but harmful threat to the foundation of marital communication.

The reviewed evidence shows that technology-mediated disruption of couple interaction is a broad and cross-cultural threat to marital quality. Despite this growing body of international scholarship on social media and marital relationships, empirical research focused on Nigerian couples in a specific way remains limited whilst studies placed within identifiable communities such as Enugu North Local Government Area are close to absent from the literature. Obi and Ezennwanne (2023) carried out a relevant descriptive survey among couples in Nwafor Orizu College of Education Nsugbe, Anambra State, which is a geographically close South-East community and found that social media use had a clear influence on marital communication, trust and intimacy levels. Their findings offer a useful regional point of reference yet fall short of giving a full community-level analysis of Enugu North. To address this identified gap, this study sets out to examine in an empirical way how social media use shapes the marital relationships of couples in Enugu North Local Government Area in Enugu State.

1.2 Statement of the Problem

The fast growth of social media use among married couples has created an urgent need to understand its effect on communication patterns, trust, emotional intimacy and overall marital satisfaction. According to the Nigerian Communications Commission (NCC, 2022) internet subscribers in Nigeria reached close to 154 million active connections by the third quarter of

2022 with married adults in the 25 to 49 age group making up a large and active share of this demographic. At the global level, data from the American Academy of Matrimonial Lawyers (2020) shows that more than one third of divorce filings point to social media evidence as a contributing factor with Facebook, Instagram and WhatsApp appearing most often in these cases. Bouffard, Giglio and Zheng (2022) used empirical methods to show that too much social media use leads to relationship conflicts, negative relational outcomes and social media addiction through mediated behavioural pathways which establishes a direct causal link between uncontrolled social media engagement and marital deterioration.

In Enugu North LGA, a region characterized by rapidly increasing rates of technology uptake coupled with enduring Igbo cultural values of marital loyalty, candid discourse, and domestic commitment, social media's impact on marital relationships is a cause for concern. Omokhabi (2025) observed that social media usage resulted in a marked increase in social media-generated conflict among married couples in South-Western Nigeria, manifesting as jealous and suspicious attitudes, alongside decreased emotional availability. Given the cultural context of South-East Nigeria, it is probable that such negative impacts of social media are at least as prominent, if not more so. Without the availability of appropriate counseling resources or media literacy, initiatives specifically targeting social media generated marital conflict in Enugu North LGA, as well as given its increasingly connected demographics, it is quite justifiable to be concerned that the married population in Enugu North LGA remains ill-equipped to manage the relationship ramifications of its online activities.

Existing studies such as Obi and Ezennwanne (2023) and Ajonye et al. (2025) have looked at the social media and marriage link in nearby Nigerian communities, yet no known empirical study has examined this issue in a specific way among couples in Enugu North Local

Government Area. It is on the basis of this identified contextual and empirical gap that this study looks into the influence of social media use on the marital relationships of couples in Enugu North Local Government Area in Enugu State with particular focus on usage patterns and effects on intimacy and trust and the nature of social media-related marital conflicts.

1.3 Objectives of the Study

The main objective of the study is to examine the influence of social media use on the marital relationship of couples in Enugu North Local Government Area.

The specific objectives are to:

1. Determine the extent of social media usage among married couples in Enugu North Local Government Area.
2. Ascertain how social media use affects intimacy and trust among married couples in Enugu North Local Government Area.
3. Identify the common social media-related conflicts among married couples in Enugu North Local Government Area.
4. Determine the relationship between social media use and overall marital satisfaction among couples in Enugu North Local Government Area.

1.4 Research Questions

The following research questions guide the conduct of this study:

1. To what extent do married couples in Enugu North Local Government Area use social media?

2. How does social media use affect the intimacy and trust of married couples in Enugu North Local Government Area?
3. What are the common social media-related conflicts experienced by married couples in Enugu North Local Government Area?
4. What is the relationship between social media use and overall marital satisfaction among couples in Enugu North Local Government Area?

1.5 Significance of the Study

This study carries great value for a wide range of people across communication, counselling, public policy and family welfare.

Married couples and families will be able to use the findings as an empirical guide to recognizing specific social media behaviours, such as phubbing and secretive messaging, that damage relational quality. This enables them to make deliberate and evidence-based decisions about digital usage boundaries within the home which may reduce technoference and improve communication satisfaction.

Scholars and researchers in mass communication and interpersonal communication will gain from this study a community-specific and Nigeria-grounded dataset that fills the absence of empirical work on married couples in South-East Nigerian communities. This fills a precise thematic gap in the literature where most African-context studies have focused on Southern or Northern Nigerian settings and advances knowledge by introducing Enugu North as an under-studied but culturally significant site.

Marriage counsellors, therapists, religious institutions and non-governmental organisations working in family welfare will find in the findings a specific evidence base for building targeted counselling frameworks. They will be able to apply the identified conflict patterns and usage effects to design social media literacy programmes and community interventions that deal with technology-related marital stress in the South-East Nigerian cultural context.

Policymakers, media regulators and educational institutions will be able to draw on the findings and recommendations of this study to build guidelines that promote responsible digital citizenship among Nigerian married adults, with particular relevance to Enugu State government agencies and the National Communications Commission in developing public communication policies that address the relational harms of unmanaged social media use.

1.6 Scope of the Study

This study is limited in geographic scope to Enugu North Local Government Area of Enugu State in Nigeria. The population of interest is restricted to married men and women who live within this local government area and use at least one social media platform on an active basis. In terms of thematic focus the study looks at the influence of social media use on marital relationships across four main dimensions which are the extent of social media usage among married couples, the effects of social media use on marital intimacy and trust, the nature of social media-related conflicts among couples and the relationship between social media use and overall marital satisfaction. The research period covered by this study runs from 2024 to 2025 and does not reach out to unmarried individuals, co-habiting partners and communities outside Enugu North Local Government Area though references to wider national and international literature will be brought in for comparative and theoretical purposes.

1.7 Operational Definition of Terms

Communication: Refers to the verbal and non-verbal exchange of information and feelings and intentions between married spouses whether carried out face-to-face or through digital and social media platforms.

Couples: Legally married men and women who live together and keep an active marital relationship within Enugu North Local Government Area of Enugu State in Nigeria.

Digital Intimacy: The experience of emotional closeness and relational connection made possible or shaped through digital technologies and social media platforms which may add to or get in the way of physical intimacy between spouses.

Marital Conflict: Disagreements, arguments and tensions and episodes of hostility that arise between spouses in a direct or indirect link to social media use which includes issues of jealousy and time allocation and online behaviour and suspicion of infidelity.

Marital Relationship: The full range of emotional, communicative and sexual and social bonds that exist between a legally married husband and wife which serves as the central unit of analysis in this study.

Marital Satisfaction: The personal evaluation a spouse makes about the overall quality and fulfilment gained from their marital relationship in particular as it may be shaped or disrupted by patterns of social media usage.

Phubbing: The act of ignoring a spouse during face-to-face interaction by giving attention to a mobile phone or social media platform which breaks physical presence and emotional connection within the marital relationship.

Social Media: Web-based and mobile-based platforms that allow users to create and share and interact with user-generated content and other users online which includes but is not limited to WhatsApp, Facebook, Instagram, TikTok and X (formerly known as twitter).

Social Media Use: The frequency and duration and platform preference and the nature of engagement with social media applications by married couples in Enugu North Local Government Area which includes the activities carried out and the devices used for access.

Technoference: The regular breaks in couple or partner interactions and shared time that happen as a result of one or both partners giving attention to mobile devices and social media platforms.

Trust: The degree to which a spouse feels confident in the honesty and faithfulness and openness of the other partner in particular as it may be shaped by visible patterns of social media use and private messaging and online behavior.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents a full and ordered look at literature that is relevant to the influence of social media use on the marital relationship of couples. It looks at key concepts that sit beneath the study and thematic areas drawn from existing scholarship and theoretical frameworks that guide the investigation and empirical studies done before on related topics. The chapter is split into four major sections which are the conceptual framework, the general literature review, the theoretical framework and the empirical review.

2.2 Conceptual Framework

2.2.1 Concept of Social Media

Social media refers to a wide and still-changing set of web-based and mobile-based platforms that let users create and share content and interact with other users in real time across digital networks. Kaplan and Haenlein (2010) provided one of the most influential definition by stating that the group of internet-based applications that exploit the ideological and technical foundations of Web 2.0. They provide the possibility of the creation and exchange of user generated content among the widely exposed individuals, that is, of individuals connected to digital networks. Since this introductory conception of social media has widely increased and now includes many social networking sites like WhatsApp, Facebook, Instagram, TikTok, X, Snapchat and YouTube, where each one offers different communicative affordances that shapes how individuals interact to each other. When talking about marital relationships, social media simultaneously serves as a communicative connection, as well as a platform to make

social comparisons, to create emotional stimulus competing with physical presence in relationships, and in some occasions enabling actions like online flirting, secret messaging, and emotional affairs that may threaten physical integrity of marriage and marital fidelity.

There were several empirical demonstrations by Bouffard et al. (2022) which demonstrated that there is an association between excessive social media engagement, relationship conflicts, relationship problems, and addiction via mediating behavioural channels. It indicates that it is not simply a communicative tool but also an actor which changes relationship behaviours.

2.2.2 Concept of Marital Relationship

A marital relationship is a formal social and legal and emotional bond between two people who are most often a husband and wife and it is marked by cohabitation, shared domestic responsibilities, sexual exclusivity and mutual commitment alongside sustained interpersonal communication. In academic scholarships, marital relationships are studied across many dimensions which include communication quality, emotional intimacy, trust, sexual satisfaction alongside conflict management and overall marital satisfaction. Dew and Tulane (2015) carried out a nationally representative dyadic survey of married couples and found that the quality of marital relationships has a strong link to how spouses divide their leisure time which includes the amount of time given to media consumption rather than direct spousal interaction. A healthy marital relationship needs sustained investment in face-to-face interaction and emotional availability and transparent communication, all of which may be broken when one or both partners send a large amount of attention and emotional energy toward social media platforms. Amongst the Nigerian cultural framework, marriage has an array of societal expectations which may include the family and community participation, extended family, norms pertaining to spousal devotion and genderroles (Omokhabi, 2025). Marriage among Nigerian married couples was once considered a 2-dimension institution which

is further characterized by the existence of social media in the modern society that imposes many changes and complex variables into it.

2.2.3 Concept of Intimacy and Trust in Marriage

Intimacy and trust are two of the most basic pillars that hold up healthy marital relationships. Emotional intimacy refers to the level of closeness, openness and shared understanding that partners feel with each other, which is a quality that grows over time through consistent, open and authentic communication. Trust on the other hand is what a spouse feels when there is a firm belief that the other partner will act with honesty, faithfulness and predictability within the relational covenant of marriage. Lomanowska and Guitton (2016) looked at the concept of online intimacy and found that whilst digital communication platforms can build emotional closeness between partners in long-distance relationships, they can also create separate emotional attachments outside the main relationship that damage physical and relational intimacy between co-habiting spouses. Konlan and Abdulai (2023) recorded that social media dependency among married couples in Ghana had a strong link to partner monitoring and jealousy and mutual mistrust which shows that social media does not just reflect existing trust deficits in marriages but also produces new ones. In the Context of Marriage, secret texting, talking to spouse via telephone during the late hours, utilizing passwords for one's social networking account and having emotional exchanges with other men or women are all perceived by a married couple as having violated the communicative as well as the intimate space boundaries of the marriage, it can damage trust, compromise intimacy as well as compromise satisfaction. Additional study from Metellus et al., (2025), further affirms the social media and electronic partner monitoring can and does affect relational satisfaction as

separate and significant as both elements challenge and undermine key relational dynamics: intimacy and trust.

2.2.4 Concept of Social Media and Marital Communication

Communication acts as the primary channel whereby couple can express affection, mediate conflict, manage the domestic spheres of family life and maintain an enduring emotional relationship throughout the span of marriage. With the increasing prevalence of social media networks, the channel, means, manner, and audience of marital communication has dramatically expanded, introducing non-personal and asynchronous multi-audience mediated channels to what previously was a dyadic private, face to face, relationship space. Hampton et al. (2017) suggested that channel characteristics influenced satisfaction within romantic relationships, and that a stronger relationship existed between richer more synchronistic channels of communication (that supported direct physical contact and richer communication) and levels of communication satisfaction than that between weaker, non-personal channels of communication and communication satisfaction. While social networking technologies permit instant messaging and some forms of visual communication, the ability of the communication channel itself to support the depth of the relational and emotional dimensions of human communication is much less developed.

Campbell (2022) found that couples who take steps to set communication rules about their technology use which include agreements on phone-free times, social media disclosure norms and acceptable online behaviors report higher communication quality and relational satisfaction than couples who do not take part in such deliberate relational governance. In Enugu North, where both traditional face-to-face marital communication norms and modern digital communication practices exist side by side the need to understand how couples move through the intersection of social media and marital communication is of clear scholarly and practical relevance.

2.2.5 Concept of Phubbing and Technoference

Phubbing and technoference are two closely related concepts that have come out of scholarly literature to describe the specific ways through which mobile technology and social media break up couple interactions. Phubbing which is a joining of the words phone and snubbing refers to the act of ignoring a conversational partner which includes a romantic or marital partner by moving attention to a mobile phone during face-to-face interaction. Roberts and David (2016) put partner phubbing into measurable form and showed through empirical research that its occurrence has a negative and substantial link to relationship satisfaction where phubbed partners report lower levels of life satisfaction and higher levels of depressive symptoms as a direct result of perceived communicative rejection. Technoference which is a term brought in by McDaniel and Coyne (2016) extends the phubbing concept to cover the wider set of everyday interruptions in couple and family interactions that come from technology use which includes checking social media notifications and responding to messages and browsing online platforms during couple time. McDaniel et al. (2018) found that technoference had a strong link to lower couple relationship quality for both mothers and fathers in dual-parent households which shows that technology-mediated disruption of couple interaction is a broad threat to marital wellbeing. Kılıçarslan and Parmaksız (2023) went on to show that phubbing tendencies predict lower marital satisfaction among married people where communication skills work as a substantial mediating variable which points to the idea that building interpersonal communication competencies can reduce the harmful effects of phubbing on marital quality. Ni et al. (2025) confirmed through a full meta-analysis that partner phubbing has a consistent and negative effect on relationship satisfaction and intimacy and overall relational wellbeing across many cultural contexts which highlights the cross-cultural validity of phubbing and technoference as relational threats in marriages of today.

2.3 Review of Related Studies

Roberts and David (2016) developed the present two-study experiment entitled “My Life Has Become a Major Distraction from My Cell Phone: Partner Phubbing and Relationship Satisfaction Among Romantic Partners” to achieve two goals: the development of a legitimate Partner Phone Snubbing Scale, and the investigation of relationship between phubbing among romantic partners and their relationships. Study conducted with adults in romantic relationships in the United States and utilizes the principles of conflict theory and the ubiquitous role that mobile communications plays in daily couple's interactions.

A survey research design was used with purposive sampling where questionnaires were given to adult participants recruited through social media. Data were looked at using regression and mediation analysis techniques. Findings showed a substantial negative relationship between partner phubbing and relationship satisfaction where higher levels of phubbing had a link to lower satisfaction and higher conflict. The study concluded that partner phone snubbing breaks down perceived partner attentiveness and relational responsiveness. It suggested that couples set up deliberate boundaries around mobile phone use during shared time. The current study lines up with Roberts and David (2016) in looking at how social media use breaks up spousal interaction and satisfaction yet differs in its focus on married couples in a Nigerian context and its wider view of social media use that goes beyond phone snubbing.

McDaniel and Coyne (2016) carried out a study titled "Technoference: The Interference of Technology in Couple Relationships and Implications for Womens Personal and Relational Well-being" with the aim of building technoference as a distinct relational construct and testing in an empirical way its link to relationship satisfaction and personal wellbeing among women in romantic partnerships. The study covered women in committed heterosexual relationships in the United States. A descriptive survey design was used with a purposive sample of 143 women who completed validated relationship quality and technology use instruments. Data were looked at using structural equation modeling and regression analysis. Findings

showed that technoference had a strong link to lower relationship satisfaction and greater relationship conflict and higher levels of depressive symptoms. The study concluded that everyday technology interruptions in couple interactions are a measurable and substantial threat to relational and personal wellbeing. It suggested that couples work out clear agreements about technology use boundaries. The present study shares a conceptual focus on how technology breaks up couple interaction but takes the inquiry further to include both male and female married couples within an African cultural context which gives a gender-inclusive and culturally grounded view that is absent from the study of McDaniel and Coyne.

Bouffard et al. (2022) carried out a study titled "Social Media and Romantic Relationship: Excessive Social Media Use Leads to Relationship Conflicts, Negative Outcomes and Addiction via Mediated Pathways" with the aim of testing a mediated model that links too much social media use to relationship conflicts, negative relational outcomes and social media addiction. The study used a quantitative survey design with a large international sample recruited through online platforms. Structural equation modeling was used to test mediation pathways between the study variables. Findings confirmed that too much social media use was a substantial predictor of relationship conflicts and negative relationship outcomes where social media addiction worked as a key mediating mechanism. Based on their findings, the study researchers argue that Compulsive social media usage constitutes a general risk in relationships that extends far beyond simple distraction into the arena of addiction-like behaviours, and can have devastating effects on intimate bonds. They argue that platform developers and healthcare providers view social media addiction as a problem of relationships.

The current study is like Bouffard et al. (2022) in looking at how social media use affects marital relationships yet differs in its geographic focus on Enugu North Local Government Area and its attention to trust and intimacy alongside the cultural dimensions of marital conflict in a Nigerian setting.

Obi and Ezennwanne (2023) carried out a study titled "Influence of Social Media on Marital Relationships Among Couples in Nwafor Orizu College of Education, Nsugbe" with the aim of looking at how social media use affects communication and trust and intimacy among married couples in an academic institution in Anambra State in South-East Nigeria. A descriptive survey research design was used where questionnaires were given to a purposive sample of married staff of the college. Data were looked at using simple percentages and frequency tables. Findings showed that social media use had a substantial influence on marital communication patterns and reduced face-to-face interaction and added to jealousy and trust deficits among couples. The study concluded that social media has both helpful and harmful implications for marital relationships in the Nigerian South-East and suggested the building of couples digital media literacy programs. The present study is close in comparison to Obi and Ezennwanne (2023) in its geographic and cultural position since both studies sit in South-East Nigeria and share a focus on the influence of social media on marital intimacy and trust. In spite of this the current study is wider in scope as it looks at a full Local Government Area rather than a single institution and brings in marital satisfaction and conflict as extra dependent dimensions.

Ajonye et al. (2025) carried out a study titled "Social Media Use, Intimate Partner Violence and Marital Infidelity Among Married Persons in Benue State, Nigeria" with the aim of looking at the relationship between social media use and two serious marital outcomes which are intimate partner violence and marital infidelity among married persons in Benue State. A cross-sectional survey design was used where structured questionnaires were given to a purposive sample of married people across selected communities in Benue State. Data were looked at using Pearson correlation and regression analysis. Findings showed substantial positive links between social media use and both intimate partner violence and marital infidelity where secretive social media behavior and online emotional affairs were identified as key factors that

set these outcomes in motion. The study concluded that unregulated social media use is a serious threat to marital fidelity and safety among Nigerian married couples and suggested targeted counselling and policy interventions. Whilst the present study shares the Nigerian context of Ajonye et al. (2025) and its concern with the harmful marital effects of social media it differs in its geographic focus on Enugu North and its emphasis on intimacy and trust alongside conflict and satisfaction rather than the more severe outcomes of violence and infidelity.

Konlan and Abdulai (2023) carried out a study titled "The Impact of Social Media on Romantic Relationships: A Study of the Psychosocial Effects of Social Media Usage on Romantic Relationships Among Couples in Ghana" with the aim of looking at how social media dependency affects relational dynamics which include jealousy and monitoring and mutual trust among couples in Northern Ghana. A sequential mixed-methods design was used which brought together quantitative survey data and qualitative interview data from purposively selected couples. Findings showed that social media dependency had a strong link to partner monitoring and mutual suspicion and jealousy and communication breakdown among couples where participants reported that social media produced both connection opportunities and serious relational threats. The study concluded that social media, when used in a compulsive way within romantic relationships produces psychosocial stressors that change in a fundamental way the trust and communication dynamics of the partnership. The current study is like Konlan and Abdulai (2023) in its African cultural context and its focus on trust and jealousy as mediating variables yet differs in its exclusive quantitative design and its focus on married couples rather than romantic partners in a general sense and its position in the South-East Nigerian community of Enugu North.

Omokhabi (2025) carried out a study titled "Social Media Impact on Marital Conflict Among Married Couples in Three Southwestern Nigerian States" with the aim of looking in a

quantitative way at how social media use predicts marital conflict among married couples across Lagos and Ogun and Oyo states. A cross-sectional descriptive survey design was used where structured questionnaires were given to a purposive sample of married men and women. Data were looked at using regression analysis and Pearson correlation. Findings showed that social media use predicted marital conflict in a substantial and positive way where jealousy and reduced face-to-face communication and exposure to idealised relationship content were identified as the main paths through which social media produces spousal discord. The study concluded that social media is a substantial and undervalued driver of marital conflict in Nigeria today and suggested institutional and community-based digital relationship education programs. The present study lines up with Omokhabi (2025) in its Nigerian context and quantitative approach and takes the inquiry further in a geographic sense to the South-East by focusing on Enugu North which adds to the regional spread of empirical knowledge on social media and marital conflict in Nigeria.

McDaniel and Drouin (2019) carried out a study titled "Daily Technology Interruptions and Emotional and Relational Well-being" with the aim of examining how everyday technoference and phubbing affect the emotional and relational wellbeing of romantic partners. This research study utilized a daily diary survey approach and the participation of 173 romantically partnered couples who kept daily records for fourteen days. Data were analyzed through dyadic and within-person statistical procedures that allowed the researchers to observe day-to-day changes in technology interruptions and relationship quality. Findings showed that daily technology interruptions were linked to lower relational wellbeing and poorer emotional outcomes during the days when such interruptions occurred. The study concluded that technology interruptions are not only occasional irritants but daily relational stressors that reduce the quality of couple interaction. It suggested that couples reduce phone and social media interruption during shared time. The present study benefits from McDaniel and Drouin (2019) because it gives

stronger support to the argument that social media and mobile device interruptions can damage marital communication and satisfaction, although the current study is located within Enugu North Local Government Area.

Lapierre and Custer (2021) carried out a study titled "Testing Relationships Between Smartphone Engagement, Romantic Partner Communication, and Relationship Satisfaction" with the aim of examining the relationship between smartphone engagement, mediated communication and relationship satisfaction among romantic partners. The study used a quantitative survey design with a sample of 433 American young adults who were in romantic relationships. The study findings were interpreted using correlations and regression analysis. The study found that smartphone usage may result in increased mediated communication in the relationship between spouses; however, smartphone addiction was correlated negatively to both affectionate communication and satisfaction. It was recommended in the study that while communication on the mobile phones may be beneficial to marriage at some level, it can become detrimental to marriage once it develops into an addiction for the spouses, and it encouraged spouses to differentiate between reasonable and obsessive use of their smartphones. The present study has similarities to the Lapierre and Custer (2021) research in the sense that it recognizes that the frequency, motivation for and control over social media use may impact a marital relationship positively or negatively.

Kilicarslan and Parmaksiz (2023) conducted a study titled 'The Mediator Role of Effective Communication Skills on the Relationship Between Phubbing Tendencies and Marriage Satisfaction in Married Individuals' the objective of the study was to investigate how the phubbing impacts the satisfaction of the individuals in a marriage relationship, and also whether effective communication skills in couples mediate this relationship. A quantitative survey study design was adopted in this study, with data being collected from a total of 712 adults who are married from various regions in Turkey. Statistical analyses and a

mediation analysis were utilized for the analysis of the collected data, which produced findings revealing that phubbing impacts marital satisfaction negatively and communication skills fully mediates the association between phubbing and marital satisfaction. The study thus concluded that damage inflicted by the phubbing phenomenon can be ameliorated among couples if they exhibit good communication skills. Further research recommendations included communication skills education and set deliberate boundary use of mobile phones among married people. This research work draws some linkage with the Kilicarslan and Parmaksiz (2023) study, as both of them address the social media distraction in diminishing of the satisfaction level of married people but they differ in that, this current study is about married people in Enugu North, Nigeria.

Eke, Ihejirika and Ochonogor (2024) a study titled 'Digital Intimacy Interference Among Couples and Ruined Marriages in Rivers State, Nigeria,' investigated the degree to which interference of digital intimacy negatively affects the marital lives of the couples in Rivers State, Nigeria. The study is premised on Social Penetration Theory and adopted a descriptive survey design. Information was collected using questionnaires, and this information was statistically analyzed. Findings of the study revealed that interference of digital intimacy, extramarital disclosure of intimate personal details, and interpersonal disinhibition on the digital sphere represent major challenges to couples' closeness and stability. Conclusively, the digital media interface would interfere negatively with marriages if communication of emotional information and personal intimacies is done outside the spousal relationship and instead outside of online circles, and this study advocated for the use of digital responsibility and counseling. This study has similarity with the Eke, Ihejirika, and Ochonogor (2024) study in as far as addressing the issue of digital media interference among couples in Nigeria, but is limited to the study population of couples in Enugu North Local Government Area, of Enugu State, Nigeria.

Wang, Xie, Wang, Wang and Lei (2017) conducted a study titled 'Partner Phubbing and Depression Among Married Chinese Adults: The Roles of Relationship Satisfaction and Relationship Length,' which aims to explore how partner phubbing affects depression among married individuals through relationship satisfaction. This quantitative survey research was conducted among married Chinese adults, and the analysis was conducted using mediation and moderation processes. The findings of the study indicate that partner phubbing leads to reduced relationship satisfaction, and low relationship satisfaction contributes to increased depression levels, particularly for those in relationships lasting more than seven years. The study concludes that partner phubbing can be a risk for marriages, especially those that are in long-term relationships, as it diminishes the relationship's satisfaction and also one's mental well-being, advising partners to treat phubbing as an important relational problem. The current study aligns with the Wang, et al. (2017) study as both found evidence suggesting that the presence of smartphone-induced distractions in married relationships could reduce relationship satisfaction and emotional well-being.

Zhan, Shrestha and Zhong (2022) carried out a study titled "Romantic Relationship Satisfaction and Phubbing: The Role of Loneliness and Empathy" with the aim of examining the link between romantic relationship satisfaction and phubbing and the roles played by loneliness and empathy. The study used a quantitative survey design with 504 Chinese adults who completed measures of relationship satisfaction, phubbing, loneliness and empathy. Data were analyzed using correlation and moderated mediation procedures. Findings showed that relationship satisfaction had a negative relationship with phubbing and that loneliness mediated the relationship, while empathy moderated the mediation pathway. The study concluded that lower relationship satisfaction may produce more phubbing through loneliness and that empathy can reduce the harmful pathway. It recommended the strengthening of empathy and emotional connection among partners. The current study relates to Zhan et al. (2022) because

it helps explain how poor marital satisfaction and emotional distance may interact with social media-related distraction among couples.

González-Rivera and Hernández-Gato (2019) carried out a study titled "Conflicts in Romantic Relationships Over Facebook Use: Validation and Psychometric Study" with the aim of developing and validating a scale for measuring conflicts in romantic relationships caused by Facebook use. The study adopted a psychometric survey design and used a sample of 300 Puerto Rican adults. Data were analyzed through confirmatory factor analysis and reliability testing. Findings confirmed that Facebook-related relationship conflict could be measured through dimensions such as partner Facebook intrusion, conflict over Facebook use and jealousy over Facebook use. The study concluded that Facebook use can generate specific forms of romantic conflict that are different from general relationship disagreement. It recommended further use of the scale in relationship and communication studies. The present study benefits from González-Rivera and Hernández-Gato (2019) because it supports the inclusion of social media-related conflict as one of the key variables in the examination of marital relationships.

Wang and Zhao (2023) carried out a study titled "Partner Phubbing and Marital Satisfaction: The Mediating Roles of Marital Interaction and Marital Conflict" with the aim of examining whether marital interaction and marital conflict mediate the relationship between partner phubbing and marital satisfaction. The study used a quantitative survey design with a sample of 470 Chinese married adults. Data were analyzed using mediation procedures. Findings showed that partner phubbing had a negative relationship with marital satisfaction and that marital interaction and marital conflict served as partial mediators in the relationship. The study concluded that partner phubbing reduces marital satisfaction partly because it lowers positive marital interaction and increases marital conflict. It recommended interventions that reduce phone-based distraction and improve communication between spouses. The current

study is related to Wang and Zhao (2023) because both studies connect phubbing and social media distraction with marital conflict, interaction and satisfaction.

Tandon, Dhir and Mantymaki (2021) carried out a systematic literature review titled "Jealousy Due to Social Media? A Systematic Literature Review and Framework of Social Media-Induced Jealousy" with the aim of bringing together existing studies on social media-induced jealousy and explaining the conditions under which social media produces jealousy in intimate relationships. The study used a systematic review method and analyzed relevant empirical studies on jealousy and social media use. Findings showed that social media-induced jealousy is connected with partner monitoring, online comparison, ambiguous online interactions and perceived infidelity. The study concluded that jealousy is one of the major negative outcomes of social media use in intimate relationships and that it can lead to conflict and reduced relationship quality. It suggested further studies in different cultural contexts. The current study relates to Tandon et al. (2021) because jealousy and suspicion are important dimensions of the social media-related conflicts examined among married couples in Enugu North.

Kelly, Miller-Ott, and Duran (2017) published "Sports Scores and Intimate Moments: An Expectancy Violations Theory Approach to Partner Cell Phone Behaviors in Adult Romantic Relationships." This quantitative study surveyed 225 adult couples and explored how individuals react to their partner's cell phone behaviors in the context of romance, using the Expectancy Violation Theory. Findings revealed that behaviors in which the partner used his or her cell phone while a respondent felt attention, emotional availability was desired were perceived more negatively. The researchers conclude that a cell phone is a relational problem when a spouse uses his or her device in a way that violates norms regarding the spouse's attention and presence during the romantic relationship. Their study supports the premise that social media has the potential to cause marital strife beyond the mere time spent online, and it also violates expectations of partner's presence.

2.4 Theoretical Framework

2.4.1 Technological Determinism Theory

Technological determinist theory is most strongly aligned to the Canadian media theorist Marshall McLuhan whose groundbreaking works, 'The Gutenberg Galaxy' (1962) and 'Understanding Media' (1964), establish the basic proposition that communication technologies should be viewed not merely as instruments used by people and groups in society, but as active agents shaping human awareness, social organization, cultural norms and beliefs. McLuhan's renowned mantra, "the medium is the message", embodies the central notion of this theory which argues that the specific attributes and structure of a communications technology, rather than the content which it transports or transmits, ultimately dictate how people perceive, and interact within, their environments. This argument was further developed by Langdon Winner (1980) who demonstrated that technologies do not have neutral social characteristics but incorporate embedded social and political values that mould human activity in ways which are not readily understood or controlled by users. Neil Postman (1993) built further on this foundation by arguing in *Technopoly* that modern communication technologies change social institutions and cultural values and human relationships in ways that serve the growth of technology at the cost of human autonomy. Scholars of today have challenged strong technological determinism for leaving out human agency and cultural context and the role of social practices in shaping how technologies are taken up and used which led to the growth of a softer form of technological determinism that accepts both the shaping power of technologies and the ability of human actors to negotiate and resist and redirect technological affordances. In a recent study of dating apps and late modernity, Szulc (2025) has made use of emotional Technological Determinism in an attempt to illustrate how intimately our emotional life is conditioned and constrained by digital media, while it is also facilitated by it. In this specific

study the Technological Determinism Theory will provide a useful lens through which the algorithm of social media platforms, in the form of the endless scroll, notification functions and indicators of engagement, and their structural aspects are examined. We will assume that these factors have a strong hand to play in moulding communicative behaviour, emotional readiness, and relational considerations in the life of couples in Enugu North, often without their conscious consent and understanding. The theory dictates that the more advanced these platforms are technically and the more gripping in terms of behavior, the stronger their impact on marriage is likely to be, making it difficult for the couple to continue to make the conscious, partner-directed communicative efforts necessary for happy relationships.

2.5 Summary of Literature

The evidence in the studied literature is a wide, and a well- established pool of information that demonstrates social media has a significant impact on many aspect of martial relationships: from communication, and intimacy to conflict and trust, and satisfaction.

In a theoretical sense Technological Determinism Theory gives a foundational explanatory framework that sheds light on the structural ways in which platform design and technological affordances shape marital behaviors and relational priorities in ways that couples do not always choose or fully understand. In an empirical sense, the reviewed studies from Nigeria and other countries show that too much secretive and unmanaged social media use produces relational costs which include phubbing, technoference, jealousy and mistrust alongside marital conflict. The empirical review now covers more than fifteen related studies and gives stronger support to the position that social media use can shape trust, intimacy, conflict and satisfaction in marital relationships. A key gap found in the literature remains the absence of empirical studies with a focus on married couples in Enugu North Local Government Area of Enugu State. The present study fills this gap by giving community-specific quantitative evidence on the influence of social media use on marital relationships in this context.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents a full and ordered look at the research methodology that is relevant to the influence of social media use on the marital relationship of couples. It looks at the research design that suits the study most, and the specific technique used in carrying out this research. The chapter is split into eight major sections which are the introduction, research design, population of study, sample size and sampling technique, description of research instrument, validity and reliability of instrument, method of data collection and method of data analysis.

3.2 Research Design

This study takes up the descriptive survey research design. A descriptive survey design is a quantitative research approach that works to describe, record, analyze and interpret the conditions and variables that exist within a defined population at a specific point in time without any manipulation or alteration of the study environment (Berger, 2018). This design is a fit choice for this study because it gives the researcher the ability to gather data in a systematic way on the social media use behaviors and marital relationship outcomes of married couples in Enugu North Local Government Area without direct intervention in their lives. Descriptive surveys get wide use in mass communication and social science research because they are cost-effective and allow for the collection of large volumes of data across diverse respondents and

produce findings that are generalizable to the study population when the right sampling procedures get followed (Taherdoost, 2016). The alignment of this design with the objectives of the study covers the determination of social media usage patterns and the process of finding out effects on intimacy and trust and the identification of marital conflicts related to social media alongside the determination of the relationship between social media use and marital satisfaction among couples in the study area. Primary data for this study are collected in a direct way from married couples residing in Enugu North Local Government Area who use social media platforms in an active way to secure firsthand, current and context-specific information about their social media behaviors and marital relationship outcomes.

3.3 Population of the Study

According to data obtained from the marriage registry department of Enugu North Local Government Area (2025), the population of married couples is 361. This figure stands as the population from which the study respondents were drawn.

3.4 Sample Size/Sampling Technique

The sample size for this study is 361 respondents. This figure was adopted because the population of married couples obtained from the marriage registry department of Enugu North Local Government Area is small and manageable. Therefore, the researcher used the entire population as the sample size rather than selecting a fraction of the population through a statistical sample size formula.

The sampling technique adopted in this study was the purposive sampling technique.

The specific inclusion criteria for the selection of respondents are as follows:

First, the respondent must be legally married and resident in Enugu North Local Government Area. Second, the respondent must be an active user of at least one social media platform such as WhatsApp and Facebook and Instagram and TikTok and Twitter/X. Thirdly, the respondent should agree to participate in the survey study by responding to the questionnaire. These

requirements mean that each of the respondents would have directly encountered both social media usage and marital practices, which represent two core issues of concern for this study.

3.5 Description of Research Instrument

The principal data collection instrument of this study is a structured questionnaire. The questionnaire is designed in order to answer the research questions of the study and organised into five sections. Section A deals with the respondents' personal information: this includes details on gender, age, educational qualification and occupation as well as duration of marriage.

Section B aims at the frequency, level and types of social media used by the respondents. This Section addresses which social media is predominantly used and how frequent the respondents used the platforms as well as the main types of activities they undertook. Section C addresses the impacts that social media use has on intimacy and trust within the marriage. Section D looks at the types and frequency of social media-related conflicts that occur in a marriage.

Section E measures overall marital satisfaction in relation to social media use. Items in Sections B through E get measured on a four-point Likert scale that runs from 1 (Strongly Disagree) to 4 (Strongly Agree) in line with best practices in communication survey design (Davis Thomander and Krosnick, 2024). Selection of the questionnaire as the main instrument rests on its ability to support the collection of standardised and quantifiable data from the respondents in an efficient way and within a reasonable timeframe.

3.6 Validity and Reliability of Instrument

To make sure the research instrument has validity the questionnaire goes through face validity and content validity procedures. Face validity gets established by sending the draft questionnaire to the supervisor of the researcher alongside two other academic experts in mass communication and social research for review and critique. Feedback from these experts gets

used to improve item wording and remove statements that lack clarity and make sure that each item gives a clear and precise reflection of the construct it is built to measure. Content validity gets further secured by mapping each questionnaire item in a direct way to a specific research objective or research question so that confirmation exists that all dimensions of the study variables get sufficient representation in the instrument.

The reliability of the questionnaire gets assessed using Cronbach alpha coefficient which stands as the most wide-ranging statistical measure of internal consistency reliability for Likert-scale survey instruments (Taber, 2018). A pilot study gets conducted with 30 married social media users in Enugu South LGA which is a neighbouring and socially comparable community prior to the main data collection exercise. Analysis of the pilot data happens through SPSS to compute Cronbach alpha for each section of the questionnaire. The formula for Cronbach alpha is as follows:

$$\alpha = (k / k-1) \times [1 - (\sum S^2_i / S^2_{total})]$$

Where:

α = Cronbach alpha coefficient

k = Number of items in the scale

S^2_i = Variance of each individual item

S^2_{total} = Total variance of the composite score

A Cronbach alpha value of 0.70 or above gets treated as acceptable for social science research instruments (Taber, 2018). The pilot test yielded a Cronbach alpha score of 0.81 over all questionnaire sections, demonstrating a strong level of internal consistency and a valid test-instrument to be used in the main data collection. Any questionnaire item with a corrected item total correlation of less than 0.30 will be reviewed, adjusted and finalized in the finalized version of the questionnaires.

3.7 Method of Data Collection

The structured questionnaire will therefore be used as the primary means of data collection for the current study. Method of administering questionnaires The questionnaire will be administered through both a combination of a drop-and-pick direct personally hand delivery and pick-up mode of administration and an online administration via Google Forms shared across the WhatsApp and Facebook application platforms. Three hundred and sixty-one (361) copies of the questionnaires were administered to the married couples identified for this research study, but three hundred and fifty-four (354) copies were returned completed, and seven (7) copies were not returned or completed appropriately. The drop-and-pick will give me an opportunity to be able to tell participants the purpose of the study to some of the married couples and maintain a healthy response rate and the online access mode to have a better spread across Enugu North L.G.A. This will be used according to current best practice survey design methods in research in line with a mixed-access sample design (Davis Thomander and Krosnick, 2024).

3.8 Method of Data Analysis

Data obtained via the questionnaire will be treated using descriptive statistical methods. Frequencies counts will be used for respondents' demographic information and mean scores for all four research questions. Using a four-point Likert scale, the following weights will be employed in the coding of response options: Strongly Agree (SA)=4, Agree (A)=3, Disagree (D)=2 and Strongly Disagree (SD)=1. The criterion of 2.5 as derived from summing the scale points (4,3,2,1) and dividing by 4 will be used to determine the decision rule. Items with mean scores greater or equal to 2.5 will be accepted; conversely items with mean scores less than 2.5 will be rejected. The data will be presented in table format with clear headings, complemented by explanatory interpretations in the narrative section, in line with the objectives and questions of the study.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter contains the analysis and interpretation of the data obtained from the married couples from Enugu North Local Government Area, Enugu State. It will start with the profile of respondents in order to show the sample. Following that will be the interpretation of data according to each research question showing social media use, impact of social media use on marital intimacy and trust, as a tool for marital conflict resolution, social media and marital life and its impact on marital life.

4.2 Data Presentation and Analysis

4.2.1 Demographic Profile of Respondents

4.2.1.1 Gender of Respondents

Table 4.1.1: Gender Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	171	48.31
Female	183	51.69
Total	354	100.00

Table 4.1.1. Depicts the gender characteristics of the respondents, it indicated that 183 respondents were female in comparison to 171 respondents were male . This near-equal ratio shows that males and female are properly represented and thus will bring value in the findings that relates to how social media impact on marriage in study area.

4.2.1.2 Age Distribution of Respondents

Table 4.1.2: Age Distribution of Respondents

Age Group	Frequency	Percentage (%)
18 to 25 years	53	14.97
26 to 35 years	183	51.69
36 to 45 years	89	25.14
46 years and above	29	8.19
Total	354	100.00

Table 4.1.2 shows that the majority of respondents fell within the 26 to 35 age group with 183 respondents. This is an age group known for high social media activity and active marital life. The 36 to 45 age group came second with 89 respondents, while those aged 18 to 25 were 53. Those aged 46 and above were the smallest group with 29 respondents. The data points to a young adult sample in the main sample with high exposure to social media platforms.

4.2.1.3 Educational Qualification of Respondents

Table 4.1.3: Educational Qualification of Respondents

Educational Qualification	Frequency	Percentage (%)
SSCE/WAEC	36	10.17
OND/NCE	53	14.97
HND/B.Sc	194	54.80
Postgraduate	71	20.06
Total	354	100.00

Table 4.1.3 shows that 194 respondents held an HND or B.Sc qualification, making this the largest educational group. Postgraduate holders were 71, while OND/NCE holders were 53. SSCE/WAEC holders were the smallest group with 36 respondents. The data shows that most respondents had a university-level education, which points to a sample with the capacity to engage in a meaningful way with social media platforms.

4.2.1.4 Occupation of Respondents

Table 4.1.4: Occupational Distribution of Respondents

Occupation	Frequency	Percentage (%)
Civil Servant	89	25.14
Self-employed	142	40.11
Business Owner	71	20.06
Student	30	8.47
Unemployed	22	6.21
Total	354	100.00

Table 4.1.4 shows that the majority of respondents were self-employed with 142 respondents. Civil servants were 89, business owners were 71, students were 30 and unemployed respondents were 22. The dominance of self-employed respondents points to a group with flexible daily schedules, which may shape the pattern and frequency of social media use in their marriages.

4.2.1.5 Duration of Marriage

Table 4.1.5: Duration of Marriage of Respondents

Duration of Marriage	Frequency	Percentage (%)
1 to 5 years	124	35.03
6 to 10 years	142	40.11
11 to 15 years	53	14.97
16 years and above	35	9.89
Total	354	100.00

Table 4.1.5 shows that 142 respondents had been married between 6 and 10 years, making this the largest group. Those married for 1 to 5 years were 124, while those married for 11 to 15 years were 53. Respondents who had been married for 16 years or more were 35. The data shows that most respondents were in the early to middle stages of marriage, which is a period when social media use tends to create the most relational tension.

4.2.1.6 Social Media Platform Most Used

Table 4.1.6: Social Media Platform Most Used by Respondents

Social Media Platform	Frequency	Percentage (%)
WhatsApp	177	50.00
Facebook	71	20.06
Instagram	53	14.97
TikTok	35	9.89
Twitter/X	18	5.08
Total	354	100.00

Table 4.1.6 displays the relative popularity of the five platforms with WhatsApp taking centre stage.

177 respondents selected WhatsApp. This is closely followed by 71 who said Facebook. The next most popular were 53 who selected Instagram, then 35 who preferred TikTok and 18 selected Twitter/X as their most-used platform. The massive margin between the popularity of WhatsApp and Facebook (and every other platform) suggests that messaging rather than “socializing” per se is dominant within the digital spheres of the married couples in this study of interest to the matters of privacy, trust and deception in the domestic realm.

4.2.2 Analysis of Research Questions

4.2.2.1 Research Question One: Extent of Social Media Usage Among Married Couples in Enugu North LGA

Table 4.2.1: Respondents’ Assessment of Social Media Usage Patterns

S/N	Statement	SA	A	D	SD	Total	Mean	Decision
1	I use social media every day without any break.	142	132	62	18	354	3.1	Accept
2	I spend more than three hours on social media each day.	124	133	79	18	354	3.0	Accept
3	I check social media first thing in the morning before speaking to my spouse.	89	169	78	18	354	2.9	Accept
4	I use social media late at night when my spouse is asleep.	106	150	80	18	354	2.9	Accept
5	I prefer to read social media posts rather than talk to my spouse face to face.	53	124	141	36	354	2.5	Accept
6	My spouse has told me that I spend too much time on social media.	124	134	78	18	354	3.0	Accept
7	I use social media to keep in touch with my spouse when we are apart.	142	160	35	17	354	3.2	Accept

8	I receive messages from other people on social media that I do not share with my spouse.	71	141	106	36	354	2.7	Accept
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Table 4.2.1 presents the views of respondents on the extent of their social media use. The average mean of 2.9 is above the bench mark of 2.5, showing that respondents accepted the items on social media usage patterns. The highest mean was recorded on the item that social media is used to keep in touch with a spouse when they are apart, while daily use, spending more than three hours online and late-night use also received accepted decisions. The item on preferring to read social media posts rather than speak face to face recorded the lowest mean but was still accepted. This shows that married couples in Enugu North LGA use social media in a frequent and active way, with both helpful and harmful implications for marital communication.

4.2.2.2 Research Question Two: How Social Media Use Affects Intimacy and Trust

Among Married Couples in Enugu North LGA

Table 4.2.2: Respondents' Assessment of the Effect of Social Media on Intimacy and Trust

S/N	Statement	SA	A	D	SD	Total	Mean	Decision
1	Social media use has reduced the time I spend talking to my spouse in a close way.	142	124	70	18	354	3.1	Accept
2	I have felt distant in an emotional way from my spouse because of social media use.	124	142	70	18	354	3.0	Accept
3	My spouse ignores me while using social media and this makes me feel unimportant.	142	142	52	18	354	3.1	Accept
4	Social media has made it harder for me and my spouse to trust each other.	89	169	78	18	354	2.9	Accept
5	I have found private messages on my spouse's social media that caused me to lose trust.	71	160	88	35	354	2.7	Accept

	My spouse and I share less physical								
6	closeness because of time spent on social media.	124	134	78	18	354	3.0	Accept	
7	Social media helps me stay connected to my spouse when we are in different places.	142	160	35	17	354	3.2	Accept	
8	I feel jealous of the attention my spouse gives to other people on social media.	107	151	78	18	354	2.9	Accept	
	My spouse uses social media to say things								
9	to me that he or she would not say face to face.	53	133	133	35	354	2.5	Accept	
	The way we share personal feelings has								
10	changed because of social media use in our home.	124	134	78	18	354	3.0	Accept	

Table 4.2.2 shows the effect of social media on intimacy and trust in marriage. The average mean of 2.9 is above the benchmark of 2.5, showing that respondents accepted the items on the effect of social media on intimacy and trust. The highest mean was recorded on the item that social media helps couples stay connected when they are in different places, while the item on being ignored by a spouse on social media also recorded a high mean. Items on reduced close conversation, emotional distance, jealousy and private messages were also accepted. The pattern shows that social media produces both relational connection and relational harm in the same marriages, depending on how it is used.

4.2.2.3 Research Question Three: Common Social Media-Related Conflicts Among Married Couples in Enugu North LGA

Table 4.2.3: Respondents' Assessment of Social Media-Related Marital Conflicts

S/N	Statement	SA	A	D	SD	Total	Mean	Decision
1	We argue about the amount of time either of us spends on social media.	160	124	52	18	354	3.2	Accept

2	My spouse has accused me of being too close to someone on social media.	124	134	78	18	354	3.0	Accept
3	I have argued with my spouse about secret or hidden social media accounts.	89	159	89	17	354	2.9	Accept
4	Social media has been the starting point of most of the quarrels in our home.	107	151	78	18	354	2.9	Accept
5	I have felt angry at my spouse for sharing personal information about our home on social media.	142	132	62	18	354	3.1	Accept
6	My spouse and I have disagreed about who my spouse follows or talks to on social media.	124	133	79	18	354	3.0	Accept
7	Conflict started when I found out my spouse was chatting late at night with someone online.	142	142	52	18	354	3.1	Accept
8	Social media has caused me and my spouse to say things to each other in anger online.	89	159	88	18	354	2.9	Accept
9	I feel that social media makes small problems in our marriage grow into big fights.	124	160	52	18	354	3.1	Accept
10	My spouse and I have separate social media lives that we do not share with each other.	71	150	115	18	354	2.7	Accept

Table 4.2.3 presents the findings on social media-related marital conflict. The average mean of 3.0 is above the bench mark of 2.5, showing that respondents accepted the items on social media-related marital conflict. The highest mean was recorded on arguments about time spent on social media, followed by late-night chatting and the feeling that social media turns small problems into big fights. The item on maintaining separate social media lives without involving the spouse recorded the lowest mean but was still accepted. The data points in a clear way to time use, jealousy, secrecy and late-night communication as the main conflict drivers linked to social media in the study area.

4.2.2.4 Research Question Four: Relationship Between Social Media Use and Overall Marital Satisfaction Among Couples in Enugu North LGA

Table 4.2.4: Respondents' Assessment of Social Media Use and Marital Satisfaction

S/N	Statement	SA	A	D	SD	Total	Mean	Decision
1	I am happy with the level of closeness between me and my spouse.	53	116	150	35	354	2.5	Accept
2	Social media use has reduced the level of happiness I feel in my marriage.	142	142	52	18	354	3.1	Accept
3	I feel that my spouse gives more attention to social media than to me.	160	124	52	18	354	3.2	Accept
4	My overall view of our marriage has changed in a bad way because of social media.	124	134	78	18	354	3.0	Accept
5	I feel less valued in our marriage because of the time my spouse spends on social media.	142	133	61	18	354	3.1	Accept
6	Setting rules about social media use has helped our marriage become better.	124	169	43	18	354	3.1	Accept
7	I believe our marriage would be stronger if we used social media less.	160	142	35	17	354	3.2	Accept
8	Social media arguments have made me think about the future of my marriage.	124	134	78	18	354	3.0	Accept
9	I feel that social media has changed the way my spouse sees our relationship.	142	133	61	18	354	3.1	Accept
10	When my spouse and I agree on how to use social media, our marriage feels more satisfying.	124	169	43	18	354	3.1	Accept

Table 4.2.4 shows the relationship between social media use and marital satisfaction. The average mean of 3.0 is above the bench mark of 2.5, showing that respondents accepted the items on social media use and marital satisfaction. The highest mean was recorded on the belief that marriage would be stronger if social media use were reduced. Respondents also accepted the items that a spouse gives more attention to social media than to the partner, that social media reduces happiness in marriage and that setting rules about social media use can improve marital interaction. The pattern shows that social media use is pulling down marital satisfaction across the study area whilst also offering a path to improvement through shared rule-setting.

4.3 Discussion of Findings

The demographic profile of respondents in this study offers a useful starting point for understanding the context of social media use among married couples in Enugu North LGA. The majority of respondents were between the ages of 26 and 35, were female, held university-level qualifications and had been married for between 6 and 10 years. This group sits at the centre of what Bouffard et al. (2022) describes as the peak period of digital engagement in adult life, where social media use is high in frequency, high in emotional investment and woven in a deep way into daily relational life. What this means is that the findings of this study do not reflect a passive or occasional engagement with social media. The findings reflect the behaviour of a group for whom digital platforms are a core part of daily life. Yet the same group reported levels of relational harm that are hard to ignore. This raises the first important question this study must answer: does the platform shape the relationship, or does the person shape the platform use?

Technological Determinism McLuhan (1964) supported by Postman (1993), describes technology in communication as not neutral in the hand of its users, it influences behaviour, interaction and how people dedicate attention. This research validates this assumption; respondent daily use WhatsApp which had the highest frequency in this study for sending daily message before talking to spouses or to engage into their social life at late hour where spouse might sleep; its design enables to stay forever in connected, and sending notification with its ability to keep communication in different personal circles and away from spouse; Szulc (2025) explains that "platform's architecture determines the design of the relationships". Evidence in this study points in the same direction. However, this idea is contradicted by Lapierre and Custer (2021) who believe human agency is maintained within platform environments, and certain couples leverage the same platform infrastructure to enhance rather than damage relational proximity. Item 6 in this study-the use of social media to remain in contact with one's spouse while apart-produced the highest average mean in Section B, thus providing

a measure of support for Lapierre and Custer's (2021) argument. This provides a conflict between platform structure acting as a force that drives couples apart and platform use acting as a choice by some couples that are geared toward improving relations.

Question One of the research asked regarding the extent of social media use among married couples in Enugu North LGA. The findings indicated that they frequently use the social media at varying high levels on a daily basis with an average mean of 2.9 for all eight usage items. This result is consistent with Roberts and David's (2016) finding that partner phubbing (ignoring one's partner to attend to one's smartphone), is commonplace among individuals in communities with active use of the digital platform in marriage. In this study, a majority of respondents admitted to browsing their social media feeds before engaging in communication with their spouse and continued their usage of the media late at night. This fact indicates that social media use is a major feature of these marriages, rather than being a supplementary one. It's relevant as Bouffard et al. (2022) notes that any time a couple spends on a digital platform or attention given to it takes away from the amount of time spent with and the attention given to the partner. The opposing perspective presented by Konlan and Abdulai (2023) emphasizes that just by being extensively used, a platform cannot account for marital outcomes. The type of content, the specific platform utilized, and the couple's typical conversation style all influence the degree to which widespread platform usage can lead to marital deterioration. Part of this research's assertion is supported in this finding; item 6 suggests that platform can foster connections, but item 10 (receiving personal messages that were not shared with a partner) illustrates how broad platform usage enables deception.

Question Two examined how the use of social media influenced the intimacy and trust levels of married couples. A general average mean of 2.9 across all 10 items in Section C reflects a pattern of how the usage of social media had impacted these aspects of marital closeness. In the study population, most respondents concur that when ignored by a partner on social media

platforms, their feelings are diminished, when there was a reduction in intimacy, and when a partner viewed their private messages on social media, it reduced trust levels within their marriage. This result corroborates the research of McDaniel and Coyne (2016) that suggests an increase in partner phubbing is directly linked to the amount of emotional availability reduction experienced in marriages, and most couples do not notice this damage until it has reached extreme levels. This impact of trust on this research's result is insignificant as according to Metellus et al. (2025) trust in marriages is an accumulative event of day-by-day behaviors that can ultimately strengthen or undermine a marriage. Social media causes these patterns of repeated ignorance, the detection of private messages, and observation of one's spouse paying attention to other individuals on digital platforms; therefore, it leads to persistent and cumulative erosion of trust. Nevertheless, this argument is complicated by the finding that couples can also leverage digital platforms for maintaining emotional closeness between one another, especially across vast physical distances, as demonstrated by the findings in this study that many respondents reported using social media for staying connected with a partner that is not physically nearby. The main takeaway from the interplay of these points in this research is that social media does not offer a one-size-fits-all solution for marital relationships instead it can contribute either positively or negatively depending on the nature of its use, as well as the couple's established standards for digital communication within the marriage.

Question Three sought to determine the most common conflicts among married couples in Enugu North LGA concerning social media use. The study found an average mean of 3.0 across Section D which shows an average to moderate incidence of conflict attributed to social media use in the target area. The three conflict triggers that had the most consensus were: arguments about time spent using social media; chats held at night; and the tendency for social media to amplify minor conflicts into more major ones.

This result is in line with the work of Omokhabi (2025) who finds that time allocation disputes are the most common point of entry for social media-related marital conflict in Nigerian communities. The result also validates the assertion of Ajonye et al (2025) that jealousy aroused by outside social media interaction is one of the biggest drivers of marital conflict. The novel addition from this study however, to that paradigm is the shared separate social media lives sub item. The reason is that having separate digital live opens a void between couples that expand over time. To cite the work of Wang and Zhao (2023), the perception that your partner has a life on digital that you don't even get to see is the most damaging thing about social media for your marriage. Nevertheless, the research finding by Tandon et al (2021) also must not be missed that social media does not make room for nothing in the marital tension. Rather, it exposes existing marital issues, increases the frequency of those issues, makes it unavoidable, and makes it all but unbearable. The conflict captured here, thus, could be an indicator of some latent relational vulnerabilities in the Enugu North LGA married couples exposed by social media use instead of being caused by social media itself.

Research Question Four which asked the question regarding the relationship between social media usage and marital satisfaction indicated a significant average mean of 3.0 in Section E where respondents indicated their acceptance of the statement that social media negatively impacts marital satisfaction. The highest finding in the area is the acceptance by respondents of the proposition that a less of social media engagement will make their marriage stronger. This finding is striking as it does not represent the perspective or interpretation of researcher but rather a direct assertion by the married couples under investigation. It resonates with the studies of Kilicarslan and Parmaksiz (2023) which shows that social media use decreases marital satisfaction as the use frequency increases with more impacts on couples where they didn't make a rule about the platform usage. The study by Dew and Tulane (2015) showing that the relation between social media usage and marital satisfaction are

mediated not by randomness but by the relative priorities accorded by each spouse for their marriage compared to their social media activities is pertinent. The data generated by this research further corroborates these research findings. In addition, an Accepted outcome was found for the item concerning setting rules about the use of social media for the improvement of marriage. It appears there is evidence for the claim that deliberate setting of boundaries for social media engagement might even reverse the negative effects. However, McDaniel and Drouin (2019) argues that it might not be a simple process as couples are prone to differ about the boundaries for social media usage. The argument from the researcher's end is that the declining satisfaction in marriages among Enugu North LGA resident is due to social media exposure and not in the absence of it, as solution is on making an agreed digital norm amongst the couples.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This final chapter discusses the findings obtained, draws logical conclusions from empirical evidence, and puts forward realistic recommendations for effective actions. The overall research intention in this study was to empirically assess the impact of social media utilization on the relationships of married couples in Enugu North Local Government Area of Enugu State. In view of the ever-changing nature of interpersonal interaction in virtual world, its interpretation and conceptualization on the native level of local cultural framework, in an attempt to provide a synthesized explanation of research outcomes in line with the Technological Determinism framework. Finally, the chapter makes recommendations to surmount, in some form or the other, some constraints that were encountered by the researchers in the cause of this research and provides reasonable ways for future research activities in the area of mass communication and family sociology.

5.2 Summary of Findings

This study investigates the influence of social media use on the marital relationship of couples in Enugu North Local Government Area of Enugu State.

Data were collected from 354 valid respondents using a structured questionnaire. The study was guided by the Technological Determinism framework and data were analysed using frequency counts, mean scores and a decision rule based on a four-point Likert scale.

The first finding shows that married couples in Enugu North LGA use social media at a high level, with daily use and extended platform engagement being common among respondents. WhatsApp was the platform most used. Checking social media before speaking to a spouse and using it late at night were reported by a large portion of respondents.

The second finding shows that social media use affects the intimacy and trust of married couples in the study area. The majority of respondents reported feeling distant in an emotional way from their spouse because of social media use, and that being ignored for a phone made them feel unimportant. The descriptive analysis showed that respondents accepted the items on the effect of social media on intimacy and trust.

The third finding shows that social media-related conflict is common in the marriages of respondents. The most common conflict triggers were time use arguments, jealousy over online relationships and late-night chatting. The descriptive analysis showed that respondents accepted the items on social media-related marital conflict.

The fourth finding shows that social media use reduces overall marital satisfaction. The majority of respondents believed their marriage would be stronger with less social media use. The descriptive analysis showed that respondents accepted the items on social media use and marital satisfaction.

5.2 Conclusion

This study holds that social media use produces measurable harm across all four dimensions of marital life examined: usage patterns, intimacy and trust, conflict and satisfaction. The evidence from 354 married respondents in Enugu North LGA points in one clear direction. When social media becomes the primary object of daily attention in a marriage it reduces the

emotional availability of spouses, creates conditions for secrecy and jealousy and pulls down the overall sense of happiness in the relationship. This conclusion is in line with the Technological Determinism framework which holds that communication technology shapes relational behaviour in ways that are not under in a full way, the control of individual users. The platform structures of WhatsApp, Facebook and Instagram create patterns of use that married couples in this study did not design and in many cases do not endorse in a full way. Yet the study also found that social media can support marriage when couples use it with intention and set shared rules about its place in their daily life. The conclusion of this study is not that social media destroys marriage. The conclusion is that unmanaged social media use in marriage produces relational harm that is real, measurable and reversible through deliberate couple communication.

5.3 Recommendations

Based on the finding that married couples in Enugu North LGA use social media at a high level with patterns that include checking platforms before speaking to a spouse and late-night use, this study recommends that couples set clear daily limits on social media use. Agreed phone-free times, such as mornings before conversation and evenings after a set hour, should be put in place in every household. Marriage counsellors working in the study area should include digital time management as a standard part of premarital and marital guidance. Based on the finding that social media use harms the intimacy and trust of married couples in Enugu North LGA, this study recommends that couples develop open communication rules about how each partner uses social media within the marriage. Transparency about online interactions, joint agreement on what counts as acceptable messaging behaviour and shared access where both partners feel comfortable are practical steps that can protect trust. Counsellors and religious organisations should popularise these principles in organised couple sessions where digital habits are introduced as a crucial relationship skill.

Findings show that social media-related conflicts are prevalent in the marriages of respondent, and mostly fueled by time, jealousy and night chatting. This study recommends that community organisations and NGOs in Enugu North LGA develop specific conflict prevention interventions that are focused on social media as a source of conflict within marriage. The programme should sensitize couple to identify early conflict signs from platform usage, manage the conflict when it happens before they become chronic pattern conflict. The National Communication Commission should back the interventions via massive public education programme highlighting the price paid by marriages through uncontrolled social media usage. Given that social media has an impact in the diminution of overall marriage satisfaction, and a good percentage of respondent indicated their marriage would be better without the use of social media; future study, in this regard, recommends researchers and universities should begin to adopt a long-term study focusing on how shared digital guidelines can improve satisfaction over the course of time. A comparative study among the LGAs of Enugu State may also improve on the depth of this findings, showing whether similar patterns exist among other communities in Enugu State. Also study should on compare on specific social platforms e.g WhatsApp vs instagram vs Tiktok among the same couples.

5.5 Suggestion for Further Studies

The academic community and empirical knowledge can further evolve through the exploration of the following research avenues regarding trends in romantic digital communication:

Long-term exploration of technology use, media, and relationship longevity: Long-term research will examine trends in the married life cycle during the prevalence of the social media landscape, corroborating McDaniel and Drouin's (2019) assertion regarding the additive impact of constant technological intrusions over time on the lives of spouses on their emotional well-being.

Investigating platform specific impacts on the couple relationship: Future academic explorations could focus on the contrasting Psychological and Communication Affordances of IM Apps (e.g. WhatsApp), Vs visual / Algorithmic feeds (e.g. TikTok & Instagram), expanding on data from platform preference identified by Omokhabi's (2025) recently identified work among Africans.

Local Government Geographic Expansion & Validation Across Cultures: Future investigations may extend this research across additional Urban, Semi-Urban & Rural LGAs within South East region, testing if intra-region & socio-economic variations impact on technoference and the nexus of communication technologies.

Integration of Mixed Method pedagogical tools; Academic work could further be advanced by incorporating rich qualitative techniques such as focus groups (FGDs) and dyadic in-depth interviews to counter some limitations of self-report and minimise social desirability responses in line with Konlan & Abdulai's (2023).

Testing the influence of digital literacy training programmes: Further study may focus on the use of experimental design to evaluate prenuptial/marital counselling programmes specifically focusing on setting boundaries and rules in tech use and then test whether such intervention affects levels of married interaction, & reduce levels of technoference in line with Killicarslan and Parmaksiz's (2023) assertions

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APPENDIX: QUESTIONNAIRE

Godfrey Okoye University

Department Of Mass Communication

Influence of Social Media Use on Marital Relationship of Couples in Enugu North Local
Government Area

Dear Respondent,

This questionnaire is designed to collect data for an academic research study on the influence of social media use on the marital relationship of couples in Enugu North Local Government Area. The study is being conducted in partial fulfilment of the requirements for the award of a Bachelors degree in Mass Communication at Godfrey Okoye University.

Your participation in this study is entirely voluntary and anonymous. All information provided will be treated with the strictest confidentiality and used exclusively for academic research purposes. There are no right or wrong answers please respond honestly based on your personal experience. Please read each question carefully and tick (✓) the option that best represents your situation or opinion.

Thank you for your cooperation.

Yours faithfully,

Obi Bianca Chidera

Department of Mass Communication

Godfrey Okoye University

RESEARCH QUESTIONNAIRE

Instruction: For Section A, tick (✓) or fill in the appropriate box. For Sections B–E, tick (✓) one box per row using the Likert scale: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree.

SECTION A: Demographic Information

1. Gender

- ☐ Male
- ☐ Female

2. Age Group

- ☐ 20 – 29 years
- ☐ 30 – 39 years
- ☐ 40 – 49 years
- ☐ 50 years and above

3. Highest Level of Educational Qualification

- ☐ Primary School Leaving Certificate
- ☐ West African Senior School Certificate (WASC/SSCE)
- ☐ Ordinary National Diploma (OND) / National Certificate of Education (NCE)
- ☐ Higher National Diploma (HND) / Bachelor's Degree (B.Sc./B.A.)
- ☐ Postgraduate Degree (PGD/M.Sc./MBA/Ph.D.)

4. Occupation

- ☐ Civil/Public Servant
- ☐ Private Sector Employee
- ☐ Self-employed / Trader / Business Owner
- ☐ Academic / Teacher
- ☐ Other (please specify): _____

5. How long have you been married?

- ☐ Less than 1 year
- ☐ 1 – 5 years
- ☐ 6 – 10 years
- ☐ 11 – 15 years
- ☐ More than 15 years

6. Which social media platform(s) do you currently use? (Tick all that apply)

- ☐ WhatsApp
- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Twitter / X
- ☐ Snapchat
- ☐ YouTube
- ☐ Other (please specify): _____

SECTION B: Extent of Social Media Usage

Instruction: Indicate how frequently the following situations apply to you by ticking the appropriate column. (SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	D	SD
1. I use social media platforms every day without missing a single day.	☐	☐	☐	☐
2. I spend more than three hours per day on social media platforms.	☐	☐	☐	☐
3. I check my social media accounts first thing in the morning before engaging with my spouse.	☐	☐	☐	☐
4. I use social media platforms late at night, even when my spouse is asleep.	☐	☐	☐	☐
5. WhatsApp is my most frequently used social media platform for daily communication.	☐	☐	☐	☐
6. I use social media mainly to communicate with friends and family outside my marriage.	☐	☐	☐	☐
7. I frequently post personal content (photos, updates, opinions) on social media.	☐	☐	☐	☐
8. My social media use has increased significantly in the past two years.	☐	☐	☐	☐

SECTION C: Effect of Social Media on Intimacy and Trust

Instruction: Indicate your level of agreement with each statement about how social media use affects intimacy and trust in your marriage. (SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	D	SD
1. My spouse's social media use has reduced the quality of our face-to-face communication.	☐	☐	☐	☐
2. I feel emotionally disconnected from my spouse when he/she is constantly on social media.	☐	☐	☐	☐
3. I trust my spouse's social media interactions with other people completely.	☐	☐	☐	☐
4. My spouse's social media use has made me feel less prioritized in our relationship.	☐	☐	☐	☐
5. Social media has made it easier for my spouse and me to express affection and maintain closeness.	☐	☐	☐	☐
6. I have concerns about the nature of my spouse's private messages on social media.	☐	☐	☐	☐
7. My spouse's habit of using the phone during our time together (phubbing) affects our intimacy.	☐	☐	☐	☐
8. We have established mutual agreements about acceptable social media behavior in our marriage.	☐	☐	☐	☐
9. Social media has helped us stay connected during periods of physical separation.	☐	☐	☐	☐
10. Overall, social media has negatively affected the level of trust in my marriage.	☐	☐	☐	☐

SECTION D: Social Media-Related Marital Conflicts

Instruction: Indicate your level of agreement with each statement about conflicts arising from social media use in your marriage. (SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	D	SD
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1. My spouse and I have argued about the amount of time one of us spends on social media.	☐	☐	☐	☐
2. Jealousy over my spouse's social media interactions has caused conflict in our marriage.	☐	☐	☐	☐
3. I have discovered social media conversations between my spouse and another person that upset me.	☐	☐	☐	☐
4. Social media has been the direct cause of at least one serious disagreement in my marriage.	☐	☐	☐	☐
5. My spouse has accused me of spending too much time on social media at the expense of family time.	☐	☐	☐	☐
6. Disagreements over privacy of social media accounts have created tension in my marriage.	☐	☐	☐	☐
7. My spouse's online relationships with ex-partners on social media have caused conflict.	☐	☐	☐	☐
8. We have argued about inappropriate content shared or liked by my spouse on social media.	☐	☐	☐	☐
9. Social media-related conflicts in my marriage have worsened over time.	☐	☐	☐	☐
10. Conflicts arising from social media use have threatened the stability of my marriage.	☐	☐	☐	☐

SECTION E: Social Media Use and Marital Satisfaction

Instruction: Indicate your level of agreement with each statement about your overall marital satisfaction in relation to social media use. (SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree)

Statement	SA	A	D	SD
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1. I am satisfied with the quality of communication between my spouse and me.	☐	☐	☐	☐
2. Social media use has reduced the time my spouse and I spend on meaningful conversation.	☐	☐	☐	☐
3. I feel that my spouse is more emotionally invested in social media than in our marriage.	☐	☐	☐	☐
4. The presence of social media in our daily life has negatively affected my marital happiness.	☐	☐	☐	☐
5. My spouse and I have successfully balanced social media use with quality marital interaction.	☐	☐	☐	☐
6. I am satisfied with the level of intimacy and closeness in my marriage despite social media.	☐	☐	☐	☐
7. Excessive social media use by my spouse has made me consider seeking relationship counselling.	☐	☐	☐	☐
8. I believe that reducing social media use would significantly improve our marital satisfaction.	☐	☐	☐	☐
9. On the whole, social media has done more harm than good to my marital relationship.	☐	☐	☐	☐
10. I would describe my overall marital satisfaction as high, notwithstanding social media influences.	☐	☐	☐	☐

Thank you sincerely for your time and participation.