

The Relationship Between The Social Media Addictions Of Married Individuals And Their Tendency Towards Marital Adjustment And Cheating

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Abstract - This research aims to examine the relationship between the social media addictions of married individuals and their tendency towards marital adjustment and cheating. The sample of the study consists of 207 married individuals living in Samsun. Personal Information Form, Social Media Addiction Scale, Attitude towards Cheating Scale, and Marriage Adjustment Scale were used as data collection tools to reach the participants' sociodemographic information.

As a result of the research; it has been understood that there is a very weak positive and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Attitude Towards Cheating Scale. It has been understood that there is a weak, negative, and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Marriage Adjustment Scale. Additionally, analyzes were made according to other variables of the study, and suggestions were made.

Keywords - Social media addiction, marital adjustment, attitude towards cheating, educational level, gender.

I. INTRODUCTION

1.1. Status of the Problem

Internet; It emerges as a communication network that enters all areas of life such as information, communication, trade and transportation. Although the purpose of the emergence of the Internet is to access information quickly, cheaply and securely, it is thought that today the Internet has led to significant transformations and changes in individuals and societies (Duman, 2021). Furthermore, the rate of use is quite common today. It is stated in the "We are social" 2020 World Internet Usage Statistics that 59% of the world population (4.54 billion) are internet users and 49% (3.80 billion) are social media users. When the world internet usage statistics are examined, it is stated that internet users use the internet for an average of 7 hours a day (dijilopedi, 2021). In Turkey, in the Household Information Technologies (IT) Usage Survey conducted in 2020, the rate of internet usage was found to be 79% for individuals aged 16-74, while 49.7% of households had access to the internet from home (TÜİK, 2020).

In due course, with the developments in the internet and technology, especially communication has become digital, social media platforms have started to be of serious importance. With all these developments and the easier access of individuals to social media platforms, social media has become a medium that is actively used by growing masses (Bayram-Saptır, 2020). As a result of the active use of social media platforms by individuals, the concept of social media addiction has emerged. Social media addiction is a type of addiction that is related to the way and duration of using social media platforms. "Social media addiction; The desire to use social media violently can be defined as a type of addiction that harms the individual's psychological, social and physical integrity as a result of using social media for a much longer period than normal and the increasing frequency of this use. (İliş and Gülbahçe, 2019, p.1).

Marital adjustment is expressed as individuals' ability to share common issues and situations concerning the new family they have started, to make joint decisions, and to solve their problems within positive communication patterns (Erberk, Beştepe, Akar, Eradamlar, & Alpan, 2005). According to Collins and Coltrane (1991), marital adjustment is determined by varying criteria such as happiness in marriage, being in positive communication, being able to reach sexual satisfaction, valuing the spouse, and wanting to marry the same spouse if one gets married again (cited in Yalçın, 2014). Marital adjustment varies depending on the lifestyles and habits of the spouses from their previous lives. Herewith, for there to be a marital adjustment between couples in marriage, the self-perceptions of individuals from their families, the meanings they attribute to the family and their lifestyles must be compatible (Özbucak-Tıraşoğlu & İpek, 2019).

Cheating, as a concept, is the emotional, physical and sexual sharing of one of the individuals with another between the couples, whether they are married or not. As a result, the individual leaves his/her relationship with his/her partner and experiences this relationship with another person (Önder, 2019). Although the definition of cheating differs according to cultures, cheating; Married or unmarried individuals who are in emotional, physical and sexual relations with each other are in emotional, physical and sexual relations with another individual without the knowledge of their partner or without their consent (Şentürk-Dizman, 2019).

With the global Covid-19 pandemic process, the time spent at home has increased, but the activities to be done have been limited. This situation increases the interest in social media platforms due to their easy accessibility. With the increase in the rate and frequency of social media use, it is observed that the problems and conflicts arising from the use of social media, especially among married couples, increase. For this reason, it is seen as a result of the literature review that there is an increase in cheating rates (Hazar, 2011).

Considering the function of social media platforms that large masses can easily reach and use with the developing technology; It is thought that especially married individuals spend a lot of time at home, cannot use this time efficiently and increase in the use of social media negatively affects the marriage processes, and as a result of this negative influence, the tendency of spouses to cheat on each other may increase. This study will be carried out on married individuals to determine the relationship between social media addiction and their tendency towards marital adjustment and cheating. When the relevant literature is examined, it is seen that there are many studies on social media addiction and marital adjustment, but the number of studies on cheating is insufficient. Although these three concepts are studied separately in the literature, it is thought that this study will contribute to the literature, since they have not been studied together. In addition to this, it is known that some demographic characteristics (age, gender, type of marriage, educational level, occupation, employment status) play a role on these variables. Furthermore, it is aimed to examine in this study that the tendencies of married individuals toward social media addictions, marital adjustment, and cheating according to some demographic variables. Since it is thought that the increase in social media addiction will negatively affect the marital adjustment of the spouses and increase the tendency of spouses to cheat on each other, it is considered important to investigate the relationship between these variables.

1.2. Aim and Importance of the Study

The aim of this study is to determine the relationship between the social media addictions of married individuals, their marital adjustment and their tendency to cheat. Moreover, the research will also examine whether the social media addictions of married individuals, their marital adjustment and their tendency towards cheating differ according to some demographic characteristics (age, gender, educational level, occupation, employment status, type of marriage).

Social media, which can be found effectively in daily life and individuals can easily access, has the potential to work on all levels of relationships (social, economic, marriage, etc.). Thus, the use of social media platforms in terms of the individual's desires, wishes, and needs, as well as areas of use, causes social media addiction. The use of social media by individuals has increased to a great extent with the reduction of face-to-face socialization with the global epidemic Covid-19 pandemic process, and the decrease in social relations between people. Excessive use of social media results in addiction in many individuals. It is thought that especially married individuals' social media addictions affect the quality of their marital adjustment. Also, with social media addiction, individuals may tend to cheat on their spouses. Thusly, in this study, which is planned to be conducted, the relationship between the social media addictions of married individuals and their tendency towards cheating will be investigated.

1.3. Problem Statement

What is the relationship between the social media addictions of married individuals and their tendencies towards marital adjustment and cheating?

1.3.1. Sub-Problems

1. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to gender?
2. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to age?
3. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to their educational level?
4. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to the type of marriage?
5. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to occupation?
6. Does the relationship between the social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to the employment status?

1.4. Assumptions

It will be assumed that the Social Media Addiction-Adult Form scale, the marital adjustment scale and the attitude towards cheating scale, which are used within the scope of the research, are capable of accurately measuring the characteristics to be measured.

In the research to be conducted, it will be assumed that the researchers will answer the scale items sincerely and correctly.

1.5. Scope and Limitations

Since this study will work with married individuals, the sample group is limited to married individuals. Since the research will be conducted online due to the global Covid-19 outbreak, the way the study is conducted is a limitation itself.

II. METHOD

2.1. Method of Research

This study is a quantitative research that will try to determine the relationship between social media addictions of married individuals and their tendencies towards marital adjustment and cheating. In this study, the relational screening model was used, in which it was aimed to determine whether there was a change between two or more variables and, if so, to determine the level (Büyükoztürk, Kılıç-Çakmak, Akgün, Karadeniz, & Demirel, 2020). In the sample selection, data were collected from 207 people by making easily accessible sample selection.

2.2. Paradigm/ Study Group

The target population of the research consisted of married couples in Turkey. The study group of the research consisted of married couples living in Samsun.

2.3. Data Collection Tools

2.3.1. Personal Information Form

The "Personal Information Form" prepared by the researcher was used in order to determine the sociodemographic characteristics of the individuals who will voluntarily participate in the study and to make analyzes according to the determined characteristic groups.

2.3.2. Social Media Addiction Scale-Adult Form (SMAS-AF)

It was developed by Şahin and Yağcı (2017) to determine the social media addiction levels of adults between the ages of 18-65. Explanatory and confirmatory analyzes were carried out in line with the validity studies. As a result of the analyzes made, it was found that SMAS-AF has a five-point Likert-type structure with 20 items and 2 sub-dimensions, virtual tolerance and virtual communication. Items 1-11 constitute the virtual tolerance sub-dimension, and items 12-20 constitute the virtual communication dimension. The Cronbach Alpha internal consistency coefficient of the scale was determined as .94, .92 for virtual tolerance, which is one of the sub-dimensions, and .91 for the other sub-dimension, virtual communication. The test-retest reliability coefficients of the scale were .93; .91 for virtual tolerance and .90 for virtual communication. As a result of all analyzes, SMAS-AF was determined as a valid and reliable scale to measure the social media addiction of adults. The highest and lowest score range that can be obtained from the scale was determined as 100-20. The closer the individual's score to the scale is to 100, the more it means that the individual is a "social media addict".

2.3.3. Marital Adjustment Scale (MAS)

Locke and Wallace (1959) developed the Marital Adjustment Scale (MAS). The scale was adapted to Turkish in line with Hunt's (1978) and Freeston and Plechaty's (1997) scoring systems. The MAS is a 15-item scale. The MAS consists of a general peer-to-peer adjustment question, eight questions measuring areas of peer-to-peer agreement, and six questions measuring conflict resolution, commitment, and communication. Scale scores increase from inconsistency to agreeableness. The cut-off point determined to distinguish between marital adjustment and incompatibility in marriage was found to be 43.5 (Tutarel-Kışlak, 1999). The internal consistency reliability of the scale was .90, the two-half test reliability was .84, and the test-retest reliability was .57. Two factors were found in the construct validity of the scale: agreement and disagreement situations and relationship style. In the current study, the internal consistency coefficient value of the scale was determined as .56.

2.3.4. Attitudes towards Cheating Scale (ATCS)

The Turkish adaptation of the scale developed by Whatley (2008) was done by Toplu-Demirtaş, Cuğ, and Toplu (2014). The scale is a 7-point Likert type scale consisting of 12 items. The scores that can be obtained from the scale range from 12 to 84. The scale was found to be one-dimensional. The Cronbach alpha internal consistency coefficient of the scale was determined as .80. If the individual scores high on the scale, this indicates that he or she is more accepting of cheating. The midpoint of the rejecting attitude towards cheating and the accepting attitude towards cheating was determined as 48 points that the individual would get from the scale.

2.4. Procedure

In order to start the data collection process in the research, firstly, an application was made to the Ondokuz Mayıs University Ethics Committee by filling out the necessary documents. After the approval of the ethics committee, the data collection process started. Since the data is collected online, the participants were informed about the purpose of the research, who will conduct the research, all information provided will be kept confidential, no personal information will be requested from the participants, voluntary participation in the study and the study data will be evaluated collectively. Within the scope of the research, the study group was reached via the internet network. Married couples participated in the study on a voluntary basis.

2.5. Data Analysis

SPSS 22 program was used for the analysis of the research data. Obtained data were analyzed by correlation method. Demographic variables were analyzed according to Independent Samples t-Test and one-way anova tests.

III. FINDINGS

In this section, the data collected from the scales of marital adjustment, social media addiction and attitude towards cheating and the data obtained from the personal information form prepared by the researcher are included.

Table 1. Findings of the Sociodemographic Characteristics of the Participants

Sociodemographic Characteristics		n	%
Gender	Female	155	74.9
	Male	52	25.1
Age	18-25	14	6.8
	26-33	125	60.4
	34-41	39	18.8
	42-49	23	11.1
	50 and above	6	2.9
Educational Level	Primary School	13	6.3
	High School	21	10.1
	Associate Degree	17	8.2
	Undergraduate	128	61.8
	Postgraduate	28	13.5
Do you have any profession?	Yes	180	87.0
	No	27	13.0
Do you have any job?	Yes	168	81.2
	No	39	18.8
What is your type of marriage?	Acquaintance	186	89.9
	Other (arranged marriage, marriage without family consent)	21	10.1

When the socio-demographic characteristics of the participants were examined, 74.9% were female, 60.4% were between the ages of 26-33, 61.8% were at the undergraduate level, and 89.9% were married by acquaintance (Table 1).

Table 2. Mean Scores of Participants' Scale

	n	\bar{x}	Ss	Min.	Max.
Scale of Attitude Towards Cheating	207	19.65	9.36	12.00	55.00
Marital Adjustment Scale (MAS)	207	43.82	8.34	17.00	58.00
Sub-dimensions of the Marital Adjustment Scale (MAS)					

Sub-dimension of Agreement	207	34.15	6.39	15.00	46.00
Sub-dimension of Style	207	9.67	2.72	2.00	14.00
Social Media Addiction Scale-Adult Form	207	48.27	12.35	23.00	89.00
Sub-dimensions of the Social Media Addiction Scale-Adult Form					
Sub-dimension of Virtual Tolerance	207	28.26	7.71	11.00	47.00
Sub-dimension of Virtual Communication	207	20.00	5.68	9.00	42.00

The mean score of the participants on the "Attitudes Towards Cheating Scale" was 19.65, the mean score of the "Marital Adjustment Scale (MAS)" was 43.82, and the mean score of the "Social Media Addiction Scale-Adult Form" was 48.27 (Table 2).

Table 3. The relationship between the mean scores of the scale of the participants

	Scale of Attitude Towards Cheating	Marital Adjustment Scale (MAS)
Social Media Addiction Scale-Adult Form	r=.137 p=.049*	r =.349 p<.001*

* = p <.05

The relationship between the scale mean scores of the participants was examined by Pearson correlation analysis. There is a very weak positive and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Attitude Towards Cheating Scale (r=.137, p=.049). There is a weak, negative and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Marriage Adjustment Scale (r =-.349, p<.001) (Table 3).

Table 4. The relationship between participants' social media addiction groups and marital adjustment groups

			Level of Marital Adjustment		Total	x ²	sd	p
			Incompatible marital relations	Compatible in marital relations				
Level of Social Media Addiction	No addiction	n	4	27	31	26.955	4	<.001
		%	%12.9	%87.1	%100.0			
	Low-dependents	n	7	27	34			
		%	%20.6	%79.4	%100.0			
	Medium-dependent	n	40	59	99			
		%	%40.4	%59.6	%100.0			
	High-dependent	n	25	12	37			
		%	%67.6	%32.4	%100.0			
Total	Very highly-dependent	n	4	2	6			
		%	%50.0	%50.0	%100.0			
		n	79	128	207			
		%	%38.2	%61.8	%100.0			

* = p <.05

Chi-square analysis was conducted to determine the relationship between the participants' social media addiction groups and marital adjustment groups. According to the results of the analysis, there is a statistically significant relationship between social media addiction groups and marital adjustment groups (X²(4) = 26.955, p<.001). The rate of being in the compatible group in marital relations is lower for people in the high dependency group (Table 4).

Table 5. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to gender?

Gender		Scale of Attitude Towards Cheating	Scale of Marital Adjustment
Female	Social Media Addiction Scale-Adult Form	r	.117
		p	.146
Male	Social Media Addiction Scale-Adult Form	r	.163
		p	.249

* = $p < .05$

The relationship between social media addictions, marital adjustment and attitude towards cheating tendencies according to the gender of the participants was examined by Pearson correlation analysis. There is a weak, negative and statistically significant linear relationship between female's social media addictions and marital adjustment ($r = -.345$, $p < .001$). There is a weak, negative and statistically significant linear relationship between male's social media addictions and marital adjustment ($r = -.358$, $p = .009$) (Table 5).

Table 6. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to age?

Age		Scale of Attitude Towards Cheating	Scale of Marital Adjustment
18-25	Social Media Addiction Scale-Adult Form	r	.210
		p	.472
26-33	Social Media Addiction Scale-Adult Form	r	.152
		p	.090
34-41	Social Media Addiction Scale-Adult Form	r	.117
		p	.478
42-49	Social Media Addiction Scale-Adult Form	r	.239
		p	.273
50 and above	Social Media Addiction Scale-Adult Form	r	.131
		p	.804

* = $p < .05$

The relationship between social media addictions according to the age of the participants and their tendency towards marital adjustment and cheating was examined by Pearson correlation analysis. There is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the 18-25 age group ($r = -.643$, $p = .013$). There is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment in the 26-33 age group ($r = -.400$, $p < .001$) (Table 6).

Table 7. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to their educational level?

Educational Level			Scale of Attitude Towards Cheating	Scale of Marital Adjustment
Primary-Secondary School	Social Media Addiction Scale-Adult Form	r	.297	-.776
		p	.325	.002*
High School	Social Media Addiction Scale-Adult Form	r	.268	-.453
		p	.240	.039*
Associate Degree	Social Media Addiction Scale-Adult Form	r	-.089	-.450
		p	.735	.070
Undergraduate	Social Media Addiction Scale-Adult Form	r	.077	-.300
		p	.388	.001*

* = $p < .05$

The relationship between social media addictions, marital adjustment and attitude towards cheating tendencies according to the educational status of the participants was examined by Pearson correlation analysis. There is a highly negative and statistically significant linear relationship between social media addictions and marital adjustment of the group with primary-secondary school education ($r = -.776$, $p = .002$). There is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the group with high school education ($r = -.53$, $p = .039$). There is a weak, negative and statistically significant linear relationship between social media addictions and marital adjustment of the group with undergraduate education ($r = -.300$, $p = .001$) (Table 7).

Table 8. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to the type of marriage?

Type of Marriage			Scale of Attitude Towards Cheating	Scale of Marital Adjustment
Acquaintance	Social Media Addiction Scale-Adult Form	r	.123	-.314
		p	.096	.000*
Other	Social Media Addiction Scale-Adult Form	r	.222	-.567
		p	.333	.007*

* = $p < .05$

The relationship between social media addictions, marital adjustment and attitude towards cheating tendencies of the participants according to their marriage type was examined by Pearson correlation analysis. There is a weak, negative, and statistically significant linear relationship between social media addictions and marital adjustment of the group who got married by acquaintance ($r = -.314$, $p < .001$). There is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the group who got married in other ways (arranged, marriage without family consent) ($r = -.567$, $p = .007$) (Table 8).

Table 9. Does the relationship between social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to occupation?

Presence of Profession			Scale of Attitude Towards Cheating	Scale of Marital Adjustment
Yes	Social Media Addiction Scale-Adult Form	r	.128	-.289
		p	.088	<.001*
No	Social Media Addiction Scale-Adult Form	r	.177	-.739
		p	.378	.000*

* = $p < .05$

The relationship between the social media addictions of the participants by profession and their tendency towards marital adjustment and cheating was examined by Pearson correlation analysis. There is a weak, negative and statistically significant linear relationship between social media addictions and marital adjustment of the profession group ($r = -.289$, $p < .001$). There is a highly negative and statistically significant linear relationship between social media addictions and marital adjustment of the non-profession group ($r = -.739$, $p < .001$) (Table 9).

Table 10. Does the relationship between the social media addictions of married individuals towards marital adjustment and their tendency to cheat differ according to the employment status?

Job Status			Scale of Attitude Towards Cheating	Scale of Marital Adjustment
Yes	Social Media Addiction Scale-Adult Form	r	.104	-.243
		p	.179	.001*
No	Social Media Addiction Scale-Adult Form	r	.269	-.734
		p	.098	.000*

* = $p < .05$

The relationship between social media addictions, marital adjustment and attitude towards cheating tendencies according to the working status of the participants was examined by Pearson correlation analysis. There is a weak, negative and statistically significant linear relationship between social media addictions and marital adjustment of the working group ($r = -.243$, $p = .001$). There is a highly negative and statistically significant linear relationship between social media addictions and marital adjustment of the unemployed group ($r = -.734$, $p < .001$) (Table 10).

IV. RESULTS AND DISCUSSION

When the socio-demographic characteristics of the participants were examined in the study, it was seen that 74.9% were female, 60.4% were between the ages of 26-33, 61.8% were at the undergraduate level and 89.9% were married by acquaintance. When the relationship between the scale mean scores of the participants was examined, it was seen that there was a very weak, positive and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Attitude Towards Cheating Scale. It was observed that there was a weak, negative and statistically significant linear relationship between the mean score of the Social Media Addiction Scale and the mean score of the Marital Adjustment Scale. According to the results of the analysis to determine the relationship between the social media addiction groups and the marital adjustment groups of the participants, there is a statistically significant relationship between the social media addiction groups and the marital adjustment groups. It was observed that the rate of being in the compatible group in marital relations of people in the high dependency group was lower. When the relationship between social media addictions and their tendencies towards marital adjustment and attitude towards cheating according to the gender of the participants was analyzed, it was seen that there was a weak, negative and statistically significant linear relationship between female's social media addictions and marital adjustment.

There is a weak, negative and statistically significant linear relationship between men's social media addictions and marital adjustment. As a result of the analysis of the relationship between social media addictions according to the age of the participants and their tendencies towards marital adjustment and cheating, a moderately negative and statistically significant linear relationship was found between social media addictions and marital adjustment of the 18-25 age group. It is seen that there is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the 26-33 age group. When the relationship between social media addictions and their tendencies towards marital adjustment and cheating according to the educational status of the participants was analyzed, a highly negative and statistically significant linear relationship was found between social media addictions and marital adjustment of the group with primary-secondary education. It was observed that there was a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the group with high school education. In the group with undergraduate education, there is a weak, negative and statistically significant linear relationship between social media addictions and marital adjustment. In the analysis of the relationship between the social media addictions of the participants and their tendency towards marital adjustment and attitude towards cheating according to their marriage type, it was seen that there was a weak negative statistically significant linear relationship between social media addictions and marital adjustment of the group who got married by acquaintance. On the other hand, there is a moderately negative and statistically significant linear relationship between social media addictions and marital adjustment of the group that got married in other ways (arranged marriage, marriage without family consent). When the relationship between the social media addictions of the participants according to their profession and their tendency towards marital adjustment and cheating was examined, a weak negative and statistically significant linear relationship was found between social media addictions and marital adjustment of the profession group. It was observed that there was a statistically significant linear relationship between social media addictions and marital adjustment of the non-profession group in a highly negative direction. When the relationship between social media addictions and their tendencies towards marital adjustment and cheating was analyzed according to the working status of the participants, it was seen that there was a weakly negative and statistically significant linear relationship between social media addictions and marital adjustment of the working group. In the non-employed group, a highly negative and statistically significant linear relationship was found between social media addictions and marital adjustment.

According to all these findings, it has been observed that as the level of social media addiction increases, the level of incompatibility in marital relations also increases, and it can be said that social media addiction has a negative effect on marital relations.

In this context, the following suggestions can be made according to the results of the research;

- 1- It can be suggested that married couples take up different hobbies apart from social media platforms.
- 2- Since it is seen that the level of awareness of individuals increases as the education level progresses on issues such as finding a spouse, choosing a spouse, and marriage, it can be aimed to train students in schools by preparing the necessary programs to gain this awareness level from the high school level.
- 3- Trainings can be planned for individuals to start a healthy family environment and what needs to be known in order to promote this newly started family in a healthy way, as well as for individuals to get to know each other better and in detail before marriage, and these trainings can be given to individuals who apply for marriage.
- 4- In order for individuals to have and maintain a healthy marital adjustment, the importance of acquiring a profession should be emphasized especially from high school, training should be given on the positive effects of acquiring a profession and working in a job on the choice of a spouse, and studies can be carried out on this subject.
- 5- Educational studies can be conducted on the effects of the marriage style of individuals on their marriage, mostly through public service announcements, informational images through social media, and especially on the marriage patterns of young people in rural areas and its effects on the marriage process.

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