

# THE EFFECT OF SOCIAL MEDIA ADDICTION ON MARRIAGE ROLE EXPECTATIONS

## SOSYAL MEDYA BAĞIMLILIĞININ EVLİLİK ROL BEKLENTİLERİNE ETKİSİ

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### ABSTRACT

**Aim:** This study was conducted to determine the social platform usage status of married individuals and the impact of social media on their marital relationships/expectations.

**Material and Methods:** One-unit difference, 95% power,  $\alpha = 0.05$  margin of error was calculated with the G Power 3.1 program, which included 400 married individuals between the ages of 15-49, who came from here and were structured in a relationship-seeking type. Data were collected using the introductory information formula, Social Media Addiction Scale - Adult Form and Marriage Role Expectations Scale. SPSS 25 program was used in the analysis and evaluation of the data. t-test for evaluating normally distributed data, One-Way Analysis of Variance; Kruskal Wallis, Mann Whitney-U used. Statistical consumption level was accepted as  $p < 0.05$ . As a result of the research, it was determined that the average of the social media expenditure estimation evaluation score was at the medium level.

**Results:** The perception that the average of the egalitarian factor sub-dimension score is higher than the average of the traditional factor sub-dimension score in marriage role expectations. While the destruction of social media negatively affects people's expectation of mitigating roles, it is aimed that receiving criticism from one's spouse regarding social media use does not increase traditional role expectation.

**Conclusion:** In addition, it was found that marital role expectancy was affected by gender, education level, duration of marriage, dating time and living child life.

**Keywords:** Addiction, social media, marriage relationships, marital role expectations

### ÖZET

**Amaç:** Bu çalışma, evli bireylerin sosyal platform kullanma durumu ve evlilik ilişkilerine/beklentilerine sosyal medyanın nasıl bir etki gösterdiğini belirlemek amacıyla yapılmıştır.

**Gereç ve Yöntem:** 15-49 yaş arasındaki 400 evli bireyin dâhil edildiği, tanımlayıcı ve ilişki arayıcı türde yapılan çalışmanın örnekleme G Power 3.1 programı ile bir birimlik fark, %95 güç,  $\alpha = 0.05$  hata payı dikkate alınarak hesaplanmıştır. Veriler tanıtıcı bilgi formu, Sosyal Medya Bağımlılığı Ölçeği -Yetişkin Formu ve Evlilik Rol Beklentileri Ölçeği kullanılarak toplanmıştır. Verilerin analizi ve değerlendirilmesinde SPSS 25 programı kullanılmıştır. Normal dağılım gösteren verilerin değerlendirilmesinde t-testi, Tek Yönlü Varyans Analizi; normal dağılım göstermeyen verilerin değerlendirilmesinde Kruskal Wallis, Mann Whitney-U kullanılmıştır. İstatistiksel anlamlılık düzeyi  $p < 0.05$  olarak kabul edilmiştir.

**Bulgular:** Araştırma sonucunda, sosyal medya bağımlılığı ölçeği yetişkin formunda puan ortalamasının orta seviyede olduğu belirlenmiştir. Evlilik rol beklentileri ölçeğinde ise, eşitlikçi faktör alt boyut puan ortalamasının geleneksel faktör alt boyut puan ortalamasına göre daha yüksek olduğu saptanmıştır.

**Sonuç:** Sosyal medya bağımlılığının, kişilerin eşitlikçi rol beklentisini negatif düzeyde etkilerken, sosyal medya kullanımı ile ilgili eşinden eleştiri almanın geleneksel rol beklentisini artırdığı belirlenmiştir. Ayrıca, evlilik rol beklentisinin, cinsiyet, eğitim seviyesi, evlilik süresi, tanışma süresi ve yaşayan çocuk sayısından etkilendiği bulunmuştur.

**Anahtar kelimeler:** Bağımlılık, sosyal medya, evlilik ilişkileri, evlilik rol beklentileri

## INTRODUCTION

The usage of the Internet has dramatically expanded with the advancement of communication and technology around the globe and in Turkey, as well (Kumar et al., 2019; Mengistu et al., 2021; TÜİK, 2021). With the usage of the Internet, social media has developed into a key idea in the field of communication systems, which has led to a number of circumstances that have an impact on family and social life (Güleç, 2018). Behavioral addiction may result from the use of social media for purposes like education, sharing video/pictures/information, etc., developing friendship relationships, and transferring the social circle to the virtual world (Center, 2019). According to the literature, spending 8.5 h thru 21.5 h per week online with internet and social media usage is considered an addiction (Yang & Tung, 2007; Young, 2007). The report named 'We are Social – 2020' states that 3.8 billion people around the world and 55 million people in Turkey actively use social media. It was reported that social media usage is around 50% worldwide and that Turkey ranks 15th among 46 countries in the frequency of social media usage (Instagram, Tik Tok, Twitter, etc.) between the ages of 16 and 64 (We are Social, 2020). The widespread use of social media in all aspects of society leads to changing role expectations and behaviors during marriage time (Güleç, 2018). A traditional or egalitarian worldview might sustain behaviors linked to domestic responsibilities and separation of duties between couples (Köksal & İlhan, 2018). Characteristics attributed to women and men according to gender perceptions include, in traditional marital roles, women taking over household chores, men maintaining the family, and out-of-home responsibilities (İmamoğlu, 1993). Given the egalitarian roles, the processes

of carrying out domestic responsibilities and decision-making in marriage are equalized, and shared responsibility comes into question (Dunn, 1960; Köksal & İlhan, 2018). The standards for how spouses evaluate their marriage form their expectations of the marriage role. Social media use also affects marital relationships and expectations. Couples take the effort to keep an eye on each other's online activities because of the ability of social media to facilitate communication between partners. According to the study of Gull et al. (2019), one of the main factors contributing to how negatively social media affects couples' life is social media. According to Merlici et al. (2022), the increased use of social media poses a threat to marriages. Couples' misconceptions about the nature of their marital connection can be exposed when the institution of marriage is brought into the virtual world and made publicly visible. This study sought to determine the social platform usage of married couples and its effect on the marital relationships/expectations.

## MATERIAL AND METHODS

### Research Type

This is a descriptive-correlational study.

### Sampling

The population consists of married women and men aged between 15 and 49 years. It was calculated that 400 subjects should be included in the research sample, taking into account the average value given in the study titled "Investigation of The Relationship Between Marriage Adjustment, Communication Skills and Social Media Usage Levels of Married Individuals" carried out by Işık (2022), in the package program G\*Power 3.1, one unit difference, 95% power,  $\alpha = 0.05$  margin of

error. 400 participants who were members of social media groups at the time of data collection and who met the criteria for inclusion in the study were included in the study. The study included individuals aged 15-49 years who used social media and volunteered to participate in the study. The history of psychiatric illness was asked in the introduction form, and individuals with a history of psychiatric illness excluded from the study.

### Data Collection Tools

Descriptive Form, Social Media Addiction Scale and Marriage Role Expectations Inventory were used to collect data.

### Descriptive Form

This form, created by the researchers as a result of the literature review (Güzel, 2020; Köksal & İlhan, 2018), consists of 74 items assessing age, educational background, employment status, income level, place of residence, family type, length of the marriage, and communication with the spouse, etc.

### Marriage Role Expectations Inventory

This 5-point Likert-type scale was developed by Köksal & İlhan (2018) to evaluate the marriage role expectations of the individuals, consisting of two subscales – traditional role expectations and egalitarian role expectations – and 40 items in total. The higher subscale scores the higher level of expectation. There is no reverse scored item in the scale. The Cronbach's alpha coefficient of the scale for egalitarian role expectations and for traditional role expectations were 0.88 and 0.93, respectively Köksal & İlhan, 2018). In this study, the Cronbach's alpha coefficient for both subscales were found as 0.90.

### Social Media Addiction Scale

This 5-point likert-type scale was created by Şahin & Yağcı (2017) to assess adults' social

media addiction and consists of two subscales – virtual tolerance and virtual communication – and 20 items in total. One can score between 20 and 100 points, where the higher score means a higher level of social media addiction. Items 5 and 11 are reverse scored items. The Cronbach's alpha coefficient of the scale for virtual tolerance and virtual communication were found as 0.92 and 0.91, respectively.

### Data Collection

Research data were collected using the Survey program(<http://www.survey.com/survey/>), which allows online surveys to be conducted between September 26, 2022, and October 28, 2022. First, data collection tools were uploaded to the web environment. Then, participants were invited to participate in the study by sharing in different forums or social media groups (Facebook, WhatsApp, Instagram). The participants, who filled in the form conveniently through their smartphones or computers, had their responses collected in a database prepared in SPSS format by pressing the “Submit” button.

### Data Analysis

The IBM SPSS Statistics (Version 25) program was used for data analysis. Number, percentage, mean, and standard deviation were used for descriptive statistics of participants' descriptive characteristics and scale scores. The normality of the distribution of variables was checked by the Kolmogorov-Smirnov test, Skewness and Kurtosis. The t-test for the analysis of normally distributed data, one-way analysis of variance, Kruskal-Wallis, and Mann-Whitney-U were used to evaluate the non-normally distributed data. The statistical significance level was accepted as  $p < 0.05$ .

### Ethical Approval

This is an evaluation as a matter of quality

management, it was performed in accordance with the ethical standards of the institutional research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards. This study was approved by the Ethics Committee of the KTO Karatay University and conducted according to the principles of the Declaration of Helsinki.

Ethics committee approval (dated September 21, 2022, and numbered 2022/034) was obtained prior to the study. Participants who answered “Yes” to item “Please read through this information before agreeing to participate (if you wish to) by ticking the ‘Yes’ box below” as a prerequisite to participate in the study were included in the study and it was accepted that they gave written consent.

### Limitations

The limitations of the study are the online collection of data and the high number of female participants.

### FINDINGS

#### Descriptive characteristics of the participants

Of the participants, the age average was 35.79 ±

9.0; 67.9% were female and 30.9% were male; 26.8% had a high-school level educational background; 57.3% were employed; 58.5% had an average income level. Of the participants, the length of marriage of 62.2% was between 6-10 years; 58.8% reported that their dating period was one year or below. Given the social media platform, 75% uses Facebook, 37.8% uses Instagram, and 28.5% uses Instagram + Facebook (Table 1).

#### The relationship between the independent variables and the mean scores of the marriage role expectation subscales

It was found that there is a significant relationship between the egalitarian role expectations mean scores and variables of gender ( $p \leq 0.001$ ), educational level ( $p < 0.05$ ), the length of marriage ( $p < 0.05$ ), dating period ( $p \leq 0.001$ ), and the number of living children ( $p < 0.05$ ) (Table 1).

There was a significant relationship between the traditional role expectations mean scores and variables of gender ( $p \leq 0.001$ ), educational level ( $p \leq 0.001$ ), dating period ( $p < 0.05$ ), the number of living children ( $p < 0.05$ ), receiving criticism from their spouses about their use of social media ( $p < 0.05$ ) (Table 1).

**Table 1.** The relationship between the descriptive characteristics and descriptive characteristics of the participants and the mean scores of the marriage role expectations scale (N = 400)

Introductory Features	N (%)	Egalitarian Role Expectations Sub-Dimension		Traditional Role Expectations Sub-Dimension	
		X±SS	Test and p value	X±SS	Test and p value
<b>Age</b>		35.79±9.00			
<b>Gender</b>					
Woman	275 (%67.9)	85.79±11.43	<b>U:12.352</b>	53.41±13.36	<b>t: -8.910</b>
Male	125 (%30.9)	79.17±14.51	<b>P:0.000</b>	66.24±13.31	<b>p:0.000</b>
<b>Educational status</b>					
Primary school	45 (%11.3)	79.24±14.77	<b>KW:11.974</b>	59.84±11.54	<b>F: 7.522</b>
Middle school	50 (%12.5)	83.86±10.25	<b>P:0.007</b>	62.10±12.17	<b>p: 0.000</b>
High school	107 (%26.8)	82.87±11.77		60.45±14.43	
University and above	50 (%12.5)	85.17±13.30		54.05±15.16	
<b>Working status</b>					
Yes	229 (%57.3)	84.19±13.21	U:18135	57.10±16.08	t: -0.519
No	171 (%42.8)	83.09±12.31	P:0.206	57.84±12.37	p: 0.604

**Table 1.** The relationship between the descriptive characteristics and descriptive characteristics of the participants and the mean scores of the marriage role expectations scale (N = 400)

Income rate					
Good	81 (%20.3)	82.96±11.27	KW:2.029	58.04±14.72	F: 0.120
Middle	234 (%58.5)	84.56±12.42	P:0.363	57.14±14.17	p: 0.887
Bad	85 (%21.3)	82.15±15.09		57.58±15.78	
Duration of marriage					
≤5 <sup>1</sup>	141 (%35.3)	85.53±12.47	<b>KW:8671</b>	56.60±14.86	F: 0.589
6-10 year <sup>2</sup>	62 (%62.2)	83.95±12.50	<b>P:0.013</b>	58.66±15.96	p:0.555
11 year and above <sup>3</sup>	182 (%45.5)	82.18±12.92		58.06±13.58	
Dating time					
≤1 year	235 (%58.8)	81.91±13.18	<b>U:15.428</b>	59.49±14.24	<b>t: 2.265</b>
≥2 year	165 (%41.3)	86.31±11.89	<b>P:0.001</b>	54.47±14.65	<b>p:0.025</b>
Number of living children					
0-2 children	294 (%73.5)	84.41±12.64	<b>U:13.377</b>	56.44±15.33	<b>t: -2.237</b>
3 or more children	106 (%26.5)	81.83±13.21	<b>P:0.031</b>	60.13±12.02	<b>p: 0.026</b>
Time spent on social media					
≤1 hour	190 (%47.5)	83.68±12.25	KW:1040	56.84±15.23	F: 0.363
2 hours	104 (%26.0)	84.78±12.67	P:0.594	57.53±14.12	p: 0.696
3 hours or more	106 (%26.5)	82.76±13.99		58.34±13.97	
The situation of receiving criticism from her spouse regarding the use of social media					
Yes	73 (%18.3)	83.17±12.28	U:11.002	61.43±15.57	<b>t: 2.546</b>
No	327 (%81.7)	83.76±13.08	P:0.462	56.63±14.30	<b>p: 0.011</b>

N: Sample (%);  $\bar{X}$ : Mean; SD: Standart Deviation.

### The Relationship Between Social Media Addiction and Marriage Role Expectations

There was a negative, weak, and significant relationship between social media addiction and egalitarian role expectations ( $R = -0.139$ ;  $p \leq 0.05$ ). On the other hand, there was an insignificant relationship between social media addiction and traditional role expectations ( $R = -0.60$ ;  $p > 0.05$ , Table 2). There was a negative, weak, and significant relationship between egalitarian and traditional role expectations, which are the subscales of the Marriage Role Expectations Inventory ( $R: -0.170$ ;  $p \leq 0.001$ , Table 2).

**Table 2.** The relationship between social media addiction and marriage role expectations scale

	Egalitarian Factor	Traditional Factor
Social Media Addiction Scale	$r = -0.139$ (0.005)	$-0.60$ (0.229)
Egalitarian Factor	1	$-0.170$ (0.001)
Traditional Factor	$-0.170$ (0.001)	1

\* $p < 0,05$

### Mean Scale Scores

Table 3 shows the mean scores of the social media addiction and the marriage role expectations subscales.

**Table 3.** Social Media Addiction Scale Adult Form and Marital Role Expectations Scale Sub-Dimensions Score Averages

Scales	$\bar{X} \pm SS$
Social Media Addiction Scale Adult Form	47.08±12.27
Egalitarian Factor	83.72±12.83
Traditional Factor	57.42±14.60

N N: Sample (%);  $\bar{X}$ : Mean; SD: Standart Deviation.

According to the results of multiple regression analysis conducted to examine the variables that affect egalitarian role expectations, as the dating period increased, the egalitarian role expectations increased by 0.016 times ( $p \leq 0.001$ ). 10% of the variance is explained by the independent variables (Table 4).

According to the results of multiple regression analysis conducted to examine the variables that

affect traditional role expectations, it was found that traditional role expectations decreased 2.87 times ( $p \leq 0.001$ ) as educational level increased.

22% of the variance is explained by the independent variables (Table 4).

**Table 4.** Factors Associated with Marriage Role Expectations Sub-Dimension Mean Scores (Multiple Regression Analysis Results)

The dependent variable	Variables	B	$\beta$	t	p	F	Model (p)	R <sup>2</sup>
Egalitarian Role Expectations	Gender	-.777	-.028	-.202	.768	5.904	0.000	0.107
	Education	1.928	.152	2.424	.052			
	Duration of marriage	-1.323	-.095	-1.397	.230			
	Year of acquaintance	.697	.145	2.574	<b>.016</b>			
	Number of living children	1.103	.037	.535	.905			
	Still	72.252		7.228	.000			
Traditional Role Expectations	Gender	5.199	.166	6.518	.180	16.231	0.000	0.229
	Education	-2.871	-.194	1.343	<b>.001</b>			
	Year of acquaintance	-.515	-.094	-3.429	.067			
	Number of living children	2.135	.061	-1.839	.285			
	Getting criticism from your spouse regarding social media	-1.246	-.033	-2.331	.519			
	Still	70.873		6.518	.000			

R<sup>2</sup> : Adjusted R Square; B: Non-standardized coefficient;  $\beta$ : Standardized coefficient Remarks

## DISCUSSION

The use of social media, such as Facebook, Twitter, YouTube, and Instagram, etc. occupies an important place in the daily life of today's world. The goal of this study was to better understand how social media addiction, a significant problem of our age, is affecting relationships in general and marriage in particular.

Social media addiction gradually increases in the whole world, and in Turkey, as well (Çömlekçi & Başol, 2019). In our study, we found that the mean score of the Social Media Addiction Scale - Adult Form was moderate (47.08±12.27). In the Marriage Role Expectations Inventory, on the other hand, it was found that the egalitarian factor's mean score (83.72±12.83) was higher than the traditional factor's mean score (57.42±14.60). The range of values of the two factors in the

Marriage Role Expectations Inventory was between 20 and 100, and it was seen that the married people in our study had a more egalitarian attitude. In their study examining social media addiction in young adults, Yüksel, Ayşe & Yasak (2020) found that the Social Media Addiction Scale mean scores in married individuals were 40.87±13.15. Akyazı, Çıtak & Tosun (2022a) identified that, in the Marriage Role Expectations Inventory, women in a relationship scored (97.01±4.68) on the egalitarian factor subscale and (40.86±17.87) on the traditional role expectation subscale. Literature findings support our study. It is hypothesized that the fact that the majority of the study participants were women had an impact on the higher egalitarian role mean scores on Marriage Role Expectations Inventory.

Marriage role expectations are based on the

responsibilities that society assigns to women and men and the roles that individuals are expected to play (Tosun & Yazıcı, 2021). The study found that gender affects marriage role expectations and that women have higher levels of egalitarian role expectations, while men have higher traditional role expectations. In their study on determining marriage role expectations in predicting attitudes toward marriage, Akyazı et al. (2022a) found that women's egalitarian role expectations were higher than men's, while men have higher traditional role expectations (Akyazı, Çıtak & Tosun, 2022b). Ünver & Demirli (2022) determined in their qualitative study that couples take a more egalitarian approach in dividing their domestic roles by women's changing demographics. In another study conducted to determine the effects of different independent variables on couples' marriage role expectations, it was found that women had a more egalitarian attitude than men, while traditional role expectations of men were more prominent (Tosun & Yazıcı, 2021). In their qualitative study, Parveen et al. (2022) found that two subscales emerged to assess the effect of spousal role expectations on marital conflict. The subscale "provider and protector" relates to the role expectations from a husband, whereas "caretaker and household manager" relates to the role expectations of a wife. In general, spouses' expectations on various topics in marriage are influenced by cultural and societal norms. It is considered that this situation is more traditional for egalitarian men than women and is part of gender attitudes.

The study found that educational background affects marriage role expectations and that as educational level increases, expectations of an egalitarian role increase, while expectations of a traditional role decrease. In various studies conducted in many countries around the world

and in Turkey as well, it is well known that culture affects expectations of married women and men, and especially in societies that continue to have cultural and traditional attitudes, major responsibilities such as cooking, cleaning, and childcare are given to women (Gonalons-Pons & Gangl, 2021; Yılmaz, 2018). Pessin (2018) found that barriers to marriage were higher for women with low levels of education than for women with high levels of education and increases in education levels affect the formation of more egalitarian marriage norms. Today, it is evident that the importance of equal sharing of responsibilities of the wife with her husband is increasing for the healthy management of the marriage. Uzuncakmak & Yılmaz (2020) found that as the educational level of couples increases, marital harmony increases, too. Moreover, in their study of unmarried sample group, Tosun & Yazıcı (2021) concluded that individuals whose parents had education levels elementary school or below had more traditional role expectations in marriage compare to individuals whose parents had high school or higher education levels. It turns out that parents' education levels, including their own marriage expectations, also affect their children's future marriage expectations. Today, changes in women's educational levels are thought to have an important influence on the increase in egalitarian role expectations in marriage and the change in expectations for women and men in the traditional family model.

The study found that as the length of marriage increases, the expectation of an egalitarian role decreases. Although there are not many studies in the literature on marriage role expectations, several studies based on the traditional family model found that the length of marriage is associated with egalitarian attitudes. Akpınar & Kırlioğlu (2020) found that gender role

subscales (traditional gender role and egalitarian gender role) were important determinant of marital adjustment and that increasing length of marriage causes a significant decrease in marital adjustment scores. Today, it is known that women's participation in the labor force leads to a cultural reshaping of men's and women's roles (Yılmaz, 2018). As a result this, traditionally assigned roles are believed to be evolving toward equality in many areas, including marriage, which affects the length of marriage and marital status (Zaheri et al., 2016).

The study found that marriage role expectations were influenced by the length of the relationship. It was found that those who date less than one year had a higher mean score for traditional role expectation, while those who date two or more years had a higher mean score for egalitarian role expectation. Accordingly, it was found that as the length of dating increased, the egalitarian role expectation increased, too. Although there are study results in the literature that show the effects of various demographic data on marriage expectations (Akyazı et al., 2022a), there is no study that examines the length of dating before marriage and role expectations. With the societal change in Turkey and in many other countries, it is likely that traditional gender expectations (traditional role expectations in marriage) will be replaced by more egalitarian expectations (Belingheri et al., 2021). The increasing length of dating before marriage may be an indication that traditional attitudes are being replaced by egalitarian attitudes in society. It is hypothesized that one reason for this result is that women are more supportive of egalitarian attitudes in many different situations, including marriage.

The study found that the number of living

children the couples had affected marriage role expectations, and couples with three or more children had lower levels of egalitarian role expectations while having higher levels of traditional role expectations. There is evidence in the literature that the number of children affects marital satisfaction (Ghahremani, et al., 2017; Kowal, G et al., 2021). The decrease in marital satisfaction and marriage expectations related to having children is more common in women than in men (Kowal et al., 2021). An inequalitarian, unbalanced relationship between couples may change in the context of increasing numbers of children. Women's roles and responsibilities in terms of housework and child rearing, while men take care of their families by working, consist of culturally traditional expectations of marriage in the past (Gonalons-Pons & Gangl, 2021). However, as changing gender roles affect spouses' duties, roles, and responsibilities to each other, the equal responsibility that parenthood confers on couples and changing norms will be an important predictor of changes in the number of children. The decline in the birth rate in reports published in Turkey and in other countries may be an indicator of this (Pettinger, 2021). Çetinkaya & Gençdoğan (2014) found that gender role attitudes and marital quality were significantly higher among those without children than those with children. According to traditional understanding, men are more valuable than women, but men's dominance over women is thought to influence many situations, including the number of children (Kariman, et al., 2016). However, with the increasing developments after the 20th century, the changing expectations of spouses toward each other may have brought about a system in which roles are more participative and egalitarian. The decline in the number of children is thought to be due to couples' decision to adopt egalitarian role expectations in



marriage and to assume equal responsibility for child rearing.

The situation of receiving criticism from one's spouse regarding social media use was found to influence traditional role expectations, and those receiving criticism had higher levels of traditional role expectations. The widespread use of the Internet has made it easier for individuals to access many sources of information (Akkaya, 2021). Social platforms that have emerged as a result of increased Internet use may be changing the marriage behavior of today's adults (S. Zhang, et al., 2023). Men have been found to impose certain social media use rules on their wives by placing more restrictions on them, especially in their use of social media (Kalaman & Çelik, 2019). Social media jealousy, which is believed to be caused by traditional expectations, is one of the most important issues in social media today, and spousal criticism of this issue has been addressed in several studies (Tandon, Dhir & Mäntymäki, 2021). In particular, social media use, which can cause feelings of jealousy between couples, poses some unequalitarian risks (violence, divorce) for men and women due to gender differences (Frampton & Fox, 2018). Our study also found that as social media addiction increases, the expectation of an egalitarian role decreases. Although researchers in the literature have focused on the negative effects of social media and problematic Internet use on family and relationship expectations (Bagheri, et al., 2023; Hertlein & Twist, 2019; H. Zhang, et al., 2017) no study was found on the effects of social media use on marriage expectations. The sociocultural circle is an important determinant of spouses' responses to each other in various situations such as social media use (Martínez-León, et al., 2017). Jealousy and the factors that trigger it (cheating, social media addiction) are influenced by the

beliefs and traditional cultural environment in which people grow up. Aparicio-Martínez et al. (2020) have shown that there is a gender effect in social media addiction and that a combination of sociopsychological factors in women and social factors in men is more important for addiction.

Consistent with these findings, excessive use of social media nowadays leads to lower marital satisfaction and marriage role expectations, and this situation is thought to be influenced by the sociocultural values couples grow up with.

## CONCLUSION

As a result of the study, it was found that the Social Media Addiction Scale-Adult Form mean score was at moderate level. In the Marriage Role Expectations Inventory, it was found that the mean score of the egalitarian factor subscale was higher than the mean score of the traditional factor subscale. Social media addiction was found to negatively affect egalitarian role expectations, while spouse criticism of social media use was found to increase traditional role expectations. In addition, marriage role expectations were found to be influenced by gender, education level, length of marriage, length of date, and number of living children. It is suggested that more egalitarian role expectations are achieved by reducing social media addiction and the degree to which couples are critical of social media use. Studies are needed in the literature to examine the effects of social media addiction on marriage role expectations.

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*There is no conflict of interest regarding this study.*

### Author Contribution

**Conceptualised the study:** Hafize Dağ Tüzmen, Büşra Duran; **Collected the data:** Hafize Dağ Tüzmen, Büşra Duran, Şerife İrem Döner; **Analyzed the data:** Hafize Dağ Tüzmen; **Drafted the initial manuscript:** Hafize Dağ Tüzmen, Büşra Duran, Reviewed the manuscript, approved the final

*manuscript and agree to be accountable for all aspects of the work: Hafize Dağ Tüzmen.*

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