Attitudes towards the Impact of Social Networking Sites Use on Marital Life among Egyptian Youth

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ABSTRACT

This study attempts to investigate the use of Social Networking Sites (SNSs) for purposes pertaining to the marital life among Egyptian youth, and to examine the relationships with demographic variables (gender and educational level), SNSs use, SNSs use for purposes pertaining to the marital life, attitudes towards the effects of these sites use on marital life, and perceived social presence on these sites among them. The current study is theoretically guided by social presence theory through a questionnaire survey administered to a convenience sample of 313 SNSs users who live in Egypt from August to September 2016. The results show that 79.2% of respondents use SNSs for purposes pertaining to their marital life, but only 17.9% of them reported that they would accept a marriage through SNSs. The findings also indicate that respondents' educational level has a significant impact on their perceived social presence and on their attitudes towards the effects of these sites use on marital life. Person correlation reveals that there is a significant positive relationship between respondents' SNSs use and their SNSs use for purposes pertaining to their marital life, and it also indicates that respondents' perceived social presence is associated with their SNSs use for purposes pertaining to their marital life.

KEYWORDS: Social Networking Sites; Marriage; Social presence; Gender; Educational level.

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INTRODUCTION

In recent years, both young people and adults have been increasingly using SNSs (Mesch 2016). In the Arab world, younger age groups use the Internet, including SNSs, more avidly compared to the rest of the population (Abdulla 2007), therefore, "SNS-mediated communication among youths has drawn increasing attention from communication scholars" (Ho, Shin and Lwin 2017: 2).

Social media, particularly SNSs, has had both positive and negative effects on social, cultural, political and economic aspects of life in the Arab World. An excellent example of how SNSs played a curial role in the realm of political mobilization in 2011 Egyptian revolution by helping Egyptian activists to organize their actions and coordinate their efforts in this realm (Khamis and Vaughn2012). PaPaioannou and Olivos (2013) revealed that new cultural values are disseminated in Arab World via these sites. Most companies, in Arab world countries, have established pages or accounts on different SNSs to interact with their publics, and to promote their goods and services (Elananza and Mahmoud 2016).

In the context of SNSs social effects, spouses and extended family members use these sites to help them in managing their relational issues (Craig and Johnson 2011) that include gender, mate selection, family relationships, marriage, marital satisfaction, and other practices in everyday life (Madathil and Benshoff 2008; Ridder2015), since they have found new ways to connect, share, communicate, and interact with each other or with others to solve family problems and support their marital and family relationships which are considered the primary and most important social relationships (Valtchanov, Parry, Glover and Mulcahy 2014).

Although the role of SNS in political initiatives and collective actions is a matter of considerable debate in computer-mediated communications studies (Sormanen and Dutton 2015),academic

researchers (e.g. Ridder 2015; Valtchanov et al2014) have commented on the need to examine SNSs usage for purposes pertaining to the marriage, marital life and family relationships and its effects. Therefore, the current study attempts to explore SNSs use for purposes pertaining to the marital life among Egyptian youth, to examine their attitudes towards the effects of these sites on marital life, and to measure their perceived social presence on these sites.

Social media use

Social medium is one of the most important online media forms; "it is anything that uses the Internet to facilitate conversations." (Solis and Breakenridge2007:17), and it is growing at such a rapid pace (Gordon2010). Common social media tools include: SNSs, blogs, video and photo sharing, virtual worlds, online games, social bookmarking, reviewing and rating sites, text, images, audio and video through the development of forums, message boards, photo sharing, podcasts, Really Simple Syndication (RSS) and webcasts, search engine marketing, Wikis, social networks, professional networks, micro-blogging sites and so forth (Thomas 2011; Wright and Hinson 2009).

Social media are being used to disseminate and exchange information among users (Chapardar and Khanlari 2011; Grunig 2009). Social media enable user to 1) communicate with their contacts through e-mail; the user can create a personal profile, his or her personal webpage to represent himself or her on the Internet, including general statistics, hobbies and anything else he or she would like to include, 2) provide an opportunity to extend the user's personal network, 3) extend his or her personal network, 4) include his or her friends, 5) interact and socialize virtually, and 6) create his or her online persona, the user is now ready to connect with the people he or she chooses with no geographical boundaries (Vocus White Paper

2007).

SNSs use in Egypt

SNSs, such as Facebook, Twitter, MySpace, LinkedIn, FriendFeed, AsmallWorld, my Yearbook, Bebo or some other tool (Baumgartner and Morris 2010; Jensen, Sobel and Cook 2011; Papachariss2009; Solis and Breakenridge2007; Tufekci 2008), "provide the new time-space for self-expression, connectivity and 'self-creation'" (Takahashi2010: 454). "Such sites allow individual users to post information and interact with others either one-on-one or in groups" (Baumgartner and Morris2010: 24), and they allow them "to create their profiles, display a picture, accumulate and connect to friends met both online and offline and view each other's profiles" (Papachariss, 2009: 200).

Boyd and Ellison (2007) defined these sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. "SNSs imply that users can maintain infinite numbers of friends provided they have digital management tools" (Boyd2008:16), as well as "the number of SNSs has not only expanded but their use has become a nearly daily exercise for millions of people"(Jensen, Sobel and Cook 2011:121).

The Arab world, particularly Egypt, has witnessed the rise of independent SNSs, and steadily increasing citizen engagement on these websites. The Arab SNSs have witnessed what is arguably the most dramatic and unprecedented improvement in freedom of expression, association, and access to information in contemporary Arab history (Ghannam 2011).

Internet World Stats (2016) announced that the number of

Internet users in Egypt, for June 2016,was around 34,800,000(38.6%) of the Egyptian population, the number of Facebook, as the most used SNSs, subscribers is about 32 million Facebook subscribers or 35.5% of the Egyptian population.

SNSs and marital life

The major benefit of utilizing social media, including SNSs, in discussing issues related to marriage and family, is ability to provide some anonymity, since spouses and family members may feel free to discuss negative feelings that accompany their roles as family members, and feel safe in doing so, and these websites provide access to information and the ability to compare oneself to others (Craig and Johnson 2011).

Wang, Walther, Pingree and Hawkins (2008) have indicated that similarity to others and similar experiences within online communities are the most advantageous aspects of using such websites. Since, these sites enable their users to contact many different individuals dealing with a similar issue, spouses and family members may gain multiple perspectives on how to understand their roles (Craig and Johnson 2011).

Social networking sites (SNSs) have become common avenues for young people to share their life experience with peers (Ho, Shin and Lwin2017:1), including their family relationships

Limited research has focused on the implications of SNSs on offline life, particularly on family and marital relationships (Fox, Warber and Makstaller 2013), for this reason, the current study specifically addresses how SNSs may be used in the family and marital life and relationships among Egyptian youth, their attitudes towards the effects of these sites on marital life, and their perceived social presence, as well as the relationships among these variables.

Social presence theory (Concept, Dimensions, and Measures)

The first definition of social presence has been introduced by Short, Williams and Christie (1976) who defined it as "the degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationship" (65), and they described it as "attitudinal dimension of the user, a 'mental set' towards the medium" (65),at that time, media were "video-conferencing equipment or videophone"(Ardelet and Brial2011: 47).

In the early 1990s, the invention of the Web and the continued growth of Internet users have stimulated researchers to examine social presence on computer-mediated environment to 1) explore the design goals, social motivations of users, properties, and effects of telecommunication systems, 2) use social presence measures to assess the performance of "social presence" technologies, and3) explore the larger issues in theories of mind, social cognition, and interpersonal communication (Biocca, Harms and Burgoon2003). There has been a lack of consensus to determine the concept of social presence

The social presence definitions can be divided into three categories: mediated environment, users/others, and medium capacity; some researchers' definitions of social presence focused on the importance mediated environment/place/location (e.g. Heeter 1992; Sallnas, Rassmus-grohn and Sjöström2000; Steuer1992; Witmer and Singer1998); since Heeter (1992) defined it as "the extent to which other beings (living or synthetic) also exist in the world and appear to react to you" (262), it was also defined as "the extent to which one feels present in the mediated environment, rather than in the immediate physical environment" (Steuer,1992:76). Witmer and Singer (1998) referred to it as "the subjective experience of being in one place or environment, even when one is physically situated in another"(225), and it is "the feeling of being socially present with another person at a remote location" (Sallnas, Rassmus-grohn and Sjöström 2000: 462).

A second team of researchers (Biocca1997; Biocca, Harms and Burgoon2003, Lee2004) highlighted importance of the sense being with others (participants or users) in their definitions of social presence such as: "the minimum level of social presence occurs when users feel that a form, behavior, or sensory experience indicates the presence of another intelligence, the amount of social presence is the degree to which a user feels access to the intelligence, intentions, and sensory impressions of another"(Biocca1997:19), "sense of being with another, this other can be either a human or artificial intelligence" (Biocca, Harms, and Burgoon2003: 456), and "a psychological state in which virtual (para-authentic or artificial) social actors are experienced as actual social actors in either sensory or non-sensory ways" (Lee2004: 45).

Other researchers concentrate on the medium role in creating social presence (Burke and Chidambaram1999; Gefen and Straub2003; Kumar and Benbasat2002) and they described it as a characteristic of the medium, For example Burke and Chidambaram (1999) defined social presence as "the capacity of the medium to convey expressiveness and emotional content"(566), and it is also defined as "the extent to which a medium facilitates a sense of understanding, connection, involvement and interaction among participating social entities" (Kumar and Benbasat2002: 109), and "the extent to which a medium allows users to experience others as being psychologically present" (Gefen and Straub 2003: 11).

Social presence could also be existed on different websites, including social media, even though the users did not see one another (Ardelet and Brial 2011) by "providing means for actual interaction with other humans (via virtual communities, message boards, chats, etc.) or by stimulating the imagination of interacting with other humans (via socially-rich text and picture content, personalized greetings, human audio and video, intelligent agents, etc.)" (Hassanein

and Head 2005: 33), thus, the Internet is able to convey social presence, in same manner as do interpersonal communication, through its capability to transmit information richness (Straub and Karahanna1998), at the same time, "social presence reduces the spatial and temporal distance between Internet users, it also diminishes social distance" (Ardelet and Brial 2011: 48).

Biocca, Harms and Burgoon (2003) indicated that social presence is composed of three following dimensions:

1) **Co-presence** means "the degree to which the observer believes he/she is not alone and secluded, their level of peripheral or focal awareness of the other, and their sense of the degree to which the other is peripherally or focally aware of them (Harms and Biocca2004:247), and this belief or "feeling can be based on a sensory representation ("I can see the other person"), but it might also be the result of a strong mental representation of the other ("I can imagine the other person")" (Ekman, Chanel, Järvelä, Kivikangas, Salminen, and Ravaja 2012: 330), and this dimension includes sub-dimensions such as: Sensory awareness of the embodied other, mutual awareness, co-location, apparent existence, feedback, or interactivity of the other, and Sense of being together (Biocca, Harms and Burgoon 2003).

2) **Psychological involvement** is "the degree to which the observer allocates focal attention to the other, empathically senses or responds to the emotional states of the other, and believes that he/she has insight into the intentions, motivations, and thoughts of the other"(Biocca, Harms and Gregg 2001: 2), and it is also influenced by the participants' subjective evaluations of the situation ("I can understand your feelings" or "I respond to how you feel"). Notice that psychological involvement is not only limited to positive interactions, but can also emerge during conflicts where the participants interact on a mental or emotional

level (Ekman et al2012: 330). Psychological involvement can be represented in "Sense of access to intelligence, salience of the interpersonal relationship, intimacy and immediacy, mutual understanding"(Biocca, Harms and Burgoon 2003).

3) **Behavioral involvement** includes Interdependent, multichannel exchange of behavior and "it refers to the amount (number and extent) of dependency between people's actions. Behavioral involvement can arise as people perform similar actions or if a person coordinates his or her behavior in response to the other persons' actions"(Ekman et al2012: 330).

Short, Williams and Christie (1976) measured medium social presence by using four items: warm, personal, sensitive, and sociable. Burke and Chidambaram (1999) measured it by: impersonal/ personal, hot/cold, distant/close, dehumanizing/ humanizing, expressive/ inexpressive, emotional/unemotional, and insensitive/ sensitive. Kumar and Benbasat (2002) measured it by: immediacy/ intimacy, sense of understanding, positivity, involvement, and dominance. Wang, Baker, Wagner and Wakefield (2007) measured it by items: useful, intelligent, polite, informative, and interactive. Frambach, Roest and Krishnan (2007) used social presence items, intimate, social, evaluated with a 7-point Likert scale to measure it.

In the current study, the researcher adopts Gefen and Straub's (1997, 2004) measure which contains five items: human contact, personalness, sociability, human warmth, human sensitivity, with 5-point Likert scale. This measure has also adopted by many scholars (e.g. Hassanein and Head 2005, 2007; Cyr, Hassanein, Head and Ivanov, 2007).

QUESTIONS, HYPOTHESES AND PROPOSED MODEL

The following research questions guided this study to explore SNSs

use, SNSs use for purposes pertaining to the marital life, attitudes towards the effects of these sites use on marital life, and social presence on these sites among them, and to examine relationships among these variables as well.

RQ1: To what extent do the Egyptian respondents use SNSs?

RQ2: How much time do they use these sites for purposes pertaining to the marital life

RQ3: What are the important issues related to marital lives on these sites?

RQ4: What is the gender impact on SNSs use for purposes pertaining to the marital life from the respondents' point of view?

RQ5: Do they find a life partner through these sites?

RQ6: What is their perceived social presence on these sites?

RQ7: What are respondents' attitudes towards the effects of SNSs use on marital life?

Beside these survey questions, the researcher proposed the following main hypotheses:

Gender differences have been explored in various social media use contexts (e.g. Ahn2011; Antheunis, Schouten and Krahmer 2016; Tham and Ahmed 2011; Tsay-Vogel2016; Weiss2013). Ahn (2011) found that gender had a significant relationship to SNS usage amongst youth. Male teenagers were less likely to use SNSs than the female reference group, Tham and Ahmed (2011) indicated that gender had a significant effect on SNSs use. Antheunis, Schouten and Krahmer (2016) also found that there was a significant impact for gender on SNS use, specifically, more girls than boys were members of an SNS. On the other hand, both Tsay-Vogel (2016) and Weiss (2013) didn't find any significant difference between males and females for duration of Facebook use. The researcher therefore offers the following hypothesis:

H1a: There is a significant impact for respondents' gender on their SNSs use.

Some studies have examined the gender impact on duration of Facebook use for a specific purpose such as learning, social interaction, playing, and friendship (e.g. Aillerie and McNicol2016; Weiss2013). Weiss (2013) found that women were more likely to use Facebook for friendship purposes than men, but Aillerie and McNicol (2016) didn't find any statistically significant difference between males and females in the use of SNSs for obviously school-related tasks. Hence, the researcher hypothesizes that:

H1b: There is a significant impact for respondents' gender on their SNSs use for purposes pertaining to the marital life.

Some researchers examined the gender impact on social presence of different websites (e.g. Cyr, Hassanein, Head and Ivanov 2007; Gefen and Straub1997; Ho, Shin and Lwin 2017; Kahn and Williams 2016). Gefen and Straub (1997) found that women viewing e-mail as being higher in social presence than men. Likewise, Cyr, Hassanein, Head and Ivanov (2007) indicated that the gender has a significant impact on perceived social presence, and Ho, Shin and Lwin (2017) showed that social perception was significantly associated with gender, while other researchers (e.g. Kahn and Williams 2016; Lim and Richardson 2016) revealed that the gender impact on perceived social presence was not statistically significant. The researcher, therefore, hypothesizes that:

H1c: There is a significant impact for respondents' gender on their social presence on SNSs.

Koles and Nagy (2012) showed that female students with higher everyday usage tended to report, on average, significantly more negative school attitudes. Likewise, Howard, Curwen, Howard and Colón-Muñiz (2015) indicated that the relationship between gender

and attitudes towards Facebook use for schoolwork was significant. Hence, the following hypothesis is proposed:

H1d: There is a significant effect for respondents' gender on their attitudes towards the effects of SNSs use on marital life.

Education level may explain much of a user's sophistication or satisfaction with websites (Howard and Massanari 2007). Significant differences for educational level were observed for users versus nonusers of SNS. Specifically adolescents in lower and middle level education were more likely than adolescents in higher level education to be member of SNSs (Antheunis, Schouten and Krahmer 2016), and education was an important predictor of the composite level of use of SNSs on mobile devices (Cheng, Liang and Leung2015). Hence the following hypotheses are proposed:

H2a: There is a significant effect for respondents' educational level on their SNSs use.

H2b: There is a significant effect for respondents' educational level on their SNSs use for purposes pertaining to marital life.

H2c: There is a significant effect for respondents' educational level on their social presence on these sites.

H2d: There is a significant effect for respondents' educational level on their attitudes towards the effects of SNSs use on marital life.

Many studies have examined between SNSs use and other variables (attitudes, the purpose of this use, perceived social presence) (e.g. Cheng, Liang and Leung 2015; Ho, Shin and Lwin2017; Koles and Nagy 2012; Lim and Richardson2016; Tsay-Vogel, Shanahan and Signorielli 2016). Koles and Nagy (2012) found that time spent daily on the internet showed a statistically significant effect on school attitude dimensions. As to the predictive role of civic attitudes, Cheng, Liang and Leung (2015) showed that self-efficacy was a significant predictor of the composite level of SNS use on mobile devices. Lim

and Richardson (2016) found that the intensity of use of SNSs influence students' perceptions about using SNSs in an educational environment. Tsay-Vogel, Shanahan and Signorielli (2016) referred that there was a significant relationship between Facebook use and more relaxed privacy attitudes. Ho, Shin and Lwin (2017) also stated that the amount of time spent on social media, in particular SNSs, is associated with young people's materialism and social perception. Based on the aforementioned results, the researcher hypnotizes that:

H3a: SNSs use will be positively associated with use ofthese sites for purposes pertaining to marital life.

H3b: SNSs use will be positively associated with perceived social presence on these sites.

H3c: SNSs use will be positively associated with attitudes towards the effects of these sites use on marital life.

H4a: SNSs use for purposes pertaining to marital life will be positively associated with social presence on these sites.

H4b: SNSs use for purposes pertaining to marital life will be positively associated with respondents' attitudes towards the effects of these sites use on marital life.

The relationship between perceived social presence and attitudes was explored by many scholars (e.g. Ho, Shin and Lwin2017; Kumar and Benbasat2002; Wang and Wang2012). Kumar and Benbasat (2002) found that there was a significant relationship between perceived social presence and attitudes toward the website. Ardelet and Brial (2011) indicated that there was a significant positive relationship between perceived social presence and attitudes towards products. Wang and Wang (2012) also stated that social presence has a strong impact on attitudes.

H5. Social presence on SNSs will be positively associated with respondents' attitudes towards the effects of these sites use on marital

life.

To facilitate an investigation of how to better understand the relationships with the variables of current study, and to address the aforementioned research hypotheses, the suggested model is shown in figure (1).
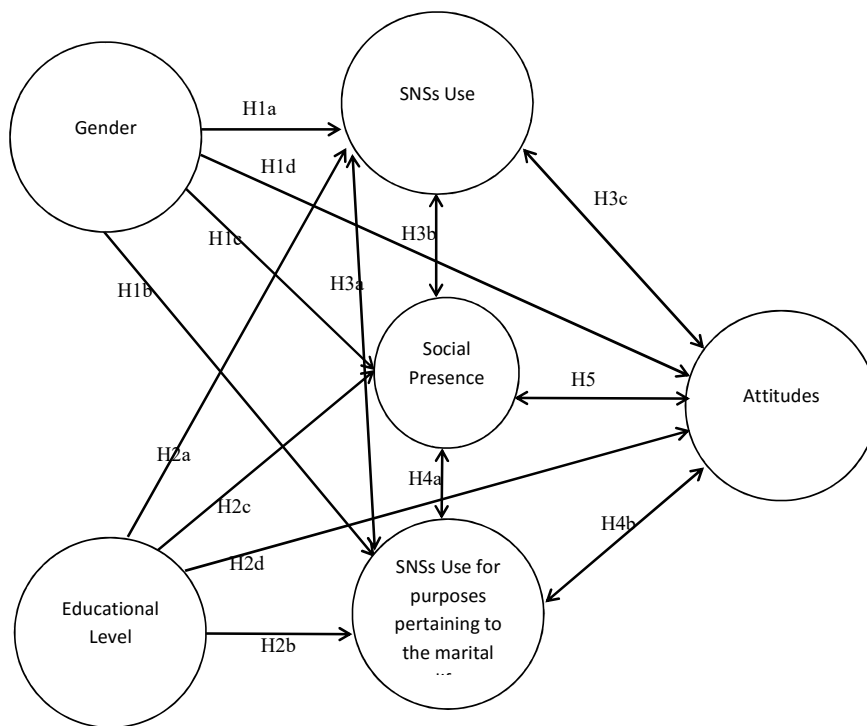
Figure 1: Proposed research model

RESEARCH METHODOLGY

Online survey instrument was administered to convenience sample of Egyptian SNSs users. A total of 313 users responded to the survey from August to September 2016. The survey contains five sections: 1) SNSs use, 2) SNSs use for purposes pertaining to the marital life, 3) perceived social presence on these sites among them, 4) attitudes towards the effects of these sites use on marital life, and 5) Respondents' demographic variables.

Characteristics of the sample

A total of 313 persons responded to the survey; the sample consisted of 76 males (24.3%) and 237 females (75.7%) of the sample. Respondents varied in their educational status, more than half of them reported having some college education (N= 176, 56.2 %), this is

followed by secondary school education (N= 123, 39.3%) of the sample, and only fourteen respondents (4.5%) earned master and PhD degrees. Respondents ranged in age from 19 to 40, with the average being 24 years.

Measures

1) SNSs use

Respondents were asked "how often they use the major SNSs". Subjects responded to a series of questions about each item with a4-point Likert type scale ranging from (0) never use to (3) often use.

2) Perceived social presence

To measure respondent social presence on SNSs, the researcher adopted Gefen and Straub's (1997, 2004) measure which contains five items: human contact, personalness, sociability, human warmth, human sensitivity to tap into respondents' perceived social presence on SNSs. Subjects responded to a series of five positively worded statements about perceived social presence on these sites with a 5-point Likert scale ranging from strongly disagree (0) to strongly agree (4).

3) Attitudes towards the effects of SNSs use on marital life

Respondents' attitudes towards the effects of SNSs use on marital life were measured by 8 items as shown in table (2). Subjects responded to each item with a 5 - point Likert scale ranging from (0 = strongly disagree to 4 = strongly agree).

RESEARCH FINDINGS

SNSs use

Results indicate that there is notable variation in the use frequency of SNSs, since Facebook (M = 2.28, SD =0.905) is used much more frequently by their users than Twitter (M = 0.49, SD = 0.809), LinkedIn (M = 0.14, SD = 0.420), and SmallWorlds (M = 0.09, SD =
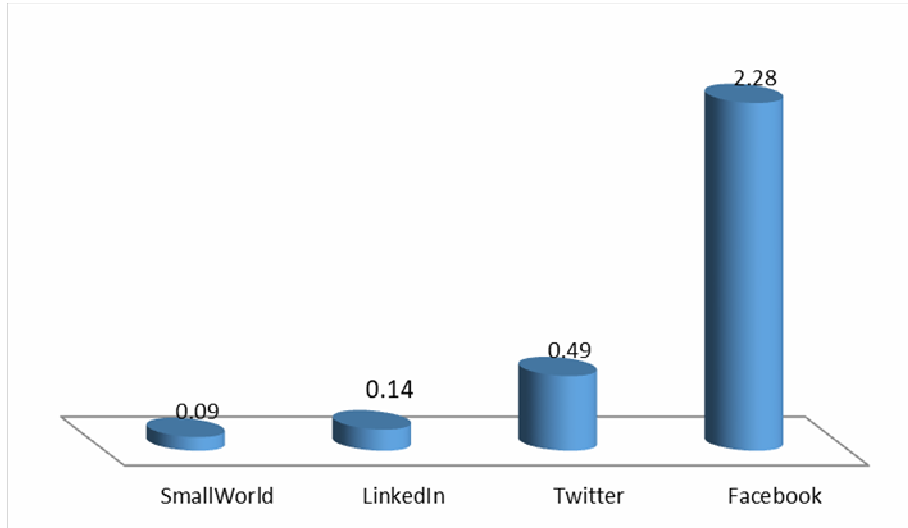
0.402), as shown in Figure (2).

Figure 2: Social networking sites use among Egyptian respondents

Respondents' SNSs use for purposes pertaining to the marital life

To measure respondents' SNSs use for purposes pertaining to the marital life, the respondents were asked "how often they are exposed to the issues related to marriage on SNSs". Subjects responded to each item with 4-point Likert scale ranging from (0 = never to 3 = often). Results indicate that respondents' exposure to these issues is moderate (M= 1.36, SD = 0.924); One hundred fifteen respondents (36.7%) reported that they are sometimes exposed to the issues related to marriage on SNSs, one hundred one users (32.3%) are rarely exposed to these issues, Twenty point eight percent (N=65) of the respondents are never exposed to such issues on SNSs, and thirty two respondents (10.2%) reported that they are often exposed to the issues related to marriage on SNSs as shown in Figure (3).
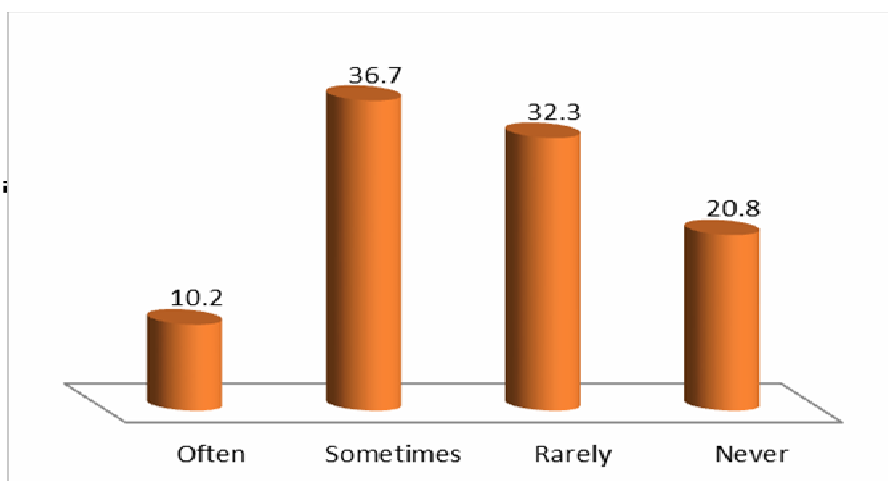
Figure 3: Respondents' SNSs use for purposes pertaining to the marital life

Important issues related to marital life on SNSs

Respondents were asked "how often they are exposed to the major issues of related to marriage on SNSs". Subjects responded to each issue with a binary scale (0 = no and 1 = yes). Frequencies results revealed that the most frequent issues were: the relationship between husband and wife (M = 0.43, SD = 0.496), how to pick your life partner (M = 0.40, SD = 0.490), family management (M = 0.22, SD = 0.413), education and treatment of children (M = 0.21, SD = 0.411), dealing with spouse's family (M = 0.13, SD = 0.338), and dowry (M = 0.06, SD = 0.245) as shown in Figure (4).
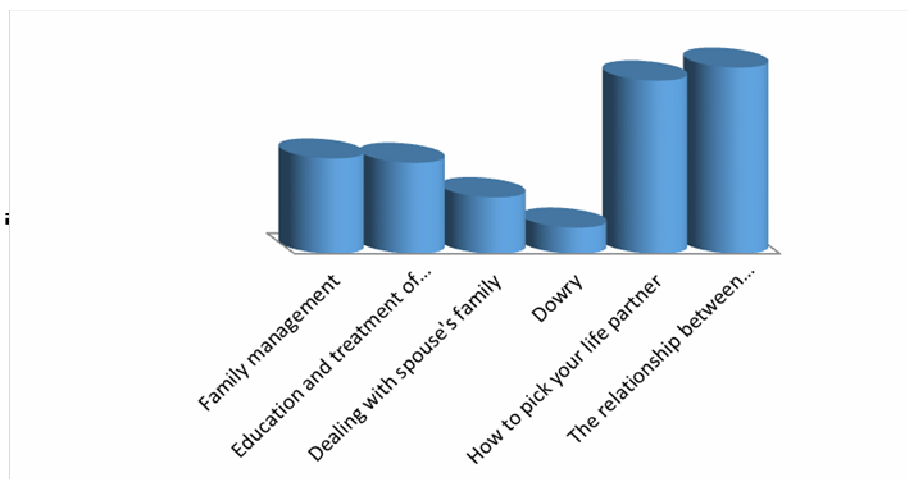
*Figure 4: Most frequent issues related marital on social
networking sites*

Gender impact on SNSs use for purposes pertaining to the marital life from the respondents' point of view

To examine the gender impact on SNSs use for purposes pertaining to the marital life from the respondents' point of view, the respondents were asked "From your point of view, who are more exposed to the issues related to marriage on SNSs". The researcher used 3 choices that included: Males, females, both of them are equal, see Figure (5).
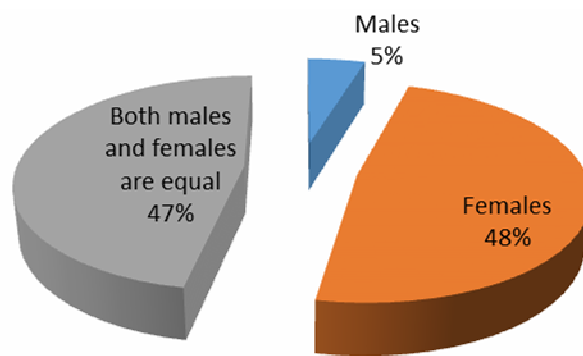

Figure 5: Gender impact on SNSs use for purposes pertaining to the marital life from the respondents' point of view

One hundred fifty one respondents (48.2%) reported that females are more exposed to these issues than males are, forty seven percent

(N = 147) of respondents saw that both males and females are equally exposed to these issues, and fifteen respondents only (4.8%) saw that males are more exposed to these issues more than females are.

Finding a life partner through SNSs

Respondents were asked "do you accept to find your life partner from social networking sites' friends?" Subjects responded to each issue with a binary scale (0 = no and 1 = yes). Most of respondents (82.1%) reported they would never accept to find their life partners from their SNSs' friends, see Figure (6).
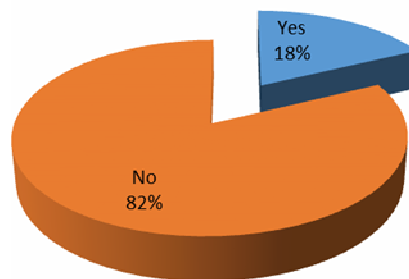

Figure 6: Finding a life partner through SNSs from the respondents' point of view

Perceived social presence on SNSs

The results indicate that respondents' perceived social presence is moderate (M = 1.87, SD = 0.977).

Social presence measure items	Mean	SD
There is a sense of human contact on SNSs.	2.09	1.297
There is a sense of personalness on SNSs.	1.68	1.364
There is a sense of sociability on SNSs.	2.55	1.360
There is a sense of human warmth on SNSs.	1.94	1.356
There is a sense of human sensitivity on SNSs.	1.11	1.220
Total social presence	1.87	0.977

Table1: Social presence measure items

As shown in table (1), the results also reveal that the highest rated item is: "there is a sense of sociability on SNSs" (M = 2.55, SD

= 1.360), followed by "there is a sense of human contact on these sites" (M = 2.09, SD = 1.297), "there is a sense of human sensitivity on these sites" (M = 1.94, SD = 1.356), "there is a sense of personalness on SNSs" (M = 1.68, SD = 1.364), and "there is a sense of human warmth on these sites" (M = 1.11, SD = 1.220).

Respondents' attitudes towards the effects of SNSs use on marital life

Results show that the overall respondents' attitudes towards these effects are also moderate (M = 1.77, SD = 1.256).

Table 2: The attitudes towards the effects of SNSs use on marital life

Attitudes' Items	Mean	SD
SNSs use helps to solidify the relationships between husband and wife.	1.51	1.147
SNSs use helps their users to get spouse to be more interested in his family.	2.02	1.157
SNSs use helps their users to establish trust in woman who uses social networking sites.	1.16	1.376
SNSs use helps their users to establish trust in man who uses social networking sites.	1.45	1.407
SNSs use helps their users to achieve family bonding activities that can help build closeness among family members.	2.17	1.218
SNSs use helps their users to learn effective family problem-solving skills.	1.98	1.181
SNSs use helps their users to increase love between the spouses.	2.28	1.243
SNSs use helps their users to reject and end the forbidding relationships.	1.62	1.318

As shown in table (1), results also reveal that the highest rated item is: "SNSs use helps their users to increase love between the

spouses" (M = 2.28, SD = 1.243), followed by "SNSs use helps their users to achieve family bonding activities that can help build closeness among family member" (M = 2.17, SD = 1.218), "SNSs use helps their users to get spouse to be more interested in his family" (M = 2.02, SD = 1.157), "SNSs use helps their users to learn effective family problem-solving skills." (M = 1.98, SD = 1.181), "SNSs use helps their users to reject and end the forbidding relationships." (M = 1.62, SD = 1.318), "SNSs use helps to solidify the relationships between husband and wife"(M = 1.51, SD = 1.147), "SNSs use helps their users to establish trust in man who uses social networking sites" (M = 1.45, SD = 1.407), and "SNSs use helps their users to establish trust in woman who uses social networking sites" (M = 1.16, SD = 1.376).

To test the effect of respondents' gender on a) SNSs use, b) SNSs use for purposes pertaining to the marital life, c) social presence on SNSs, and d) respondents' attitudes towards the effects of SNSs use on marital life, four separate t-tests were done. The results indicate that there is no significant effect for gender on SNSs use for purposes pertaining to the marital life, social presence on SNSs, and respondents' attitudes towards the effects of SNSs use on marital life, However, t-test reveals a significant effect for gender (t = 2.050, df = 311, p = .041) on their SNSs use, since males (M = 1.05) use SNSs more than females (M = 0.92), Hence, **H1a** is only supported, see table (3).

Table 3: T-test results for respondents' gender effects on SNSs use, exposure to the issues related to marriage on these sites, social presence, and respondents' attitudes towards the effects of these sites use on marital life.

Items	Gender		
	t	*df*	*P*
SNSs use	2.050	311	.041*
SNSs use for purposes pertaining to the marital life	-.810	311	.419
Social presence on SNSs	1.218	311	.224
Respondents' attitudes towards the effects of SNSs use on marital life	-0.480	311	.631

Four separate ANOVA tests were run to test the effect of educational level on a) SNSs use, b) SNSs use for purposes pertaining to the marital life, c) social presence on SNSs, and d) respondents' attitudes towards the effects of SNSs use on marital life. The results indicate that there is no significant effect for educational level on SNSs use, perceived social presence on these sites, and respondents' attitudes towards the effects of their use on marital life, However, one-way ANOVA reveals that there is a significant effect for educational level on SNSs use for purposes pertaining to the marital life [F (3,309) = 3.743, p = .025], thus, **H2b** is only supported, see table (4).

Table 4: ANOVA results for respondents' educational level effects on SNSs use, exposure to the issues related to marriage on these sites, social presence, and respondents' attitudes towards the effects of these sites use on marital life.

Items	Educational level			
	$df_{between}$	df_{within}	F	p
SNSs use	2	310	.380	.684
SNSs use for purposes pertaining to the marital life	2	310	3.743	.025*
Social presence on SNSs	2	310	.127	.881
Respondents' attitudes towards the effects of SNSs use on marital life	2	310	1.835	.161

Post hoc analysis using the LSD technique indicates that the significant difference in SNSs use for purposes pertaining to the marital life can be attributed exclusively to the category of "the respondents who have college degree" is the highest compared to all other categories with the significant p-value at 0.01; it is followed by "the respondents who have secondary school". For a comparison of differences in SNSs use for purposes pertaining to the marital life, see table (5).

Table 5: LSD Post Hoc comparison of SNSs use for purposes pertaining to the marital life based on respondents' educational level.

Dependent variable	Educational level (I)	Educational level (J)	*n*	Mean difference (I-J)	Sig.
SNSs use for purposes pertaining to the marital life	College degree (176)	Secondary school	123	.277	.010*

Pearson's correlation indicates that there is no significant relationship between SNSs use, and exposure to the issues related to marriage on these sites, therefore, **H3a** is not supported. However, Pearson's correlation reveals a positive relationship between respondents' SNSs use and their social presence on SNSs, ($r = .209$, $p= .000$), thus, the **H3b** is supported. Pearson's correlation also reveals a positive relationship between SNSs use and respondents' attitudes towards the effects of SNSs use on marital life ($r = .206$, $p= .000$), thus, the **H3c** is also supported, see table (6).

Table 6: Person correlation results for relationships between respondents' SNSs use and other variables (their SNSs use for purposes pertaining to the marital life, social presence on SNSs, and attitudes towards the effects of SNSs use on marital life).

Variables	SNSs use	
	r	*p*
SNSs use for purposes pertaining to the marital life	.073	.196
Social presence on SNSs	.209	.000*
Respondents' attitudes towards the effects of SNSs use on marital life	.206	.000*

The results show that there is a significant correlation between SNSs use for purposes pertaining to the marital life and social presence on these sites ($r=.114$, $p =.044$), therefore, **H4a** is supported. However Pearson's correlation indicates that there is no significant relationship between exposure to the issues related to marriage on these sites and respondents' attitudes towards the effects of these sites use on marital life, therefore, **H4b** is not supported, see table (7).

Table 7: Person correlation results for relationships between respondents' SNSs use for purposes pertaining to the marital life and other variables (their social presence on SNSs, and attitudes towards the effects of these sites use on marital life).

Variables	SNSs use for purposes pertaining to the marital life	
	r	*p*
Social presence on SNSs	.114	.044*
Respondents' attitudes towards the effects of SNSs use on marital life	.048	.393

The results indicate that there is no significant relationship between social presence on SNSs and respondents' attitudes towards the effects of SNSs use on marital life, thus, the **H5** is not supported, see table (8).

Table 8: Person correlation results for relationships between respondents' social presence on SNSs, and attitudes towards the effects of these sites use on marital life.

Variables	Social presence on SNSs	
	r	*p*
Respondents' attitudes towards the effects of SNSs use on marital life	.060	.287

Based on the results of hypotheses tests, the researcher presents following model to summarize the relationships among these variables, see figure (7).
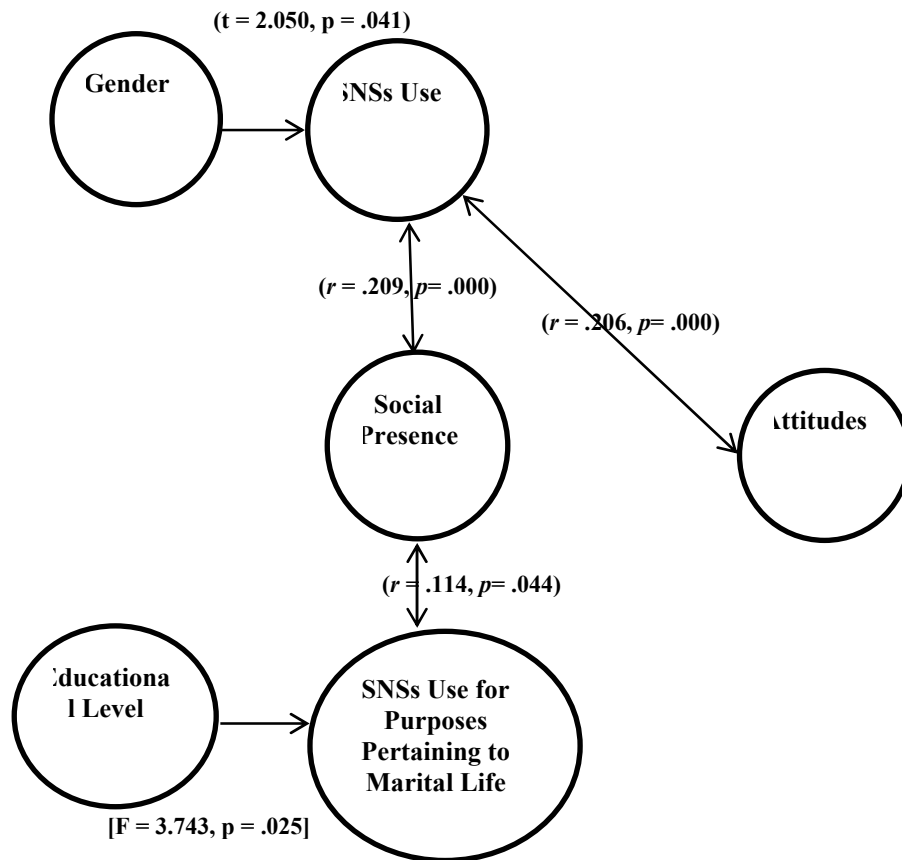
Figure 7: Proposed research model

DISCUSSION AND CONCLUSION

The results show three interesting patterns about the relation between SNS use, social presence, and marital life. The current study reveals that gender impacts only on the overall SNS use. This result is different from some previous studies (e.g., Tsay-Vogel 2016; Weiss 2013) that reported no significant difference between males and females for duration of Facebook use. It also indicates that males use SNSs more than females. This result is different from some previous studies (e.g. Ahn 2011; Antheunis, Schouten and Krahmer 2016; Tham and Ahmed 2011) that revealed that males were less likely to use SNSs than females. The results also reveal that education level

influences only on respondents' SNSs use for purposes pertaining to the marital life. This result is different from Ha, Yoon and Zhang (2013) study that indicated no significant difference between males and females for duration of SNSs use for getting news.

Another interesting result is that respondents' perceived social presence on SNSs is positively associated with both their use to these websites and their use to these websites for purposes pertaining to marital life. This result reinforces previous research from Al-Ghaith (2015) which states that there is a significant positive relationship between SNSs use and perceived social presence. and also agree with Ho, Shin and Lwin (2017) result that found the amount of time spent on social media, in particular SNSs, has associated with young people's materialism and social perception.

The third important finding of this study is that SNSs use is positively associated with attitudes towards the effects of these sites use on marital life. This result reinforces some previous studies (e.g. Al-Ghaith 2015; Koles and Nagy2012; Tsay-Vogel, Shanahan and Signorielli2016) that indicated that there was a relationship between SNSs use and their attitudes towards these sites.

This study sheds light on the importance of SNSs role in marital life, their perceived social presence on these sites. It addresses also spouses and extended family members to exploit SNSs to support their marital and family relationship, and to avoid its negative impacts on spouses and families. But it has some limitations: First, it did not analyze the content of Egyptian users on these websites to identify their uses and effects on marital life. Second, the non-probability sampling method limits study generalizability. Third, it didn't use qualitative method in highlighting the nature of the attitudes towards these websites on marital life among respondents.

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