

Effect of Media on Relationship Expectations

Nilufar Yuldasheva

Student at Urgench State University, Department of English Language and Literature

Article Information

Received: December 18, 2022

Accepted: January 19, 2023

Published: February 20, 2023

Keywords: *unrealistic expectations; relationship comparison; gender roles and stereotypes.*

ABSTRACT

the article studies Media's impact on Relationships by presenting idealized or unrealistic love, romance, and partner's roles.

Introduction

Media can shape people's beliefs, attitudes, and behaviors, including their views on relationships. This means that the media can have a significant impact on how people approach and think about their own relationships. The effect of media on relationship expectations can vary depending on the individual and the specific media they consume. However, some common effects of media on relationship expectations include:

- ✓ **Unrealistic expectations:** Media can present idealized or exaggerated portrayals of love, romance, and relationships that can create unrealistic expectations for individuals. This can lead to disappointment and dissatisfaction when real-life relationships do not meet these expectations.
- ✓ **Relationship comparisons:** Social media can encourage people to compare their relationships to others, which can create feelings of inadequacy or insecurity. This can lead to people feeling pressure to conform to certain relationship norms or standards.
- ✓ **Gender roles and stereotypes:** Media can reinforce traditional gender roles and stereotypes, which can impact how individuals view their own and their partner's roles within the relationship. This can lead to conflicts or misunderstandings between partners who may have different expectations or views on gender roles.
- ✓ **Influence on dating behavior:** The media can also influence dating behavior by promoting certain dating apps or online dating practices, which can lead to changes in how people approach dating and relationships

When considering the impact of media on relationships, it's important to keep the following in mind:

“Media is a powerful influence”

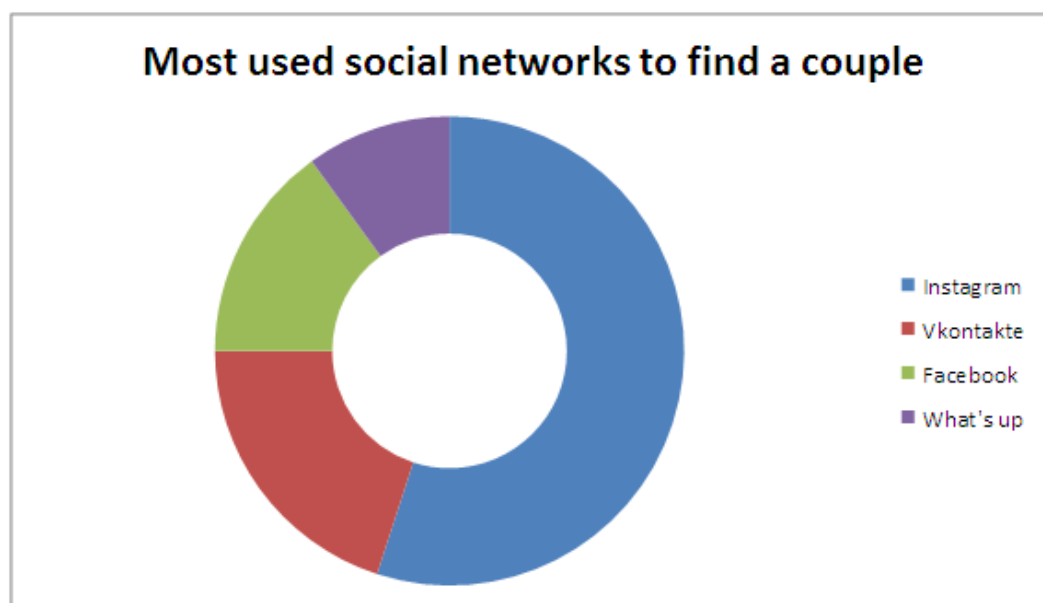
Researches

There have been several studies and surveys conducted to explore the relationship between media usage and romantic relationships, including online dating sites and social media platforms. While the exact numbers may vary depending on the study, here are a few key findings:

- A 2021 survey by Pew Research Center found that about 30% of adults in the United States have used a dating site or app. Of those who have used these services, about half (52%) said that they had a positive experience, while 29% said they had a negative experience.
- A 2019 study published in the Journal of Social and Personal Relationships found that online dating was the most common way that people met their romantic partners in the United States, followed by meeting through friends, at work, or in social settings. The study found that about 39% of couples who met after 2010 met online, compared to just 22% of couples who met before 2009.
- A 2018 study published in the Proceedings of the National Academy of Sciences found that online dating had a positive impact on the diversity of people that individuals were able to meet and date. The study found that people who met their partners online were more likely to be from different racial, ethnic, and socioeconomic backgrounds than people who met their partners offline.
- While social media platforms like Facebook and Instagram are not typically used for dating, they can still play a role in romantic relationships. A 2018 survey by the Pew Research Center found that 16% of adults in the United States have used social media to ask someone out on a date. The survey also found that social media can be a way for people to get to know each other before a first date, with 27% of respondents saying that they had used social media to gather information about someone they were interested in dating.

Briefly, while the specific numbers may vary, research suggests that media usage, including dating sites and social media, can play a significant role in people's romantic relationships.

Here is my research conducted among 40 teenagers, who have found their true love by using chatting apps, aged between 17-18 years in my country:



As it is seen in the chart, Instagram is the most favorable and widely used app in looking for the relationships.

Conclusion

To conclude, social media is a powerful tool. It has transformed the way we communicate, share information, and interact with one another. With its vast reach and ability to connect people from all over the world, social media has become an essential tool for businesses, organizations, and individuals alike. It has the power to influence opinions, shape public discourse, and mobilize communities around a wide range of issues. However, like any powerful tool, social media has the potential for both positive and negative outcomes, and it is important to use it responsibly and thoughtfully. There is no one-size-fits-all answer to this question, as it ultimately depends on personal preferences and experiences. Some people may have had success finding meaningful relationships through social media, while others may have had negative experiences. It's important to approach online dating with caution and prioritize safety measures, such as meeting in a public place and sharing personal information only when comfortable. Ultimately, it's up to each individual to decide whether or not they want to use social media as a means of finding a romantic partner.

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