The Role of Social Media Culture in Women's Emotional Divorce

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Abstract

The purpose of this study was to investigate the role of social media culture in women's emotional divorce. The statistical population encmpassed the married women aged 18-50 in Tehran in 2024. The research sample consisted of 25 individuals whom were selected from the mentioned population, using purposive sampling prcedure and were studied through in-depth interviews. The research method was qualitative applying grounded theory analysis. The results of this study indicated that female participants joined these networks for reasons such as satisfying their curiosity, fear of not conforming to the norms of society and friends, feeling certain deficiencies in life, and also the attractions available in virtual networks. Then, under conditions such as cyberspace addiction, following virtual norms, the disappearance of the indecency of extramarital affairs, and ignoring the norms of conventional married life and they experienced tension in their emotional marital relationship. Also, inappropriate use of social media had adverse consequences for families. One of the most important harms associated with social networks was their role in reducing marital relationships and increasing the divorce rate. Continuing such trend would lead to marital infidelity, numerous family problems, and ultimately emotional and official divorce. Social networks, while exerting soft power in cultural change, also played an important role in causing harm to the family.

Extended abstract

Introduction: Today, the existence of the information and communication explosion era is clear to everyone, so much so that the current world has undergone many changes and is affecting all areas of human life, such as cultural, economic and social issues. Using a virtual social network allows an individual to communicate with a large number of other people, regardless of time, place, political, cultural, and economic constraints. Various studies showed that there is a significant relationship between the amount of Internet use and changes in family values. There is a relationship between the style of using cyberspace and marital conflicts, emotional divorce, and marital commitment. Media and social networks, by permeating the lives and world around people, have led to a transition from traditional reference patterns, kinship, local norms and values to modern values and new norms that have fundamentally changed cultural identity. Iranian society has accepted changes in cultural identity in the process of social transition and socialization with the emergence of media and its consumption. In various other cultures, in parallel with Iran, the culture of using social networks has been effective on psychological marital relationships, and researchers believe that using the Internet causes social isolation, loneliness, reduced social interactions, and mental health. Promoting a culture of using social media plays a dual role in the lives of adolescents. On the one hand, they provide a platform for positive self-expression and social interaction, and on the other, they bring negative effects such as anxiety and loneliness. The expansion of social relationships between people in cyberspace has caused disruption in marital relationships and increased divorce rates. Considering the harm caused by the constant presence and neglect of marital relations on virtual networks the purpose of this study was to investigate the role of social media culture in women's emotional divorce.

Methods: The statistical population encmpassed the married women aged 18-50 in Tehran in 2024. The research sample consisted of 25 individuals whom were selected from the mentioned population, using purposive sampling prcedure and were studied through in-depth interviews. The research method was qualitative applying grounded theory analysis.

Results: The results of this study indicated that female participants joined these networks for reasons such as satisfying their curiosity, fear of not conforming to the norms of society and friends, feeling certain deficiencies in life, and also the attractions available in virtual networks. Then, under conditions such as cyberspace addiction, following virtual norms, the disappearance of the indecency of extramarital affairs, and ignoring the norms of conventional married life and they experienced tension in their emotional marital relationship. Also, inappropriate use of social media had adverse consequences for families. One of the most important harms associated with social networks was their role in reducing marital relationships and increasing the divorce rate. Continuing such trend would lead to marital infidelity, numerous family problems, and ultimately emotional and official divorce. Social networks, while exerting soft power in cultural change, also played an important role in causing harm to the family.

Conclusoins: Today, social networks are an integral part of human social life. These networks attack the cultural foundations of target societies in a very clever way by using four patterns: globalization, secularism, reduction of national identity, and promotion of

neoliberalism among their users. These networks attack the cultural foundations of target societies in a very clever way by using four patterns: globalization, secularism, reduction of national identity, and promotion of neoliberalism among their users. And they act as a cultural factor to weaken people's traditional beliefs. These media may, while exerting soft power in cultural change, cause the disclosure and theft of users' private information, and in addition, play an important role in family harm. Although the capabilities and benefits of social networks cannot be denied in various aspects in different social areas, at the same time, the undesirable use of these networks has adverse consequences for families.

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