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Evaluating the Effectiveness of Social Media as a Means of Strengthening Family Values Among Young People

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Abstract: Modern manifestations of globalisation are also rooted in social media. They have an undeniable impact on young people. The article aims to analyse social media's impact on the formation of family values among young people. The realisation of this goal involved the use of scientific methods. First, the content analysis of scientific literature selected using the PRISMA method was applied—date range: from 2019 to 2024. The search was conducted using these scientific databases: Scopus, Web of Science, PubMed and Google Scholar. The keywords used were digital socialisation, family relations, youth culture, Internet communications, psychological impact, digital communication, social impact, and media education. A total of 50 relevant research papers were reviewed. Their inclusion was based on five strict criteria relating to content, language of writing and scientific value. The results show that modern young people graduate relatively late and start families due to the peculiarities of the modern cultural environment. Familiarisation with

family values through popular social networks is becoming a requirement of the times, as it opens up the possibility of a more detailed acquaintance with this phenomenon. To do this, it is necessary to implement specific strategies to increase the effectiveness of social media's positive impact. It is shown that the most effective approach is for young people to create their content about family values, which will promote greater interest and discussion of this topic among young people. The author concludes that using social media to strengthen family values further will be based on using an integrated approach that will effectively combine technological and socio-cultural elements.

Keywords: digital socialisation, family relations, youth culture, Internet communications, psychological influence.

Introduction

The current globalisation processes have created a common global information space in which continuous information flows are changed, stored and sent by individuals, communities and public authorities. Considering the oversaturation of information in modern society, we can note particular aspects of this process, which may have its mission. The spatial information flow becomes the basis for social interactions at all stages of cooperation with the outside world, directly affecting the possibility of forming a single picture of the universe (Crossley, 2023). As information is manifested in the physical environment through specific environmental elements and phenomena, the deeper social field forms relevant knowledge, skills and abilities (Aykent & Seals, 2023). Information cyberspace is a vast territory for interaction through specific tools in such circumstances.

Research Problem

Social networks have become an integral part of the communication structure of young people's lives, creating new channels for interaction, information exchange, and everyday communication. Given the current global challenges, primarily the weakening of existing family institutions, values, and interpersonal relationships in general, further research is needed on the role of social media in strengthening family values in the youth environment.

Research Focus

The main focus of the research will be on determining the effectiveness of using the potential of social media to strengthen ties in families, which can lead to the development of the necessary recommendations for further implementation, including through social and educational contexts. Research in the proposed area is also relevant from a practical point of view, as it will allow young people to use digital technologies to establish personal relationships actively. For this reason, the proposed research aims to find a significant contribution to understanding the impact of social media on the dynamics of value changes in the youth environment. The study will also focus on identifying the features of the content generated by private and public entities to shape a positive image of family life. Particular attention will be paid to studying the interaction of young people with

thematic groups and pages that promote family values, as well as studying digital socialisation and its impact on the behavioural patterns of youth.

Research Aim and Questions

The article aims to study the impact of social networks on the formation of family values among young people. Realising this goal involves fulfilling specific tasks: researching the current scientific literature on this issue, highlighting the peculiarities of understanding the category of young people, and highlighting social networks' positive and negative impact on forming family values among young people.

Literature Review

The purpose of this literature review is reflected in the demonstration of the scientific base on the problems of social media use in the modern family system. In addition, this review also aimed to show the state of scientific research on the impact of social networks on youth development and the promotion of family values. In particular, modern scholars have repeatedly addressed the issue of using social networks to influence the lives and outlook of young people (Fuhse, 2021b; Wang et al., 2019). Given the permanent progress, the strengthening of digital culture formed new patterns of behaviour that indicated a tangible difference in the understanding of family life between generations. Scientists, in particular, believe that social networks are a fairly reliable mechanism for forming ideas about the family (Yıldırım & Çelik Tanrıverdi, 2020). The speed of information transfer indicated the possibility of updating experiences, establishing mutual contacts and discussing important topics (Bekmeier-Feuerhahn & Eichenlaub, 2020; Yu & Leung, 2023). Furthermore, although some researchers considered social networks a generally positive element, opponents of such views also emphasised the possibility of obtaining entirely negative examples of family life (Ray & Ojha, 2024). Supporters of ideas about the positive influence of social networks (TikTok, Facebook, Instagram, etc.) believed that a significant part of their content creates a positive impression of family values, traditions and ideas (Dhiman, 2023; Miura et al., 2021). A quick discussion of difficulties and problems contributed to a better understanding of the peculiarities of family life. At the same time, opponents of ideas about the positive role of social networks in the lives of young people emphasised the existence of content that can negatively affect the formation of family values in young people (Abril et al., 2022; Deng et al., 2020). Under such circumstances, there is a need for further understanding of the advantages and disadvantages of the role of social networks.

The proposed topic of youth culture has become the object of partial scientific consideration (Romero-Abrio et al., 2019). In today's conditions of globalisation and the development of digital technologies, social networks play an essential role in forming interpersonal relationships and preserving and strengthening family values. A separate group of researchers was looking for practical strategies for using social networks' potential to strengthen ideas about the importance of family values (Dziewa & Glowacz, 2021). Some scientists believe that to achieve the maximum positive effect, it is worth following the content offered to young people on the Internet (Kim & Lee, 2019). Another important aspect was the involvement of young people in active discussion of issues, mainly through social networking mechanisms (Lodder et al., 2021; Orte et al., 2019). This made it

possible, for example, to conduct separate information campaigns that could significantly contribute to popularising family traditions (de Menezes & Murta, 2020). Further analysis of the use of social networks to strengthen family relationships required additional clarification, as their potential to build family life proved highly effective (Pitikoe-Chiloane & Dondolo, 2024; Saiphoo et al., 2020). At the same time, considering the potential for developing family ties, problems with using social networks were identified (Dacoycoy et al., 2023; Peiyu et al., 2024).

Therefore, modern scientists have created an essential theoretical basis for further research into the role of social networks in the family system. At the same time, researchers paid less attention to the problem of creating appropriate content that would make the problem of family relations relevant for today's young generation. This topic is relevant and vital because dynamic thinking is characteristic of young people; therefore, single universal recommendations cannot exist here. Accordingly, scientific ideas should develop together with the development of social networks, considering the specifics of the formation of relevant content. Besides, while promoting strengthening family ties, it is necessary to consider the risks and challenges associated with their use. Further research will allow the development of effective mechanisms for using social networks, an open demand at the time. From the point of view of the development of civilisation, social networks will require additional scientific consideration.

Research Methodology

General Background

Several scientific methods were used to realise the purpose and objectives of the article. First, we will discuss using scientific content analysis in professional literature. Its application is based on selecting and analysing relevant scientific literature that is directly related to the chosen topic. This allows us to determine the fundamental ideas about the role of social networks in the modern world and their influence on forming the younger generation's worldview values.

Instrument and Procedures

At the same time, an essential element of the study was the search for the necessary scientific literature. This procedure was carried out using a scientific approach such as PRISMA. In particular, certain types of scientific sources were selected for further processing and inclusion in preparing relevant conclusions. Among these sources are monographs, scientific articles, online publications, chapters in collective monographs, conference materials, etc. The search was conducted primarily using popular and thorough scientific and metric databases: Scopus, Web of Science, PubMed and Google Scholar.

To facilitate the search, the following keywords were used: digital socialisation, family relations, youth culture, Internet communications, psychological impact, digital communication, social impact, and media education. At the very beginning, it was determined that the authors of the proposed article had ten publications directly related to the topic, as they were involved in writing earlier

articles. In the first stage, 1594 publications on the relevant topic were additionally tracked. All repetitions were immediately eliminated—262 titles.

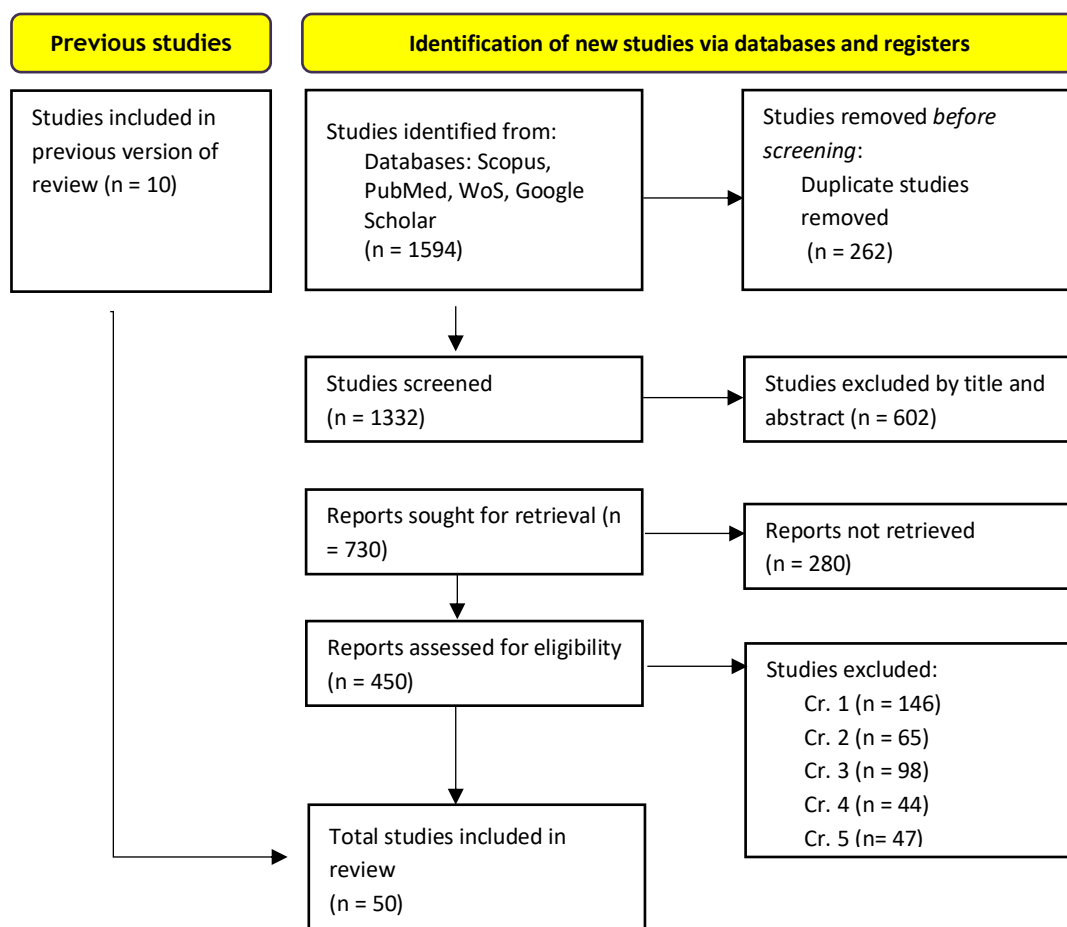
Moreover, we excluded publications with only keyword matches but no relevant content in the abstract at the next stage. Later, we removed those results with only relevant words in the titles and keywords. The resulting 438 items were excluded using the following exclusion criteria:

1. Date range: from 2019 to 2024.
2. The study describes not only the impact of social media but also the impact on young people and their worldview.
3. The study defines the formation of family values among young people in the digitalisation era.
4. The study describes different strategies for informing young people about family values in the digital environment.
5. Search language: English.

However, the authors of this study included publications with comprehensive English-language annotations, which allowed us to analyse their content (see Figure 1).

Figure 1

PRISMA Chart Flow



Data Analysis

The selection process resulted in a review of 50 scientific publications. Subsequently, the studies were analysed following the definitions of concepts such as socialisation in social networks, modern family values and digitalisation, and the worldview of the younger generation. Using the systematisation method made it possible to organise the results and form them into a single system, based on which the study's conclusions were formed.

Results

In today's world, understanding the term “young people” can have different contexts and definitions depending on the interpretation in different fields. According to research estimates, the most common definition of young people is that they belong to an age group that primarily includes people aged 15 to 25 (Kaye, 2021). Although this interpretation is not without problems, such chronological definitions are used in legal practice and are even present in UN charters and documents of other international organisations. European countries members of the supranational European Union propose that young people be limited to 30 or even 35 (Brailovskaia et al., 2021). According to the latest trends, age 40 is also called the stage of belonging to young people. Such interpretations consider the trends of more extended study, later start of professional career, and lack of haste in starting a family and having children. Another popular view is to define the social context of youth culture. This refers to the hypothesis that young people primarily transition from childhood to adulthood and socialise slowly (Chen et al., 2019). This stage includes obtaining education, starting a professional career, starting a family, etc., which may have personal characteristics and, therefore, does not have a clear chronological division. In such circumstances, “young people” can have somewhat fuzzy contours, cover a wide age range, and primarily include those without complete social independence. The cultural and psychological aspects also come to the fore. This view focuses attention on young people as a group that is still in the process of forming an appropriate worldview, identity, and values. Given the desire for self-discovery, experimentation, and the search for their professional trajectory in society, the instability of psychology can significantly impact personality formation at this age. Therefore, the term “young people” can have several definitions depending on the situation.

It is important to note that all young people, with some rare exceptions, use social media. The current trend towards globalisation in the digital environment makes a young person's presence on social media special (Purington et al., 2020). The popularity of TikTok, Instagram, Facebook, Tinder, and others is undeniable. At the same time, they primarily offer entertainment content, which does not allow for the formation of necessary interests in family topics. The main focus of social media is content. Working with it will allow the launch of the necessary algorithms to further search for the information that will interest young people (Soydan, 2023). Such an algorithm is similar to an advertising campaign but is about social projects that can be popularised through social media. There are separate technologies. In particular, flash mobs give quick popularity to specific actions. Undoubtedly, this format will not be needed to form family values. Social work, as scientists rightly believe, will require more sustainable and long-term work, but the general focus on creating the

right content is essential. Researchers have pointed out that the role of opinion makers who are famous and respected among young people is essential. Involving popular people to promote family values will make this topic more enjoyable for the youth audience. However, a better option would be for young people to start creating content about family values themselves - broad interest and discussion of this process, without the opinion of famous figures, will lead to the popularisation of family values among young people.

Summarising the research results, it should be recognised that social networks have generally become a reasonably effective tool for strengthening family values among young people, especially when using the right approach, searching for relevant thematic content (for the timely operation of search algorithms), active interaction, absence of internal fears, and exerting the necessary psychological influence. The results can be summarised in Table 1.

Researchers have found that young people who actively interact with content about family values (searching for biographies of prominent people, videos or publications on psychology, etc.) have a higher level of commitment to traditional values. As a result, they participate in family activities with much more energy and develop a particular increased responsibility towards other family members, which will positively impact their own experiences of building their personal lives in the future.

Table 1

Positive Impact of Social Media on the Formation of Family Values

Factor	Description	Literature
Positive impact Of found content	Researchers have found that young people who actively interact with content about family values (searching for biographies of prominent people, videos or publications on psychology, etc.) have a higher level of commitment to traditional values. As a result, they participate in family activities with much more energy and develop a specific increased responsibility towards other family members, which will positively impact their own experiences of building their personal lives in the future.	Cho et al. (2023); Tuominen and Haanpää (2021).
The positive impact of online communities, online communication	Communication with peers on social media can occur in specialised groups that focus on building family cosiness. Young people open up much more actively in communication with their peers, which is enhanced by creating a sense of belonging to a single community that adheres to traditional family values. This makes it possible to find like-minded people more quickly, discuss personal experiences in solving problems, and find support on their own to understand the advantages and disadvantages of marital status.	Hatamleh et al. (2023b); Mosharrafa et al. (2024).
The importance of interpersonal communication	The researchers emphasised that the proper use of social media can significantly facilitate communication within the family circle, including in cases of emergency	Adams and Dorcas (2024); Bell (2022);

	or living in geographically remote locations. For example, following relatives' progress, sharing descriptions of family events and everyday interests, and observing certain family traditions and rituals are also possible using social media. This opens up new opportunities for maintaining strong family ties.	Kim and Kim (2021).
Dealing with risks	Researchers, on the other hand, have reasonably argued that excessive use of social media without appropriate supervision will not lead to stronger family ties. Even if it destroys them, excessive use can lead to dependence on social media, leading to less time for honest communication with family members and an emphasis on harmful or empty content that does not develop an understanding of traditional family values.	Hassan et al. (2020); Økland and Oterholm (2022); Skoczeń (2022).
Educational programs	The analysis of scientific papers has shown that educational programs and campaigns that promote family values can be effectively promoted through social media, which makes them more effective. Combining them with interactive elements, such as webinars, video tutorials, and online consultations, is particularly useful. This allows the popularisation of family values and the development of precise mechanisms for implementing the guidelines.	Sultan (2021); Zhu and Xiong (2022).

Source: Author's development.

To summarise, it is worth confirming that social media has the potential to impact family values significantly. At the same time, keeping in mind that we are talking about the environment of young people, to achieve the best effect, it is necessary to ensure some control, especially over the content provided.

Discussion

The proposed article aims to assess the effectiveness of social media as a mechanism for strengthening family values among representatives of the younger generation. It was proposed that young people be interpreted not only depending on their age but also through their worldview positions, which significantly expands the possibilities for interpreting this concept. It has also been determined that social networks (TikTok, Instagram, Facebook, Tinder) contain essential components that contribute to the formation of family values: positive content, communication in an online community, interpersonal communication with other family members, work on identified risks and problems, and the formation of appropriate educational programs that can influence young people's perceptions of the family.

These results support researchers' conclusions that social networks have a tangible potential to improve the state of family values among young people (Alharahsheh & Fayiz Obeidat, 2019). Researchers additionally emphasise the importance of providing quick and convenient access to information, visual examples of positive behavioural patterns, and the ability to share experiences (Khoa & Nguyen, 2022) quickly. This is highlighted in studies that note that young people involved

in active discussion of topics in groups dedicated to family values have a higher level of involvement in family life, which can also be considered a consequence of positive interaction with relevant content (Fuhse, 2021a). Moreover, social media are unique platforms that relay cultural traditions and family norms through visual and interactive content. As scholars have rightly argued, this is an essential phenomenon in globalisation, especially when young people are in a foreign country and do not have direct access to their families or national traditions (Khan & Jafree, 2022). Using videos, stories, and other interactive formats can make these values attractive to young people, who today are primarily focused on visual and dynamic content.

Therefore, the results also show some negative manifestations caused by the use of social media. Taking into account all the positives, an unhealthy passion for social media can create addiction, cause vivid manifestations of social isolation, and limit real-life communication. It is also worth agreeing with scientists' conclusions that young people can become addicted to content that forms an opposite view of life and differs from traditional family values (Krause et al., 2019; Murta et al., 2020). The toxicity of these behaviours needs to be explained.

This is in line with the findings of other researchers who note the problem of insufficient control over the content of the content promoted among young people (Ballester et al., 2020; Sánchez-Prieto et al., 2019). Given the potential for promoting family values on social media, easy access to harmful content can shape negative behavioural patterns. In such circumstances, responding to challenges promptly and ensuring content safety in various ways is crucial. The proposed results also identify the importance of educational programs that can be used to promote family values. Particular emphasis is placed on their interactivity, which makes it possible to engage young people in active participation (Bender et al., 2019; Hatamleh et al., 2023a). In addition to purely mechanical mastery, this will make it possible to hone the practical implications of their application in everyday life.

The proposed research methodology has certain limitations. First, we will talk about the use of current English-language literature. On the one hand, such a step is justified. However, mutual relations in families and the formation of relevant values have a long history of research. Perhaps the involvement of scientific literature written in other languages will allow us to analyse this issue in more detail. This, however, creates a prospect for further research.

Conclusions and Implications

Thus, social networks have a significant potential to strengthen family values among young people. Modern young people are graduating and starting families quite late due to the peculiarities of the modern cultural environment. Moreover, these trends are becoming common due to globalisation. Familiarisation with family values through popular social media is also becoming a requirement of the times, as the popularity of social media is undeniable. However, both the benefits and risks should be taken into account. Formulating and implementing separate strategies is necessary to increase the effectiveness of social media's positive impact. First, we are talking about active control over content, the use of educational programs and support for active family communication (both through digital tools and offline). The ability to influence the content of the

information consumed by young people by setting up appropriate algorithms is a promising area for promoting family values. The use of opinion makers and the involvement of celebrities to popularise this topic can attract the attention of young people. However, the most effective approach is for young people to create content about family values, promoting greater interest and discussion among young people. The effective use of social media as a mechanism for further strengthening family values in the future will require a comprehensive approach that effectively combines technological and socio-cultural elements.

Suggestions for Future Research

The proposed topic will also require further studies, which are primarily related to considering the features of the development of social networks in the future and their impact on the younger generation. So, it will be essential to focus on identifying markers of the effectiveness of various social networks in promoting family values. For this reason, it is worth considering the technological aspect - determining the features of the development and testing of algorithms for recommendation content, which will make it possible to increase the attention of young people to family values. A promising direction, in particular, is the possibility of adapting existing algorithms to spread positive family models. However, such opportunities are problematic because corporations do not declassify the work of algorithms of their networks, and work with them turns into material for a more technological article. There is also a need to explore interactive methods such as flash mobs, online duels, challenges, etc. This direction will evaluate the effectiveness of various interaction formats with the digital environment. Attempts to determine the long-term impact of social networks on the formation of family values among young people can also be a valuable direction for further research. We are talking about a rather specific possibility in the reality of tracking changes in the behaviour of young people over a more extended period with appropriate empirical measurements to determine the specific results of the influence of social networks. Undoubtedly, the proposed list of promising topics is not exhaustive, but it concerns fundamental aspects of understanding the role of social networks in modern life.

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Conflict of Interest

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