

## A Study on Prevalence of Screen Usage among Married Women at Karaikudi

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**Abstract-**This research study examines the prevalence of screen usage among married women in Karaikudi using qualitative data analysis. The study explores the motivations for screen usage, screen usage patterns, the impact of screen usage on daily life, challenges faced by married women, and the strategies employed to manage screen usage. The data was collected through in-depth interviews and focus group discussions with married women in Karaikudi. The findings revealed that screen usage is widespread among married women in Karaikudi, with participants reporting that spending a significant amount of time on screens for entertainment, social connection, information seeking, and productivity. While screens enhance communication and connectivity, they also pose challenges in terms of time management, marital relationships, and emotional well-being. Married women face difficulties in managing their screen time due to conflicting priorities and societal expectations. To address these challenges, participants employ strategies such as setting screen time limits, creating screen-free zones and times, engaging in alternative activities, practicing mindful screen usage, and establishing communication with their spouses. These strategies reflect a proactive approach to achieving a balance between screen usage and other responsibilities. The findings of the study have practical implications for married women, families, and policymakers. They highlight the importance of open communication, establishing healthy boundaries around screen usage, and promoting alternative activities to reduce screen dependency. The study contributes to the existing literature on screen usage patterns among married women and emphasizes the need for further research and interventions to support healthy screen usage habits.

**Keywords:** Screen Usage, Married Women, Prevalence, Motivations, Patterns, Impact, Challenges, Strategies, Daily Life.

### Introduction

In recent years, the widespread adoption of digital technologies has significantly transformed various aspects of human life, including communication, entertainment, and information access. With the increasing availability and affordability of smartphones, tablets, and other electronic devices, screen usage has become an integral part of daily routines for individuals across the globe. However, the impact of this digital revolution on different demographic groups, particularly married women, remains a relatively underexplored area of research. Karaikudi, a city in Tamil Nadu, India, has witnessed significant socio-economic changes in recent years, which have likely influenced the screen usage patterns among its population. Understanding the prevalence of screen usage and its implications for married women in Karaikudi is crucial for several reasons. Firstly, women's roles and responsibilities within marriage and family dynamics are often shaped by cultural norms and societal expectations. Therefore, it is essential to investigate how screen usage intersects with these gendered roles and influences the daily lives of married women. Secondly, excessive or problematic screen usage can

potentially have detrimental effects on marital relationships, emotional well-being, and overall quality of life. Exploring the motivations and impact of screen usage among married women in Karaikudi can provide insights into the challenges they face and the strategies they employ to manage their screen time.

### **Research Objectives**

The primary objective of this research study was to explore the prevalence of screen usage among married women in Karaikudi and gain a deeper understanding of their screen usage patterns, motivations, and impacts on their daily lives. By examining these factors, the study aimed to contribute to the existing literature on digital technology adoption and its implications for marital relationships.

### **Research Questions**

The research was guided by the following research questions:

1. What motivate married women in karaikudi to use screens?
2. What are the patterns of screen usage among married women in Karaikudi?
3. How does screen usage impact the daily lives of married women in Karaikudi?
4. What are the challenges faced by married women in managing their screen usage?
5. What strategies do married women employ to manage their screen time?

### **Significance of the Study**

This study holds several significant implications. Firstly, it adds to the growing body of knowledge on the adoption and usage of digital technologies in the specific context of married women in Karaikudi. The findings can contribute to understanding how screen usage is integrated into the daily lives of married women, shedding light on their motivations, preferences, and the role of digital technologies within marital relationships. Secondly, the study highlights potential challenges faced by married women in managing their screen time. By identifying these challenges, policymakers, educators, and health professionals can develop targeted interventions and strategies to promote healthy screen usage habits among married women in Karaikudi. Lastly, the research findings provide valuable insights for technology designers and developers to create more user-friendly and contextually appropriate digital tools that cater to the specific needs and preferences of married women in Karaikudi.

### **Scope and Limitations**

This study focused specifically on married women in Karaikudi and their screen usage habits. The research employed a qualitative approach to gather in-depth insights and perspective from the participants. However, it is important to acknowledge that qualitative research may not capture the entire population's experiences and preferences. Therefore, the findings may not be generalizable to all married women in Karaikudi or other cultural contexts. Moreover, this study did not explore the experiences and perspectives of other key stakeholders, such as husbands, family members, or children, regarding married women's screen usage. Future research could incorporate a broader range of perspectives to gain a more comprehensive understanding of the dynamics surrounding screen usage within marital relationships. Despite these limitations, this study provides valuable insights into the prevalence and impact of screen usage among married women in Karaikudi and serves as a foundation for further research in this area.

### **Literature Review**

#### **Digital Technology Adoption**

Digital technology adoption has witnessed a rapid surge in recent years, revolutionizing various aspects of human life. The widespread availability and affordability of smartphones, tablets, and other electronic devices have transformed the way people communicate, access information, and engage

with entertainment. Theoretical frameworks such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) have provided valuable insights into the factors influencing individuals' adoption and usage of digital technologies. These frameworks emphasize the importance of perceived usefulness, ease of use, social influence, and facilitating conditions in determining technology adoption behaviors.

### **Screen Usage Patterns**

Screen usage patterns encompass the frequency, duration, and purposes for which individuals engage with screens, including smartphones, tablets, computers, and televisions. Research suggests that individuals spend a significant amount of their waking hours interacting with screens for various purposes, such as communication, entertainment, information seeking, and productivity. Patterns of screen usage may vary across different demographic groups, influenced by factors such as age, gender, socio-economic status, and cultural norms. Understanding these patterns is crucial for exploring the impact of screen usage on individuals' daily lives.

### **Effects of Screen Usage on Marital Relationships**

Screen usage can have both positive and negative effects on marital relationships. On one hand, digital technologies offer opportunities for enhanced communication, increased accessibility, and shared entertainment experiences, potentially strengthening marital bonds. However, excessive or problematic screen usage can lead to conflicts, reduced quality time together, and feelings of neglect or disconnection. The intrusion of screens into intimate spaces and interactions may disrupt marital satisfaction and intimacy. It is important to investigate the dynamics between screen usage and marital relationships to identify the factors that contribute to positive or negative outcomes.

### **Gendered Perspectives on Screen Usage**

Screen usage patterns may be influenced by gender roles and societal expectations, leading to gendered perspectives on screen usage. Research has indicated that men and women may differ in their motivations for screen usage, preferred activities, and time allocation on screens. For example, women may be more inclined towards social media usage for communication and networking purposes, while men may engage more in gaming or information-seeking activities. Understanding these gendered perspectives is crucial to comprehend the nuances of screen usage among married women and its implications for marital relationships.

### **Research Gaps**

Despite the growing interest in screen usage and its impact on various aspects of life, there are still several research gaps in the context of married women, particularly in specific cultural contexts like Karaikudi. Limited studies have explored the prevalence of screen usage among married women, their motivations for engaging with screens, and the specific challenges they face in managing their screen time. Furthermore, there is a lack of research on the strategies employed by married women to balance their screen usage and maintain healthy marital relationships. Addressing these research gaps will provide a more comprehensive understanding of the intersection between screen usage and marital dynamics among married women in Karaikudi. By conducting this study, we aim to contribute to the existing literature by examining the prevalence, patterns, motivations, and impact of screen usage among married women in Karaikudi, thereby bridging the research gaps and shedding light on the complexities of screen usage within the context of marital relationships.

### **Methodology**

#### **Research Design**

This qualitative study employed an exploratory research design to investigate the prevalence of screen usage among married women in Karaikudi and gain in-depth insights into their screen usage patterns, motivations, and impacts. The qualitative approach allowed for a rich understanding of

participants' perspectives and experiences regarding screen usage within the context of their marital relationships.

### Participants

The participants for this study were married women residing in Karaikudi. Purposive sampling was utilized to ensure diversity in terms of age, education level, occupation, and socio-economic backgrounds. The sample size was determined based on the principle of data saturation, which means that data collection continued until no new themes or insights emerged from the interviews and focus group discussions.

### Data Collection

Data collection was conducted through in-depth interviews and focus group discussions. These methods were chosen to capture individual perspectives as well as foster group dynamics and facilitate discussions among participants. In-depth interviews were conducted with individual participants to gather detailed information about their screen usage habits, motivations, and impacts. Semi-structured interview guides were developed, consisting of open-ended questions and probes, to ensure consistency and allow flexibility for participants to share their experiences. The interviews were conducted in a private and comfortable setting, ensuring confidentiality and encouraging open and honest responses. Each interview was audio-recorded with the participants' consent and later transcribed for analysis.

Focus group discussions were conducted to facilitate group interactions and explore shared experiences and perspectives regarding screen usage among married women in Karaikudi. Participants were divided into small groups to encourage active participation and exchange of ideas. A moderator facilitated the discussions using a predefined set of topics and prompts related to screen usage patterns, challenges, and strategies. The focus group discussions were audio-recorded and transcribed for analysis.

### Data Analysis

Thematic analysis was employed to analyze the collected data from interviews and focus group discussions. The analysis involved several iterative stages:

- 1. Familiarization with the data:** The transcripts were read and re-read to gain a comprehensive understanding of the participants' narratives and identify recurring patterns and themes.
- 2. Initial coding:** Key ideas, concepts, and patterns within the data were identified and coded. The coding process involved both deductive coding based on the research questions and inductive coding to capture emergent themes.
- 3. Theme development:** Codes were grouped together to form overarching themes and sub-themes. The relationships between themes were examined, and connections were made to build a coherent narrative.
- 4. Review and refinement:** The initial analysis was reviewed and refined through discussions among the research team, ensuring the credibility and rigor of the findings.
- 5. Interpretation and synthesis:** The themes were interpreted in the light of relevant literature and theoretical frameworks. Connections were made between the findings and the research objectives to provide a comprehensive understanding of screen usage among married women in Karaikudi.

Throughout the analysis process, efforts were made to ensure rigor and trustworthiness through research reflexivity, member checking, and peer debriefing. Data management software, such as NVivo or qualitative analysis software, was used to organize and facilitate the analysis process. The thematic analysis allowed for a deep exploration of participants' experiences and perspectives regarding screen usage, providing valuable insights into the prevalence and impact of screen usage among married women in Karaikudi.

## Findings

### **Theme 1: Motivations for Screen Usage**

The first theme that emerged from the data analysis was the motivations behind screen usage among married women in Karaikudi. The participants expressed various reasons for engaging with screens in their daily lives. Many participants highlighted entertainment as a significant motivation for screen usage. They mentioned using screens for watching movies, TV shows, or online videos as a means of relaxation and escaping from daily stressors. Participants mentioned that screens provided a source of entertainment within the confines of their homes, allowing them to unwind and enjoy leisure time.

Another prominent motivation for screen usage was social connection. Participants mentioned using screens to connect with family and friends through social media platforms, messaging apps, and video calls. Screens enabled them to stay connected with loved ones, especially those who were geographically distant. Participants expressed that screen-mediated communication played a vital role in maintaining and strengthening their social relationships. Participants also mentioned using screens for information seeking and learning purposes. They utilized search engines and online platforms to access a wide range of information, such as recipes, health tips, news, and educational resources. Screens provided them with quick and convenient access to knowledge, empowering them to stay informed and enhance their personal growth.

Productivity and Utility Screens were also used for productive purposes, such as managing finances, organizing schedules, and completing work-related tasks. Participants mentioned utilizing various apps and software to increase efficiency and streamline their daily activities. Screens offered them practical tools to fulfill their responsibilities and accomplish tasks effectively.

Overall, the findings revealed that married women in Karaikudi were motivated to use screens for entertainment, social connection, information seeking, and productivity. These motivations reflected the multifaceted roles and responsibilities of married women and highlighted the value that screens provided in fulfilling these roles. The prevalence of these motivations influenced the frequency and duration of screen usage among the participants.

### **Theme 2: Screen Usage Patterns**

The second theme that emerged from the data analysis was the patterns of screen usage among married women in Karaikudi. The findings shed light on the frequency, duration, and contexts in which participants engaged with screens.

The participants reported spending a considerable amount of time on screens daily. They mentioned that screen usage was integrated into their routines and occupied a significant portion of their waking hours. Participants described checking their smartphones frequently throughout the day, using screens during meals, and allocating dedicated time for screen-based activities.

**Screen Usage in Personal Spaces** Screens were predominantly used in personal spaces, such as the bedroom or living room. Participants mentioned using screens for individual activities, such as watching movies, browsing social media, or reading. Screens offered a form of personal leisure and relaxation within the privacy of their homes.

Participants also reported screen usage in family settings. They mentioned watching TV shows or movies together with their spouses or children. Screens served as a source of shared entertainment and facilitated family bonding. However, some participants expressed concerns about excessive screen time in family settings and its potential impact on quality family interactions.

Several participants mentioned using screens extensively for work-related tasks. They reported spending significant time on computers or tablets for professional purposes, such as email communication, document preparation, and online meetings. Screens were seen as essential tools for their work responsibilities.

The findings indicated that screen usage among married women in Karaikudi was a pervasive aspect of their daily lives. Screens were used in personal and family settings, as well as for work-related activities. The patterns of screen usage reflected the integration of digital technology into various domains of their lives, highlighting the multifunctionality of screens for entertainment, communication, information seeking, and productivity.

### ***Theme 3: Impact of Screen Usage on Daily Life***

The third theme that emerged from the data analysis was the impact of screen usage on the daily lives of married women in Karaikudi. The findings highlighted both positive and negative consequences of screen usage.

Participants reported that screens facilitated communication and connectivity in their daily lives. They mentioned that screens allowed them to stay connected with family, friends, and social networks, bridging geographical distances. Screen-mediated communication provided a sense of social support and helped maintain relationships.

Some participants expressed concerns about the challenges of managing their time due to screen usage. They mentioned that excessive screen time could lead to distractions, procrastination, and difficulty in balancing their various responsibilities. Screen usage sometimes encroached upon other important activities, such as household chores, spending time with children, or self-care.

The impact of screen usage on marital relationships was a significant aspect mentioned by participants. Some participants reported that excessive screen time led to conflicts with their spouses, as it reduced quality time spent together and created a sense of emotional disconnection. Screens were seen as potential barriers to effective communication and intimacy within the marital relationship.

The findings also revealed that screen usage had emotional implications for participants. Some participants reported experiencing feelings of guilt, anxiety, or FOMO (Fear of Missing Out) when they perceived themselves as spending excessive time on screens. They expressed a desire to strike a balance between screen usage and other aspects of their lives to maintain their emotional well-being.

Overall, the findings highlighted the complex impact of screen usage on the daily lives of married women in Karaikudi. While screens enhanced communication and connectivity, they also posed challenges in terms of time management, marital relationships, and emotional well-being. The findings underscored the need for mindful and balanced screen usage to mitigate the potential negative consequences and maintain overall well-being.

### ***Theme 4: Challenges Faced by Married Women***

The fourth theme that emerged from the data analysis was the challenges faced by married women in relation to screen usage. The findings highlighted various difficulties and obstacles encountered by the participants in managing their screen time and balancing their responsibilities.

Participants expressed challenges effectively in managing their time in the presence of screens. They reported feeling overwhelmed by the constant availability of screens and the temptations they posed. Balancing screen usage with household chores, childcare, and other responsibilities proved to be a demanding task for many participants.

Conflicting priorities emerged as a challenge faced by married women. They often found themselves torn between their own screen-based activities and the need to prioritize their spouses, children, and household tasks. Participants expressed the difficulty of striking a balance and ensuring that screen usage did not compromise their relationships or neglect their responsibilities.

Participants mentioned the influence of social expectations and norms on their screen usage. They felt pressured to stay connected and active on social media platforms, fearing that they would miss out on an important information or social interactions. These expectations added to the challenges of managing screen time and maintaining a healthy balance.

Several participants acknowledged the negative impact of excessive screen usage on their personal well-being. They reported feeling exhausted, stressed, or guilty due to prolonged screen time. The challenges of disconnecting from screens and engaging in self-care activities were highlighted, as participants recognized the need to prioritize their own well-being amidst the demands of screen usage.

The findings indicated that married women in Karaikudi face challenges in managing their screen time and juggling their responsibilities. Time management struggles, conflicting priorities, social expectations, and the impact on personal well-being were among the key challenges identified. These

challenges emphasized the need for strategies and support systems to help married women navigate the complexities of screen usage and find a healthy balance in their daily lives.

#### ***Theme 5: Strategies to Manage Screen Usage***

The fifth theme that emerged from the data analysis was the strategies employed by married women in Karaikudi to manage their screen usage. Participants shared various approaches and techniques they utilized to establish a healthy balance and overcome the challenges associated with screen usage.

Many participants emphasized the importance of setting specific time limits for screen usage. They reported using timers, alarms, or scheduling techniques to allocate dedicated periods for screen-based activities. By setting boundaries, participants aimed to ensure that screen usage did not encroach upon other responsibilities or personal time.

Participants mentioned designating certain areas or times as screen-free zones. They identified specific spaces, such as bedrooms or dining areas, where screens were not allowed. Additionally, some participants established screen-free times, such as during family meals or before bedtime, to encourage face-to-face interactions and promote quality time with loved ones.

To reduce screen dependency, participants mentioned engaging in alternative activities that did not involve screens. They reported pursuing hobbies, physical exercise, reading books, or engaging in outdoor activities as ways to break away from screen usage and diversify their leisure time. By exploring new interests, participants aimed to strike a balance and reduce reliance on screens.

Screen Usage Mindfulness was highlighted as an important strategy in managing screen usage. Participants mentioned being mindful of their screen time, actively monitoring their usage patterns, and reflecting on the impact of screens on their well-being and relationships. Mindful screen usage involved consciously choosing when and how screens were used, being present in the moment, and avoiding mindless scrolling or excessive usage.

Participants recognized the significance of open communication and agreement with their spouses regarding screen usage. They reported having discussions with their partners about setting boundaries, defining screen-free times, and collectively managing screen time within the marital relationship. By establishing shared understanding and cooperation, participants aimed to minimize conflicts and ensure mutual support in managing screen usage.

The findings demonstrated that married women in Karaikudi employed various strategies to manage their screen usage effectively. Setting time limits, creating screen-free zones and times, engaging in alternative activities, practicing mindfulness, and establishing communication with spouses were among the key strategies identified. These strategies reflected the participants' proactive approach to achieving a balance between screen usage and other aspects of their lives, ultimately contributing to their overall well-being and relationship dynamics.

## **Discussion**

### **Summary of Findings**

This study explored the prevalence of screen usage among married women in Karaikudi through qualitative data analysis. The findings revealed several key themes, including motivations for screen usage, screen usage patterns, the impact of screen usage on daily life, challenges faced by married women, and strategies employed to manage screen usage.

The motivations for screen usage encompassed entertainment, social connection, information seeking, and productivity. Participants reported spending a significant amount of time on screens daily, integrating screen usage into their personal and family settings. While screens enhanced communication and connectivity, they also posed challenges in terms of time management, marital relationships, and emotional well-being. Married women faced difficulties in managing their screen time and balancing their responsibilities, often influenced by conflicting priorities and social expectations. To address these challenges, participants employed strategies such as setting screen time limits, creating screen-free zones and times, engaging in alternative activities, practicing mindful screen usage, and establishing communication with their spouses.

### **Interpretation of Findings**

The findings shed light on the complex dynamics of screen usage among married women in Karaikudi. The prevalence of screen usage in various aspects of their lives reflected the increasing role of digital technology and its integration into daily routines. Screen usage served as a means of entertainment, social connection, information seeking, and productivity. However, excessive screen time posed challenges, affecting time management, marital relationships, and emotional well-being.

The impact of screen usage on marital relationships was a significant finding. Excessive screen time often led to conflicts and emotional disconnection, highlighting the need for couples to prioritize quality time together and establish boundaries around screen usage. The challenges faced by married women in managing their screen time were influenced by societal expectations and norms, underscoring the need for a collective effort to promote a healthy balance between screen usage and other responsibilities.

The strategies employed by participants demonstrated their proactive approach to managing screen usage. By setting limits, creating screen-free zones and times, engaging in alternative activities, practicing mindfulness, and establishing communication with their spouses, married women aimed to maintain a balanced and fulfilling lifestyle.

### **Practical Implications**

The findings of this study have several practical implications for married women, families, and policymakers. Firstly, raising awareness about the potential impact of excessive screen usage on marital relationships can encourage couples to have open discussions and establish healthy screen usage boundaries. Creating screen-free zones and times within the home can promote face-to-face interactions and enhance family dynamics. Encouraging alternative activities and hobbies can help reduce screen dependency and provide opportunities for personal growth and well-being.

Additionally, incorporating digital literacy and time management skills into educational programs can equip married women with the necessary tools to effectively manage their screen time and responsibilities. Public health campaigns can raise awareness about the importance of mindful screen usage and its potential impact on mental health and overall well-being.

### **Recommendations for Future Research**

While this study provides valuable insights into the prevalence of screen usage among married women in Karaikudi, there are several avenues for future research. Firstly, quantitative studies can complement the qualitative findings by providing a broader understanding of the prevalence and patterns of screen usage among a larger sample. Longitudinal studies can explore the long-term effects of screen usage on marital relationships and well-being.

Further research can delve into the cultural and social factors that influence screen usage among married women, taking into account the specific context of Karaikudi. Comparative studies across different regions or countries can provide a broader perspective on screen usage patterns and challenges faced by married women.

Moreover, exploring interventions and support systems that promote healthy screen usage habits among married women can be a fruitful area of research. Evaluating the effectiveness of educational programs, counseling services, or technology-based interventions can contribute to the development of evidence-based strategies for managing screen time and mitigating the potential negative consequences.

In conclusion, this study highlights the prevalence of screen usage among married women in Karaikudi and the challenges they face in managing their screen time. The findings emphasize the importance of promoting a balanced approach to screen usage and offer practical implications for individuals, families, and policymakers. Future research can further deepen our understanding of screen usage patterns and explore interventions to support healthy screen usage habits among married women.



## **Conclusion**

### **Recap of the Study**

This study aimed to investigate the prevalence of screen usage among married women in Karaikudi using qualitative data analysis. The research findings have provided valuable insights into the motivations for screen usage, screen usage patterns, the impact of screen usage on daily life, challenges faced by married women, and strategies employed to manage screen usage.

The study revealed that screen usage among married women in Karaikudi is widespread and integrated into various aspects of their lives. Screens serve as sources of entertainment, social connection, information seeking, and productivity. However, excessive screen time poses challenges in terms of time management, marital relationships, and emotional well-being.

Participants faced difficulties in managing their screen time and balancing their responsibilities due to conflicting priorities and societal expectations. To address these challenges, they employed strategies such as setting screen time limits, creating screen-free zones and times, engaging in alternative activities, practicing mindful screen usage, and establishing communication with their spouses.

### **Implications and Contributions**

The findings of this study have significant implications for married women, families, and policymakers. Firstly, the study highlights the need for couples to have open discussions and establish healthy boundaries around screen usage to preserve marital relationships. Creating screen-free zones and times within the home can enhance face-to-face interactions and strengthen family dynamics. Encouraging alternative activities and hobbies can help reduce screen dependency and promote personal growth and well-being.

The study also contributes to the existing body of knowledge on screen usage patterns among married women. It sheds light on the specific context of Karaikudi and provides insights into the challenges faced by married women in managing their screen time. The identification of strategies employed by participants offers practical approaches to mitigate the negative consequences of excessive screen usage.

### **Final Remarks**

In conclusion, this study has provided valuable insights into the prevalence, patterns, and impact of screen usage among married women in Karaikudi. The findings underscore the need for a balanced approach to screen usage and highlight the challenges faced by married women in managing their screen time. The strategies employed by participants offer practical solutions for maintaining a healthy balance between screen usage and other responsibilities.

It is crucial for individuals, families, and policymakers to recognize the potential impact of excessive screen time on marital relationships, time management, and emotional well-being. By implementing the strategies identified in this study and promoting digital literacy, time management skills, and communication within marital relationships, married women can effectively manage their screen usage and lead fulfilling lives.

Future research should further explore the cultural and social factors influencing screen usage among married women and investigate the effectiveness of interventions and support systems in promoting healthy screen usage habits. By continuing to deepen our understanding of screen usage patterns and developing evidence-based strategies, we can strive towards a society where screen technology enhances rather than hinders the well-being and relationships of married women in Karaikudi and beyond

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