



**BSc Psychology**  
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The impact of social media on infidelity, insecurities, and  
intimacy in romantic relationships

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# THE IMPACT OF SOCIAL MEDIA ON INFIDELITY, INSECURITIES, AND INTIMACY IN ROMANTIC RELATIONSHIPS

## **Foreword**

Submitted in partial fulfillment of the requirements of the BSc Psychology degree, Reykjavik University, this thesis is presented in the style of an article for submission to a peer-reviewed journal.

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## Abstract

Due to the rapid growth in social media usage, research has expanded to examine the effects of social media on various aspects of people's lives. Prior studies illustrate that social media may have detrimental effects on interpersonal relationships. The present study examined whether social media impacts infidelity, insecurities and intimacy in romantic relationships. The study design was cross-sectional, whereby a random sample of 60 Icelandic participants responded to an anonymous online questionnaire. The results indicated that increased social media use has a significant relationship with increased intimacy interference and insecurity. However, the present and prior studies could not identify causality. However, future studies should use a valid scale to test the hypothesis and a larger sample size. The findings illustrate the importance of examining the potential adverse effects of social media on interpersonal relationships.

*Keywords:* Social media, Infidelity, Insecurity, Intimacy.

## Útdráttur

Vegna mikillar aukningar á notkun samfélagsmiðla hafa rannsóknir til að kanna áhrif samfélagsmiðla á ýmsa þætti í lífi fólks aukist. Fyrri rannsóknir telja að samfélagsmiðlar geta haft skaðleg áhrif á sambönd fólks. Í þessari rannsókn var kannað hvort samfélagsmiðlar hafi áhrif á framhjáhöld, óöryggi og nánd í rómantískum samböndum. Rannsóknarsniðið var þversnið, þar sem slembiúrtak af 60 íslenskum þátttakendum svaraði nafnlausum spurningalista á netinu. Niðurstöður gáfu til kynna að aukin samfélagsmiðlanotkun hafi marktæk tengsl við aukna truflun á nánd og óöryggi. Þessi, sem og fyrri rannsóknir gátu ekki sagt til um orsakasamhengi. Hins vegar ættu framtíðarrannsóknir að nota gildan mælikvarða til að prófa tilgátur og notast við stærra úrtak. Niðurstöðurnar sýna mikilvægi þess að skoða möguleg skaðleg áhrif samfélagsmiðla á sambönd.

*Lykilorð:* Samfélagsmiðlar, Framhjáhald, Óöryggi, Nánd.

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## **The impact of social media on infidelity, insecurities, and intimacy in romantic relationships**

The influence of social media on individuals and their interpersonal relationships has been substantial, introducing numerous favorable transformations, while also giving rise to novel challenges and apprehensions (Franca, 2023). According to Statista, 79% of Americans 12-years and older reported having a social media profile in 2019. Reports that year showed that there are 1.4 billion daily active users on the social networking site Facebook, 500 million on the photo and video sharing app Instagram, 187 million on the multimedia instant messaging Snapchat app, and 100 million on Twitter, another social networking site (Quiroz et al., 2021). Due to the rapid growth in social media usage, research has expanded to examine the effects of social media on various aspects of people's lives. Research investigating the impact of social media on romantic relationships indicates that social media may be a potential threat to existing romantic relationships (McDaniel et al., 2016). According to the Pew Research Center, 45% of individuals in a serious, committed relationship between the ages of 18 to 29 reported that social media has impacted their relationship (Quiroz et al., 2021). The usage of technology can potentially interfere with relationships, causing a decrease in relationship satisfaction, even amongst married couples. Moreover, media sources revealed that Facebook has been cited in one third of U.S. divorces (McDaniel et al., 2016). The present study examined the impact of social media on infidelity, insecurities and intimacy in romantic relationships. Infidelity is referred to when an individual within a committed relationship has violated the relationship norm by interacting with someone outside of the relationship, however, the definition of infidelity may vary depending on opinion or circumstance (McDaniel et al., 2017). Intimacy involves feeling understood, validated and cared for, which results from personal disclosure and the partner's response (Halpern, 2017).

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According to the American Psychological Association's Dictionary of Psychology, "insecurity" refers to feelings of inadequacy, lack of self-confidence and difficulty coping with uncertainty, abandonment, failure or hardship (VandenBos, 2007). Lastly, romantic relationships are defined as mutual and continuous interactions which are commonly characterized by affection, closeness, emotional and physical intimacy (Frampton, 2018).

Prior to the prominence of internet use, extra-dyadic relationships were one of the most common causes of divorce in various cultures. In 1999, once communication via the internet was available, reports indicated that 42% of Internet users admitted to engaging in an affair online. A study conducted in the year 2000 indicated that 66% of couples were affected by online infidelity (Adams, 2017). Moreover, a previous study revealed that high levels of social media usage, especially Facebook, have a significant association with both physical and emotional infidelity, low commitment, breakup and higher risks of divorce (Abbasi, 2019). Previous research indicates that social media may provide a venue for infidelity-related behavior to occur, as its features enable individuals to interact publicly and privately with multiple others (McDaniel et al., 2017). The link between social media use and an increased risk of infidelity may be attributable to the availability of potential alternative partners online. Additionally, the virtuality and lack of physical presence may result in lessening of self-inhibition when engaging in online interactions (Abbasi, 2019). The observed link between excessive social media usage and infidelity is significantly correlated. However, previous studies examining the relationship between social media use and infidelity failed to establish causality, thereby hindering the illustration of the causal direction. Hence, the correlation might imply that individuals who are predisposed to infidelity are more prone to excessive social media usage, rather than social media itself being the cause of infidelity (Abbasi, 2019). In addition, individuals who are

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committed to their relationship are unlikely to be interested in alternative partners, whereas people who are less satisfied and more ambivalent in their relationship are more likely to engage in infidelity-related behaviors through social media. In addition, individuals struggling with conflict in their relationship may use extra-dyadic relationships online as a source for seeking comfort, understanding and sexual intimacy, rather than investing time and energy to resolve relationship issues with their partner (Cooper et al., 2000). Nonetheless, studies examining online infidelity-related (IR) behaviors amongst romantic relationships are limited (Abbasi, 2019).

Prior research revealed that young adults in romantic relationships frequently use social media sites in a positive way to connect with their partners. Moreover, a previous study indicated that people are more likely to post or share information about their relationship on Facebook on days they experienced more satisfaction with their relationship (Sanchez, 2020). On the contrary, another study revealed that participants were more likely to post about their partner on days that they experienced feelings of insecurity regarding their partner's feelings for them (Quiroz, 2021). In addition, individuals who had a greater desire to display public affection for their significant other reported higher levels of relationship insecurity in comparison to individuals who had a lower desire for public affection. Hence, one of the suspected benefits of social media for romantic relationships might come from a place of insecurity, possibly stemming from social media use (Fitzpatrick, 2023). In addition, prior studies illustrated that social media contributed to increasing social comparison and lessening self-esteem (Cheng, 2021). Furthermore, social media users often selectively post content on their profiles in ways that best represent their ideal self. For instance, Facebook and Instagram are appealing sites for self-presentation being that they allow users to strategically create online personas that accentuate their most desirable traits and features. However, previous studies suggest that it appears that people are comparing their

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realistic offline selves to the idealized online selves of others, which may have detrimental implications for individuals' general well-being and self-esteem (Vogel, 2014). Thus, social media increases social comparison, which may foster unrealistic expectations about the idealized portrayal of relationships, potentially giving rise to sentiments of inadequacy and diminished self-esteem among its users (Franca, 2023). Moreover, social media may provide new ways for insecure persons to manifest their fear of abandonment, which may result in, for instance, checking and monitoring their partner's activities (Sullivan, 2021). Partner monitoring may occur to seek out evidence on social media that either confirms or disconfirms their worries (Muscanell & Guadagno, 2019). In addition, prior studies indicate that insecure individuals are more likely to engage in surveillance behavior as a response to a jealousy-inducing threat (Marshall, 2012).

Research illustrates communication via social media can potentially foster intimacy and connectivity, as it permits partners to connect beyond close proximity, whereas social media may have adverse effects on relationships when it is used in the presence of each other (Christensen, 2018). Hence, social media use in romantic relationships may have dual functions, whereas social media might function as a potential connection or disconnection within a romantic relationship (Taylor et al., 2022). In addition, social media offers a virtual platform where people may achieve a feeling of togetherness with others or a sense of belonging (Bouffard, 2021). However, prior studies concluded that young adults acknowledged the superficiality of web-based communication, stating that communication via social media lacked emotional depth, intimacy and overall sincerity. Evidently, there are vital aspects of connectivity that online interactions cannot fulfill (Liang et al., 2023). The adverse effects of social media on romantic relationships may be due to the potential reduction of meaningful interactions with one's partner in real life. In addition, this may result in a lack of presence for one another, and missed

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moments for building emotional connections (Bouffard et al., 2021). In addition, relationship problems inevitably arise when individuals spend an excessive amount of time on social media rather than directing their attention to or spending quality time with their partner (Nongpong & Charoensukmongkol, 2016). In addition, prior literature suggests that a partner's attentiveness is more important than their mere presence, therefore, constant engagement in one's phone results in being less responsive to the other's needs, which may lead to less perceived intimacy (Halpern, 2017).

Previous studies state that smartphone usage has the potential of triggering conflicts in romantic relationships, as partners are unable or unwilling to disconnect from their networks, in order to connect with their partners (Halpern, 2017). In addition, relationship problems inevitably arise when individuals spend an excessive amount of time on social media rather than directing their attention to or spending quality time with their partner (Nongpong & Charoensukmongkol, 2016). Another potential possibility is that social media usage may influence relationship intimacy and satisfaction through affecting ones' emotional well-being. Correspondingly, excessive use of social media may alter individuals mental health, resulting in reduced attention, decreases in self-esteem, and increased anxiety, making it more difficult for the affected individual to sustain a satisfied and intimate relationship (Bouffard et al., 2021).

The objective of the current study is to explore the effects of social media on infidelity, insecurities, and intimacy in romantic relationships. Prior studies indicate that romantic relationships influence one's physical and psychological health. Individuals involved in healthy relationships report increases in emotional support, self-esteem, and quality of life, whereas relationship distress has been linked to poorer health outcomes (Godfrey, 2022). Research on social media's effect on romantic relationships is insufficient and limited, especially in Iceland.



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Considering the frequency of relationship-related material posted on social media, it is crucial to understand how social media use impacts romantic relationships. Therefore, the topic of discussion is important in shedding light on what factors may impact the state of one's relationships. The present study aims to replicate prior findings and will contribute to the existing body of knowledge of this subject by examining the effects of social media on romantic relationships in Iceland.

The present study has three hypotheses: 1) Increased hours on social media increases infidelity in romantic relationships; 2) Increased hours on social media increases insecurities in romantic relationships; and 3) Increased hours on social media decreases and interferes with intimacy in romantic relationships.

## **Method**

### **Research design**

The study was a cross-sectional design. There were two independent variables; hours spent on social media by participants and hours their partner spent on social media. There were four dependent variables; infidelity, insecurity, intimacy and intimacy interference. The present study contained three hypothesis. The study did not include experimental and comparison groups.

### **Participants**

The questionnaire was written in English and was answered online by 60 participants. There were no specific requirements to participate in the study. The gender distribution was relatively balanced, where the study consisted of 35 females (55%) and 25 males (41.7%). The

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respondents' age group ranged from 18-26 years. Most participants were in the age groups 21-23 years old (55%) and 24-26 years old (30%), whereas the remainder were in the age group 18-20 years old (15%). The demographic is particularly relevant given the high social media usage amongst young adults. Most participants had been in a relationship (95%), whereas 71.5% reported being currently in a relationship. In addition, the respondents' length of relationship ranged between less than 6 months to 4 years or longer. The participants were not monetarily compensated for their participation by the author.

### **Measures**

The questionnaire had not been validated or used by others, however, some questions were collected from previous studies on the subject. All participants considered themselves Icelandic. The independent variable was measured by asking “How many hours per day do you generally spend on social media?” and “How many hours per day does your partner generally spend on social media?” The answers ranged from less than one hour to 7-8 hours. The measurements used to analyze the dependent variables involved a 5-point Likert scale ranging from (1= never to 5= always). A new questionnaire was developed because the existing ones were deemed to be insufficient for the current study. The present study used a questionnaire created by the author, although the questions were based on questionnaires used in previous studies. Therefore, the questionnaire had not been validated or used by others.

The dependent variables intimacy, infidelity, and insecurity were coded 1-5, where a higher number indicated higher levels of infidelity and insecurity, intimacy. A reliability analysis was conducted, which indicated that the internal reliability for the independent and dependent

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variables was sufficient ( $\alpha=0.831$ ). The following sections present the individual measure for each variable.

### *Infidelity*

There were 4 questions used to measure infidelity in romantic relationships. The items helped measure the impact of social media on infidelity. The sample items included questions such as, "Have you ever felt tempted to pursue a romantic or sexual relationship with someone you met through social media while in a committed relationship?" and "Have you ever exchanged intimate or flirtatious messages/photos through social media whilst being in a committed relationship?" The internal reliability was sufficient ( $\alpha=.730$ ).

### *Insecurities*

There were 10 questions used to measure insecurities in romantic relationships. The items helped measure the impact of social media on insecurities. The sample items included questions such as, "Do you ever feel that social media has affected your self-esteem or confidence in your relationship?" and "Do you ever feel jealous or insecure because of your partner's interactions with others on social media?" The internal reliability was sufficient ( $\alpha=.874$ ).

### *Intimacy*

The items measuring intimacy were divided into two separate variables in the data set, where in one category questions were asked about whether social media elicits intimacy with a partner and the second category asked about whether social media interferes with intimacy with a partner.

There were 14 questions used to measure intimacy in romantic relationships. Eight items measured the positive impact of social media on intimacy in romantic relationships. The sample items included questions such as, "Do you and your partner use social media to express affection

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or appreciation for each other?” and “Do you and your partner use social media to flirt with each other?” The internal reliability was sufficient ( $\alpha=.835$ ).

There were 6 items that measured the impact of social media in lessening intimacy in romantic relationships. The sample items included questions such as, “Have you ever felt disconnected from your partner due to their excessive use of social media while together?” and “Do you feel like social media has a negative impact on intimacy and connectivity in your relationship?” The internal reliability was sufficient ( $\alpha=.831$ ).

### **Procedure**

The study included an anonymous online questionnaire administered through Google Forms. Snowball sampling was used to recruit participants in the study. The study received an ethical clearance and the survey was shared along with a consent form participants voluntarily signed.

### **Data analysis**

The present study used SPSS version 27 (IBM SPSS Statistics) for statistical analysis. A descriptive statistic was conducted to obtain information about the main feature of the dataset. When assessing the relationship and correlation between the independent and the dependent variable, a bivariate correlation analysis and a linear regression analysis were performed.

## **Results**

### **Descriptive statistics**

The descriptive statistics for the dependent variables are shown in Table 1. As indicated by Table 1, the standard deviations and the mean scores were relatively low. In addition, the

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variable infidelity received the lowest mean score ( $M=1.48$ ), whereas the highest score was collected from the variable intimacy ( $M=3.06$ ).

## **Table 1.**

*Frequencies, minimum, maximum, mean and standard deviations for the independent variables, the dependent variables, age and gender.*

	N	Minimum	Maximum	M	SD
Infidelity	56	1.00	3.50	1.48	.536
Insecurity	59	1.00	4.00	2.45	.757
Intimacy	56	1.25	4.50	3.06	.660
Intimacy interference	56	1.17	4.33	2.53	.686

## **Inferential statistics**

A bivariate correlation analysis was conducted to assess the strength and direction of the relationship between the independent variables and the dependent variables. The following sections present the results for each individual variable.

### ***Infidelity***

The first hypothesis states that increased hours on social media increases infidelity in romantic relationships. As indicated by Table 2, the independent variables were not significantly correlated with infidelity ( $p > .05$ ). Therefore, the first hypothesis was not supported, indicating that increased social media use by participants and their partners was not significantly associated with infidelity. The results indicate that the only variable with a significant correlation with infidelity was gender; males had significantly higher scores on infidelity than women ( $p = 0.032$ ).

### ***Insecurity***

The second hypothesis was that increased hours on social media increases insecurities in romantic relationships. As shown by Table 2, the second hypothesis was confirmed, indicating

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that the participants and their partners' social media use had a significant positive association with insecurity. Thus, the participants' social media usage was significantly correlated with increased insecurity ( $p = .045$ ) and their partner's social media usage was significantly associated with increased insecurity ( $p = .025$ ). In addition, insecurity had a stronger relationship with partners' social media use compared to the participants' social media use.

### *Intimacy*

The third hypothesis entailed that increased hours on social media decreases and interferes with intimacy in romantic relationships. As indicated by Table 2, the third hypothesis was confirmed, as social media was not significantly associated with increased intimacy in romantic relationships ( $p > 0.05$ ), whereas the partners' social media usage had a significant positive association with intimacy interference ( $p = .045$ ). Hence, as the duration of partners' social media usage increases, so does its interference with intimacy in romantic relationships.

**Table 2.**

### *Pearson bivariate correlations*

	1.	2.	3.	4.	5.	6.	7.	8.
1. Age	--							
2. Gender	-.013	--						
3. Social media (participant)	.170	.336**	--					
4. Social media (partner)	.143	.000	.384**	--				
5. Infidelity	-.006	-.287*	.007	.054	--			
6. Insecurity	.003	.213	.263*	.327*	.173	--		
7. Intimacy	-.198	.087	.211	.163	-.025	.328*	--	
8. Intimacy interference	.252	.230	.192	.297*	.050	.686**	.135	--

Note. Correlation is significant at the \*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$ .

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## Regression

Four regression analyses were conducted to further assess the relationship between the independent variables and the dependent variables. The results from the linear regression analysis indicate that the distribution in the independent variables explained 11.3% of the distribution in infidelity ( $F(4, 41) = 1.31, p = .282$ ). There was not a significant relationship between the independent variables and infidelity, whereas the only variable significantly associated with infidelity was gender ( $p = .034$ ), indicating that males had significantly higher scores on infidelity than females. The distribution in the independent variables explained 18.4% of the distribution in insecurity ( $F(4, 42) = 2.37, p = .068$ ). The results indicate that there was not a significant association between the independent variables and insecurity ( $p > 0.05$ ). The distribution in the independent variables explained 19.7% of the distribution in intimacy ( $F(4, 41) = 2.52, p = .056$ ). The only significant association was between the duration spent on social media by the participants and intimacy ( $p = .013$ ). The distribution in the independent variables explained 25.3% of the distribution in intimacy interference ( $F(4, 41) = 3.48, p = .015$ ). Gender was the only variable significantly associated with intimacy interference ( $p = .044$ ), indicating that females experience more intimacy interference compared to males. However, the partners' social media use was close to being significantly associated with intimacy interference ( $p = .057$ ).

## Discussion

Prior research suggested that social media provide a venue for infidelity related behavior to occur, due to the fact that its features facilitate both public and private interactions with multiple others. Furthermore, the virtual nature of these platforms and the absence of physical

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presence may lead to reduced self-inhibition when engaging in online interactions (Abbasi, 2019). However, the results from the present study did not support prior findings, where social media did not have a significant correlation with increased infidelity. The results obtained from both the correlation bivariate analysis and the linear regression analysis showed that the only variable that was significantly correlated with infidelity was gender, where males had significantly higher scores on infidelity than females. The variation in results from previous studies could potentially be attributed to cultural disparities. In addition, the current study's sample may have exhibited a high level of commitment to their relationships in comparison to prior studies samples', possibly leading to the lack of significant findings. This aligns with earlier research indicating that individuals deeply committed to their relationships were less inclined to pursue alternative partners (Abbasi, 2019). Moreover, prior studies revealed that social media might elicit feelings of insecurity by promoting unrealistic expectations about idealized portrayal of relationships, potentially prompting sentiments of inadequacy and poorer self-esteem among its users (Franca, 2023). In addition, prior research suggests that people may compare their realistic offline selves to the idealized online selves of others, leading to feelings of insecurity (Vogel, 2014). Consistent with this, the results obtained from the correlation bivariate analysis illustrate that respondents' social media use was significantly associated with increased levels of insecurity. Moreover, there was a stronger relationship between partners' social media usage and increased levels of insecurity for participants'. Correspondingly, previous studies suggest that feelings of insecurity may be triggered by a partner's presence and activities on social media platforms, leading individuals to monitor their partner's social media use (Sullivan, 2021). Furthermore, social media platforms offer new outlets for insecure persons to



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demonstrate their fear of abandonment, which can manifest in behaviors like regularly checking and monitoring their partner's online activities (Sullivan, 2021).

Prior research suggests that communication via social media can potentially increase connectivity when couples are apart, whereas social media may have adverse effects on relationships when it is used in the presence of each other. In addition, social media may have an adverse impact on relationship intimacy when partners cannot disconnect from their networks to connect with their partners (Halpern, 2017). The present study did not illustrate a significant relationship between social media use and increased intimacy. However, social media was significantly associated with intimacy inference, where participants reported that their partners' social media use interfered with the intimacy and connectivity in their relationship. Coherently, prior studies suggest that technological distractions, such as social media may prompt presence and attentiveness, and potentially reduce meaningful interactions, which may lead to perceiving less intimacy in one's relationship (Halpern, 2017). Thus, the present study supported the notion that social media may adversely impact intimacy on romantic relationships when used in the presence of each other, whereas the study was not able to confirm that communication via social media facilitates intimacy when couples are apart.

The advantages observed in the current study were few. For instance, the gender proportion was favorable, enabling an assessment of the gender difference among the variables. In addition, the study was successful in eliminating gender bias, where the study included both males and females as participants. In addition, the overall Cronbach alpha was sufficient for internal reliability. The study was able to support prior studies and confirmed most of the hypothesis, thereby validating previous findings, ensuring the reliability and generalizability of results. Furthermore, the study contributed to the body of knowledge, seeing as the study was

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conducted on individuals in the Icelandic community, a population that has not been previously examined. The study addresses a topic that has become a matter of public concern, given the prevalence and potential repercussions of social media. The study may serve as an educational tool and spreading awareness of social media's potential pitfalls for romantic relationships.

The present study had a few flaws and limitations. For instance, the sample size was relatively small, which adversely impacts the significance of the statistical results and its generalizability. In addition, smaller sample sizes decrease statistical power, increasing the risk of Type II errors (false negatives) and decreasing results' reliability. The sample size may be due to the length of the questionnaire and the type of participation recruitment. The results of the present study might have, otherwise, been more in line with prior studies with a larger sample size. In addition, the questionnaire used in the present study was produced by the researcher, therefore, not tested nor used by previous studies. Utilizing questionnaires that have not been validated might increase the odds of measurement error and conclusions drawn from the data cannot be made in total confidence. Hence, using a valid measure scale may have increased the reliability and significance in the results. In addition, the questionnaire was quite long, which may contribute to the fact that many participants did not finish the survey. The data analysis was based on all responses, even amongst respondents who did not finish the survey. The present study did not perform a pilot test, which may have limited its ability to address potential challenges associated with language comprehension, given that all participants were Icelandic and the questionnaire was presented in English the questions may not have been understood and interpreted as intended. Consequently, the absence of a pilot test may have compromised the overall quality and validity of the study findings, as well as the reliability of the data collected. The present study did not control for confounding variables, which may have adversely affected

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the reliability of the findings. Both the present study and prior studies identified the relationship between the variables, revealing the correlations, whereas neither this study nor prior studies were able to demonstrate causality. Therefore, there was a lack of information regarding the deeper connection that indicates a cause-and-effect relationship between variables. In addition, the present study was a single method, cross-sectional design, therefore, causality cannot be inferred from the findings. In addition, the direction of the relationship between the independent variables and dependent variables is not clear. For instance, it is plausible that those who are insecure are prone to increased social media usage or vice versa. In addition, this study was based on self-report scales, which are more subjective than objective. Furthermore, the participants were not matched with their partners. Therefore, the results found in the study is the actor effect but not the partner effect.

Future research on this issue should employ mixed method design studies to gain a comprehensive understanding of the complex interplay between social media's impact on interpersonal relationships. In addition, qualitative design study with both partners can take into account the partner, allowing for causality and direction of effect. Researchers should rely on research designs that allow for better control over potential confounding variables. Future studies should incorporate a larger sample size. Obtaining a larger sample size may require using diverse recruitment methods, such as advertising their study through social media and posters, to reach a wider audience. Future studies should consider the length of their questionnaires, as lengthy surveys may discourage participants from completing them. Studies should utilize validated measurement tools. In addition, researchers should aim at minimizing participant burden, by reducing the time and effort required by partaking in their study. Using clear, engaging, and informative messaging to explain the importance and benefits of the study may be highly

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effective. Considering that social media is a relatively recent new concept in a historical context, it is crucial for future studies to examine its impact on various aspects of people's lives to mitigate potential negative effects. Future research should continue to explore the nuanced ways in which social media influences romantic relationships, providing a deeper understanding that can inform interventions and support healthy relationship practices in the digital age.

Social media has become a fundamental aspect of people's daily lives, revolutionizing the way people interact and communicate. Although social media offers numerous benefits, there are ongoing concerns about its impact on interpersonal relationships. Several studies have provided noteworthy insight into the adverse consequences of social media use on individuals and their interpersonal relationships. However, the impact of social media on people's well-being has been thoroughly researched, whereas research on its impact on romantic relationships is limited. Acquiring understanding of the potential pitfalls that social media exerts on individuals' interpersonal relationships is crucial. In addition, gaining knowledge and addressing these dynamics, individuals can navigate the digital world more effectively, fostering healthier and more fulfilling relationships, while preventing adverse relationship outcomes.

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