

# **The Effects of Social Media on Social Relationships**

A Field Study on Facebook and Twitter Users at King Abdulaziz University

Master of Business Administration (MBA)

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## **Abstract**

This study investigates the effects of electronic social networks—specifically Facebook and Twitter—on the social relationships of university students at King Abdulaziz University. The research addresses the motivations behind joining these platforms, the nature of interactions facilitated, and the resulting positive and negative impacts. By analyzing field data from a student sample, the study aims to draw actionable insights relevant to both academic understanding and practical implications in administrative sciences.

## **Introduction**

Social media has dramatically transformed the nature of human communication...

## **Research Problem**

The core problem addressed is whether social media usage, particularly Facebook and Twitter, positively or negatively affects the social relationships of university students...

## **Research Objectives**

- To identify the key reasons for joining Facebook and Twitter...
- To examine the nature and quality of relationships...

## **Research Questions**

1. What are the main motivations for students to use Facebook and Twitter?
2. What is the nature of the social relationships formed through these platforms?...

## **Importance of the Study**

Theoretical Importance: It contributes to the field...

Practical Importance: The findings can inform university administrators...

## **Literature Review and Theoretical Framework**

Draws on studies of digital communication, social capital...

## **Methodology**

Type of Research: Applied, descriptive field study...

Population: Students of King Abdulaziz University...

## **Ethical Considerations**

Ensured confidentiality and anonymity...  
Obtained informed consent...

## **Expected Results**

Identification of clear usage patterns linked to specific social outcomes...

## **Limitations**

Focused on one institution, limiting generalizability...

## **Conclusion**

This research will bridge theoretical knowledge with practical insights...

## **References**

To be populated with academic studies...

## **Appendices**

- Survey Instrument
- Data Collection Plan
- Consent Form