

## Impact of Social Media Apps on the Family in the UAE

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### ABSTRACT

On the present investigation, we will deal with the social media habits of 199 participants from different demographic backgrounds/descents of the United Arab Emirates (UAE). The below are the results from the survey which unveil noteworthy interactions with the social media networks namely; Instagram, Snapchat and WhatsApp, while several of the participants spend a considerable time therein. Through this, social media is shown to have a variety of fields which deal with cognition, professions, cultural, politics, economics, and lastly, science. Education as an enrichment factor becomes a concern of families. Families resort to social media platforms, and a lot of them in search for educational content supporting children's likening to a school material. Health and wellness awareness is also getting some recognition as families take to social media for motivational workouts, nutritious recipes, and mental health information. People find entertainment and leisure activities, such as digital entertainment and games, an important means of passing time, where media is playing a crucial role in showing household members interesting content. Social media channels significantly influence fashion trends and lifestyle preferences, making them crucial for advertisers and enhancing understanding of media society behavior and its influence on individuals' lives.

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### Introduction

Social media has now been an ingrained in people's lives, since it shapes communication, information sharing, and mostly influence the way people interact with each other [1]. In the United Arab Emirates, a country distinguished for its fast development and predisposition towards green policy perception, comprehending how social media functioning could be channeled to redirect cultural change in this country is of greater significance [2,3]. The purpose of this study is to gauge the increase and influence of sustainable development communications on social media networks rather than entertainment content in the UAE, while enlightening us on the evolving trend and meaning of society as well as the role of social media in the changing of public discourse [4,5].

The main aim of this study pertains to disclosing the average number of environmentally sustainable messages that are exposed to entertainment and moody trend themes on the most popular social platforms in the Emirates [6]. The importance of sustainable development messages can be measured by counting the number of messages being spread compared to sports or entertainment messages [7]. This empirical analysis will analogously provide us with a total examination of the amounts to which sustainable development themes are communicated and accepted by social media users in the UAE.

Social media significantly influences communication, connection, and expression in the UAE, particularly among youth. It significantly influences political, economic, cultural, societal,

ethical, and religious aspects of national security perception, paving the way for future studies [8,9]. The Circular Economy trend, focusing on sustainability, is expected to generate \$4.5 trillion in market opportunities due to increased public awareness of environmental preservation and waste reduction [10,11]. The study focuses on the positive and negative aspects of social media usage in the United Arab Emirates and other parts of the world. It examines the UAE's efforts to promote sustainable development and well-being in exchange for prosperity and affluence. The study adds to the existing research on social media's impact on families and community lives, highlighting the importance of understanding the influence of social media on societal well-being.

### Research Question

- What is the level of sustainable development information allocation compared with the media of entertainment messages on the social media platforms in the UAE?
- Do the effects of sustainable development messages on the social community in the Emirates utilizing social media the same as those for entertainment content on social media users of this country?

### Theoretical Framework

#### Social Identity theory

Social identity theory suggest that the self-concept has influenced by family units however, in UAE social media apps strengthen the family bonds through expressing shared identity and also reinforcing the traditions [11,12]. However, the theory also presents the challenges like miscommunication and blurred boundaries, straining relationships and also understanding these effects that is essential in maximizing the benefits and mitigating the negative effects.

## Literature Review

### Volume and Impact of Sustainable Development Messages VS. Entertainment Messages on Social Media Users in the UAE

The importance of volume and impact of circular economy messages compared to entertainment messages on the users of social media in the World United Arab Emirates (UAE) cannot be overstated when it comes to the evaluation of the effect of the messages on the population [13,14]. An Emirati economy known with relying on sustainability and development is highly interested sustainable approaches and educating people on the importance of the environment [15,16].

The entertainment messages may be more prevalent on social media platforms, while sustainable development messages may be less prominent [17,18]. The forms of entertainment content used by these sites, including celebrity news, viral videos and memes, are considered to be in high demand and frequently become the target of online users [17,19]. Sustainability-oriented messages may be perceived more seriously or informatively on social media due to their less current content [20]. Yet, the power of the “green” messages does not have to be weak, only because it might be broadcast lesser frequently. The youth in UAE and across the board of social media are growing more eco-friendly and paying more attention to the issues of sustainability [21,22]. Hence, those sustainability-oriented messages that pass through all the clutters and reach their desired audience can exert a strong influence on their opinion to accept the sustainable idea as well as make changes toward a meaningful culture.

In order to maximize the impact of sustainable development communications, a variety of tools may be employed [23,24]. Celebrities and social influencers’ love for sustainability can spread the message and expand the community by communicating sustainable ideals, personal experiences, and successful green initiatives, attracting interest and encouraging environmentally friendly behaviors [25,26]. Employing captivating and visually compelling content formats such as infographics, videos, and quizzes is a gateway to boosting the engagement with and sharing of knowledge on sustainable development messages. Building an online network and discussion sites is a very good tool for the communication of sharing both ideas and experiences for the sustainable way of life.

### Positive and Negative Effects of Sustainable Development Messages Compared to Entertainment Messages on Social Media users in the UAE

Sustainable development through social media is an effective means to publicize environmental matters and stimulating behavior change while also providing individuals with the needed avenue to be involved in sustainability issues [27,28]. They include in the text information regarding sustainable consumption of resources, proper waste management, and green way of life. Such messages can inspire people to become involved (either) by joining campaigns and working groups relating to environmental conservation (or) volunteering and donating to organizations aiming at (the development of) sustainability [21]. Providing too much sustainable development messages can disengage people, leading to apathy and disregard for nature. Entertainment messages can promote emotional wellbeing, social connections, and a sense of belonging, promoting immediate action to address environmental issues [29,30]. Entertainment content is often the reason for people getting away from their workload which result in procrastination, time wasting and superficially [31]. This discourages hard work and concentration. Emphasis is given to sensational stories instead of meaningful discussions herein

lower the understanding of the issues at hand, on social and environmental issues.

### Strategies for Leveraging Social Media Platforms to Deliver Sustainable Development Messages and Enhance Social Institutions in the UAE

The UAE plans to use social platforms for sustainable development and public service revision. Strategies include collaborating with eco-influencers, creating engaging content, user-generated campaigns, and building online communities [32]. Influencers can promote eco-friendly practices, encourage sustainable behaviors, and increase user engagement. Interactive content formats, high-quality reviews, and online forums can enhance credibility and knowledge sharing [33]. Interacting with social institutions such as governmental groups, nongovernmental organizations, and school education system will help strengthen the sustainability initiatives featured on social media [34,35]. Any mistakes can be corrected through discussions on social media, as two-way communication between the brand and its customers strengthens trust and security. Also, monitoring and measuring of the result of these campaigns is an important thing in fact; because it provides information on their success and building of future ones. The use of these strategies, social media can be one of the strongest media tools in promoting sustainability messages, help society lead an orderly way of life and, as result, bring about significant change in the UAE [26].

### Methodology

The study used a survey to gather data on social media usage patterns among 199 respondents across various demographics. The survey included multiple-choice questions and Likert scale items. Data analysis was conducted using statistical software, cross-tabulations, and chi-square tests. Also, content analysis has been applied in order to get more subjective results.

### Frequency Analysis

#### Demographics

Gender	Frequency	Percent
Male	100	50.3
Female	99	49.7
Total	199	100
Nationality		
(10-15) Age group	13	6.5
(16-20) Age group	19	9.5
(21-25) Age group	37	18.6
(26-35) Age group	33	16.6
(36-45) Age group	44	22.1
(46-55) Age group	34	17.1
Educational level according to the final certificate		
(7-12 G) 7 <sup>th</sup> till 12 <sup>th</sup> century	34	17.1
(Academic level) university stage	110	55.3
Postgraduate After the university stage	55	27.6
The Profession		
student	63	31.7
employee	83	41.7
Specialist	31	15.6
Retired	22	11.1

The reports show a nearly even gender representation, with male respondents at 50.3% and female respondents at 49.7%, despite the diverse bio groups. Among the age groups, the highest level of representation is among the 21-25-year-olds and the 36-45-year-olds, as they individually make up for 18.6% and 22.1% respectively, therefore, confirming the significant increase of people within their mid-twenties to late thirties. There is appropriate level of representation in education with majority who are at university level (55.3 percent), those (27.6%) in postgraduate and those who finished school up to 12th grade not left behind (17.1%). As for the major, most of them (31.6%) are students, and employees account for the most significant part (41.7%), while specialists and retired individuals comprise 15.6% and 11.1%, respectively.

### Social Media Usage Preferences

Type of Social Media	Importance	Frequency	Percent
Facebook	Most important	18	9%
	2 <sup>nd</sup> Grade	10	5%
	3 <sup>rd</sup> Grade	19	9.50%
	4 <sup>th</sup> Grade	45	22.60%
	5 <sup>th</sup> Grade	20	10.10%
	6 <sup>th</sup> Grade	3	1.50%
	7 <sup>th</sup> Grade	3	1.50%
	8 <sup>th</sup> Grade	3	1.50%
	9 <sup>th</sup> Grade	3	1.50%
	10 <sup>th</sup> Grade	8	4%
Instagram	Most important	33	16.60%
	2 <sup>nd</sup> Grade	24	12.10%
	3 <sup>rd</sup> Grade	36	18.10%
	4 <sup>th</sup> Grade	31	15.60%
	5 <sup>th</sup> Grade	23	11.60%
	6 <sup>th</sup> Grade	7	3.50%
	7 <sup>th</sup> Grade	6	3%
	8 <sup>th</sup> Grade	8	4%
	9 <sup>th</sup> Grade	5	2.50%
	10 <sup>th</sup> Grade	50	25.10%
Twitter	Most important	45	22.60%
	2 <sup>nd</sup> Grade	29	14.60%
	3 <sup>rd</sup> Grade	33	16.60%
	4 <sup>th</sup> Grade	12	6%
	5 <sup>th</sup> Grade	2	1%
	6 <sup>th</sup> Grade	6	3%
	7 <sup>th</sup> Grade	3	1.50%
	8 <sup>th</sup> Grade	6	3%
	9 <sup>th</sup> Grade	6	3%
	10 <sup>th</sup> Grade	13	6.50%

A study on the usage distribution and importance of three prominent social media platforms: Facebook, Instagram, and Twitter. Namely, Facebook seems to be a prevalently used platform in our respondent group as 22.6 % of them are fourth most important in their choice, Instagram accounts for 16.6 % as the most important platform and Twitter is crucial for 22.6 % of respondents as the most important one. The point is that Instagram being equally as important as Twitter, as users rated them the same way, however they differ in their usage distribution. Overall, one can see that Instagram gains its highest usage among the 10th graders (25.1%) that predominantly favor visual content, while Twitter is most appealing to those who voted as the most critical (22.6%), with a relatively even distribution between the categories of class day.

Social Media Platform	Frequency	Percent
Instagram	81	40.7
Tik Tok	44	22.1
LinkedIn	15	7.5
Pinterest	17	8.5
Snapchat	61	30.7
WhatsApp	153	76.9
Other	30	15.1

Interaction Level	Frequency	Percent
Condensed (3 hours and more)	118	59.3
Moderate (2 hours and more)	68	34.2
Weak (1 hour or less)	13	6.5

The statistics informs the ways the social media channels are being used and how much the people are engaging with them. Instagram claims to be the number one platform within our surveyed brand with 40.7% of respondents using it followed by Snapchat which stands at a surprisingly close 30.7%. Meanwhile, while WhatsApp dominates the platform, with a staggering 76.9% user share rate, it shows that it is increasingly embraced for communication. Among these platforms, Tik Tok is widely used by users at the rate of 22.1% followed by Pinterest at 8.5%. LinkedIn trails these platforms as users spend 7.5% of their time on this platform. Among all the asked questions, a large percentage of the respondents (59.3%) is seen mulling over social media for three hours or more indicating a huge commitment to numberless online activities. Subsequently, 34.2% claim hourly interaction levels of two hours or more, and just minimal social interactions of half an hour or less are reported by 6.5%.

**Attitudes and Behaviors towards Social Media Engagement**

Question	Response	Frequency	Percent
I prefer to engage in individual communication platforms rather than group communication (17)	Strongly agree	112	56.3
	Agree	64	32.2
	Not concerned	20	10.1
	Not agree	2	1
	Not agree strongly	1	0.5
I prefer to access social media collectively (18)	Strongly agree	25	12.6
	Agree	52	26.1
	Not concerned	77	38.7
	Not agree	28	14.1
	Not agree strongly	17	8.5
I deal with social media platforms with care and awareness (19)	Strongly agree	104	52.3
	Agree	66	33.2
	Not concerned	23	11.6
	Not agree	5	2.5
	Not agree strongly	1	0.5
I deal with social platforms in a way that can benefit from the data provided through the platform (20)	Strongly agree	100	50.3
	Agree	74	37.2
	Not concerned	22	11.1
	Not agree	2	1
	Not agree strongly	1	0.5
I deal with social media platforms in a way that enables data to be analyzed and transformed into information (21)	Strongly agree	68	34.2
	Agree	78	39.2
	Not concerned	42	21.1
	Not agree	9	4.5
	Not agree strongly	2	1
I deal with social media platforms in a way that enables me to be convinced of the viewpoints and information they carry (22)	Strongly agree	58	29.1
	Agree	80	40.2
	Not concerned	44	22.1
	Not agree	12	6
	Not agree strongly	5	2.5
The information and viewpoints disseminated through social media platforms that I interact with help me make critical decisions in my life (23)	Strongly agree	38	19.1
	Agree	62	31.2
	Not concerned	55	27.6
	Not agree	29	14.6
	Not agree strongly	15	7.5
I adopt and apply the information and perspectives I gain through interaction with social media platforms (24)	Strongly agree	44	22.1
	Agree	66	33.2
	Not concerned	54	27.1
	Not agree	28	14.1
	Not agree strongly	7	3.5
My interaction with social media platforms and what is published through them has led to them taking over my decisions in the field of purchasing and consuming different goods (25)	Strongly agree	42	21.1
	Agree	64	32.2
	Not concerned	53	26.6
	Not agree	30	15.1
	Not agree strongly	10	5

I determine the quality of my knowledge and information through my interaction with social media platforms (26)	Strongly agree	52	26.1
	Agree	62	31.2
	Not concerned	50	25.1
	Not agree	25	12.6
	Not agree strongly	10	5
I build my beliefs on many topics based on what I follow and interact with on social media platforms (27)	Strongly agree	45	22.6
	Agree	63	31.7
	Not concerned	42	21.1
	Not agree	38	19.1

The study reveals that 56.3% of respondents prefer personal communication over group communication, and 38.7% crowdsource social media. Around 52.3% take social media seriously or surf with mindfulness, and 53.3% use platform data for personal benefit, indicating strategic use of social media resources. As a matter of fact, 34.2% at the most (a minority) actively work out the data platforms to map out and transform it into valuable information. The effect of social media’s content on making decisions depends on polls; they are not going to match. On the other hand, 14.6% disagree, the numbers strongly agreeing that media from social media aids their critical choice-making dropped from 19.1%. Social media, as other similar aspects, differ in the influences on buying decisions, with 21.1% expressing strong opinions that they affect buying decisions, while 15.1% thinking that they don’t. Respondents use social media differently for knowledge and belief formation, with 26.1% believing it influences knowledge quality, and 22.6% strongly agreeing with the credibility of social media content.

### Importance of Social Platform Choices for Personal Development Across Different Fields

Question	Response	Frequency	Percent
I care that my choices regarding social platforms serve my development: in the cognitive field (28)	Most important	108	54.3
	2 <sup>nd</sup> Grade	43	21.6
	3 <sup>rd</sup> Grade	28	14.1
	4 <sup>th</sup> Grade	9	4.5
	5 <sup>th</sup> Grade	4	2
	6 <sup>th</sup> Grade	2	1
	7 <sup>th</sup> Grade	2	1
	8 <sup>th</sup> Grade	3	1.5
I care that my choices regarding social platforms serve my development: in the career field (29)	Most important	63	31.7
	2 <sup>nd</sup> Grade	46	23.1
	3 <sup>rd</sup> Grade	32	16.1
	4 <sup>th</sup> Grade	25	12.6
	5 <sup>th</sup> Grade	7	3.5
	6 <sup>th</sup> Grade	5	2.5
	7 <sup>th</sup> Grade	5	2.5
	8 <sup>th</sup> Grade	16	8
I care that my choices regarding social platforms serve my development: in the cultural field (30)	Most important	87	43.7
	2 <sup>nd</sup> Grade	56	28.1
	3 <sup>rd</sup> Grade	29	14.6
	4 <sup>th</sup> Grade	14	7
	5 <sup>th</sup> Grade	7	3.5
	6 <sup>th</sup> Grade	1	0.5
	7 <sup>th</sup> Grade	5	2.5
I care that my choices regarding social platforms serve my development: in the political field (31)	Most important	35	17.6
	2 <sup>nd</sup> Grade	40	20.1
	3 <sup>rd</sup> Grade	34	17.1
	4 <sup>th</sup> Grade	30	15.1
	5 <sup>th</sup> Grade	16	8
	6 <sup>th</sup> Grade	9	4.5
	7 <sup>th</sup> Grade	12	6

	8 <sup>th</sup> Grade	23	11.6
I care that my choices regarding social platforms serve my development: in the economic field (32)	Most important	39	19.6
	2 <sup>nd</sup> Grade	35	17.6
	3 <sup>rd</sup> Grade	45	22.6
	4 <sup>th</sup> Grade	33	16.6
	5 <sup>th</sup> Grade	16	8
	6 <sup>th</sup> Grade	12	6
	7 <sup>th</sup> Grade	11	5.5
	8 <sup>th</sup> Grade	8	4
I care that my choices regarding social platforms serve my development: in the scientific field (33)	Most important	78	39.2
	2 <sup>nd</sup> Grade	54	27.1
	3 <sup>rd</sup> Grade	25	12.6
	4 <sup>th</sup> Grade	15	7.5
	5 <sup>th</sup> Grade	6	3
	6 <sup>th</sup> Grade	3	1.5
	7 <sup>th</sup> Grade	0	0
	8 <sup>th</sup> Grade	18	9

The encouraging data reflect the people’s high consciousness in that their posting activities on social networking services can affect the different areas of their personality. Various kinds of the content in social networks motivate people to like, share and express their own opinions only based on its value regarding their shape of mind, career, culture, politics, financial status and science.

Parents prioritize cognitive development (54.6%) and professional development (31.7%) on social media for their children. Cultural development (43%) is also a priority, with exposure to diverse perspectives. However, a significant number of respondents believe social media can be dangerous for intellectual development in humanities.

### Distribution of Interest

Categories	Frequency	Percentage
Educational field	76	38.20%
Health field	42	21.10%
Entertainment and electronic games	45	22.60%
Celebrity news	24	12.10%
Advertisements	21	10.60%
Follow the latest fashion trends	30	15.10%
Consumer and luxury items necessary for the well-being of my life	35	17.60%
Wrestling and violent games	20	10.10%
Sports	57	28.60%
Exercise and beauty care	45	22.60%
Fashion, dress, and appearance	52	26.10%

The data reveals that educational content is the most popular among users, with 38.20% wanting access to it. Health-related topics also gain significant participation, reflecting growing societal concern. Digital entertainment, such as movies, games, and sports programs, is highly preferred, with 22.60% and 28.60% respectively. Fashion and appearance are crucial to lifestyles, with 26.10% and 17.60% identifying fashion as essential. Celebrity news and advertisements are less popular, while rough sports and bloody grades attract 10.10% of respondents.

## Social Media Engagement

Categories	Frequency	Percent
Travel, Tourism, and Recreation	37	18.60%
Educational field	76	38.20%
Health field	42	21.10%
Entertainment and electronic games	45	22.60%
Celebrity news	24	12.10%
Advertisements	21	10.60%
Follow the latest fashion trends	30	15.10%
Consumer and luxury items necessary for the well-being of my life	35	17.60%
Wrestling and violent games	20	10.10%
Sports	57	28.60%
Exercise and beauty care	45	22.60%
Fashion, dress, and appearance	52	26.10%

The educational material is the most important topic for respondents, with 38.20% focusing on it. Health issues are also relevant, with 21.1% identifying them as relevant. Digital entertainment, such as movies, games, and sports, is the most popular. Rappers' fashion and lifestyle improvement are also key. Celebrities are less popular than daily news or advertising.

### Content Analysis

#### Educational Enrichment

Social media platforms that are in the region of UAE will act as a strong pillar of education through family by offering the necessary assistance [36]. This fact was revealed by 38.20% of respondents who want their children to learn by accessing different online content. So, every family is preferring these platforms as the source of numerous learning materials. The video educating, demonstrating, and creating interactive content will be aimed at children and adults of different ages with the purpose of improving cognitive development [37]. Lessons from the other parents are highly valued and taken on board in order to provide children with an education in addition to traditional classes [38]. Among other things, social media platforms' interactive content has proven to be a useful resource not only for strengthening cognitive skills for people across different age groups, but also has a much broader impact on health education in the society. Without a doubt, so many educational platforms as Instagram, Twitter, and Tik Tok are designed in such a way that the users are attracted and keep up with the content by means of educational challenges, quizzes, games, and so on [39]. This gives an opportunity for learners to develop their thinking skills, resolve problems on their own and create something new thus engaging their cognitive development [40].

Parents from the UAE are searching on social media for learning material to help their children in education always over and beyond the traditional school activity [41]. The school system benefits from providing props that cater to individual learning patterns and interests of each child. Parents can enhance their children's education by following educational influencers, joining groups, and subscribing to educational channels [42]. Online platforms facilitate communication and knowledge transfer among active parents, allowing them to find solutions to educational problems and share experiences, unlocking new tools and methods [43].

#### Health and Wellness Awareness

Social media networking in UAE is promoting a healthy lifestyle campaign, with 21.10% of families seeking information on fitness, dietary intake, mental health, and general wellness [44,45]. This

platform offers health tips, workout routines, healthy recipes, and mental health support resources.

Social applications have been the driving force behind the massive health and family wellness awareness campaigns in the UAE, most of which have redounded on the households positively [46,47]. It becomes clear that the amount of these respondents who are keen to use the social media platforms as a source of information for health and wellness matters is quite a notable percentage [48]. Therefore, the social media platforms have become the platforms which make families connect on the matters of health. The social media is believed to be one of the most effective ways of posting fitness content since it permits a mixture of informational, emotional, educational and entertainment resources. Families can have workout plans or exercise demonstrations as well as tips for staying active in the set of capabilities or functions they can access easily [1]. This simple convenience in terms of physical activity thereby creates a space for each family member to participate in some sort of physical activities to invigorate a lifestyle routine of fitness. Social media content, including fitness competitions, promotes health goals and accountability among families [49]. It also effectively communicates nutrition, offering healthy recipes, cooking tips, and balanced diets. Influencers and experts share advice on portion control, mindful eating, and the role of healthy nutrition in family food choices.

#### Entertainment and Leisure

In the UAE, 22.60% of people express interest in entertainment and electronic games on social media platforms. These platforms offer interactive entertainment options like streaming movies, watching videos, playing games, and reading news, allowing families to share interests and stay updated on the latest trends [50]. Social media platforms like YouTube, Netflix, and Tik Tok offer a variety of entertaining content for families of all ages and interests [51]. These platforms provide a platform for watching movies, TV shows, and educational videos, strengthening bonds and encouraging mutual discussions. Video games, provided by these platforms, provide a platform for fun, competition, and communication among family members. Gaming communities also allow families to stay connected with others with growing interests. The internet also provides news and information, allowing families to stay updated on current events and societal issues, encouraging openness and understanding [52].

#### Fashion and Lifestyle Influence

Social media apps influence family dynamics, shaping fashion and

lifestyle choices. Mall shopping and accessorizing contribute to the influence of celebrities, influencers, and brands [53]. These platforms create a sense of belonging, prompting consumers to align family preferences with fashion. Role models in the beauty industry influence family chat and decision-making. Social media apps have evidently the most grievous social impact on what family wear, the type of lifestyles that they have, as well as the beauty classifications [54]. Celebrity influencers are now modeling for brands which in turn affects customers' purchasing decisions in fashion industry [55]. Now it is mall shopping that is directed by these channels, as families can get deep into trending news and the brands. Platforms such as Instagram and Pinterest are used as a foundation for some individual's new style icons, like rings, bracelets, shoes and handbags [56]. Social media platforms like YouTube or Instagram, beauty influencers and celebrities, set the tone and often shape family discussions and decision-making concerning skincare, makeup, and haircare products buying [57].

### Discussion

The UAE's social media communication combines sustainable development and entertainment information, each with varying intensity and impact [58]. Being aware of these dynamics is important to create well implementing social welfare measures that account for the cultural sensitivities inherent within communities and ethnic groups. Organizations too should adapt strategies that will propel societal transformation, and hence the much needed change in their locality. The messages that drive sustainability in the UAE encourage individual social responsibility as a contributing factor of the wellbeing of the community, while the entertainment messages serve just as temporary relief [59]. Those two ideas are in line with the development of society and the spreading of awareness, while entertaining messages have a potential to switch attention and separate people from real-life problems. Controlling the habit of using social media is very important for overall well-being. Hence, the focus becomes even more important for sustainable development messages [60].

Social media offers convenience and reachability for family communication, bridging digital borders and allowing short-lived connections even across long distances [61]. However, privacy invasions and indiscriminate use by teenagers can limit face-to-face interactions. Maintaining a balance between online and offline connections is crucial for long-term relationships, and platforms like Instagram and Twitter help showcase shared heritage and identity [62]. Social media platforms like Twitter and Instagram promote self-presentation, celebrity status, and shared interests [63]. It highlights shared history and family, but can create a gap between online representation and real-life dynamics, creating a fantasy world. Social media has an impact on the family identity and further, one's self-identification by allowing individuals to demonstrate their unique interests and aspects via platforms which can, subsequently, influence the family's desired images to be consistent with their reality [64]. Online platforms such as Twitter and Instagram influence greatly our family online image but we have to be careful not to compress our authentic selves, what is expressed and what is the desired family image to prevent creating unhealthy digital representation for family identity [65]. Social media platforms like Instagram and Twitter help families form connections and communicate frequently, fostering mutual unity [66]. They also serve as digital depositories of family memories and traditions, passing them on to future generations, fostering a sense of belonging and continuity of family values. Social media facilitates family communication, fostering long-term connections and shared values, but a balanced approach is needed to maintain direct, meaningful family interactions [67]. Social

media can limit face-to-face communication, reducing quality and affecting emotional understanding. To address this, effective family strategies include defining rules, discussing privacy, and planning frequent meetings, balancing virtual and real life to maintain family connotation [68].

Social media enhances family communication, real-time notifications, and bonding by updating shared identity, fostering a sense of belonging and unity within the family [69]. Digital connections between families foster unity and trust, allowing them to engage in common tasks and activities, thereby extending their connections and fostering connections with distant relatives [70]. Social media and face-to-face relationships require harmony, but excessive use can reduce connections due to lack of non-verbal communication [71]. Direct communication fosters deeper emotions, while social media can lead to disconnected and meaningless interactions. Tuning up online and offline relationships is crucial for family harmony [72].

Secondly, there is a peril of surface depending on and virtual activism. Social media networks tend frequently to concentrate on shows quickly such as Facebook post liking or Instagram image reposting that produce an illusion of participation while giving little action [73]. Users can get high satisfaction by interacting with others via social media, yet they might not be able to take the next step into real life changes [74]. Another collateral point is the addictive nature of social media and the 'persona-image' through which one lives in often blinded to the true self which in turn creates a distraction away from the systemic changes that are needed for sustainable development. In an attempt to make the most out of sustainable development messages through social media, it is key to confront the challenges that might come along [75]. The exploitation of social media for sustainable development poses a challenge, as it can raise awareness and mobilize community members [76]. However, limited engagement may hinder progress. By overcoming challenges and promoting action beyond virtual networks, society can shift towards a more sustainable future. Social network sites in the UAE are not tools affecting social life in families, but rather multifaceted social agents shaping different spheres of social life in families [26]. These platforms make crucial contributions towards enlightening (edification) 38.2% of respondents, seeing that they provide interactive materials or resources that clear cognitive thinking [56]. There is almost one out of ten families who take the shorter route of social media for the same information, and they get to see tips on workouts, mental health support and take leads from other similar cases. However, no matter what the situation is social media has kept the people abreast of the latest trends [55]. The next, entertainment and electronic games are focusing on 22.60% of users making it possible to put us on a same page engaged in leisure activities and the latest trends. However, this development is not without a cost, for social media is also a large factor responsible for this happening [8]. Social media sites serve in a way that they enhance the educational process, they create health awareness, they make leisure activities possible, and they provide parents with opportunities to control the lifestyle of their children within the UAE [77,78].

### Conclusion

The research uncovers social media use experiences of respondents in diverse demographics (e.g. age, gender, education level), revealing numerous data points on their favorable and unfavorable attitudes and behaviors. Study outcomes reveal the massive uptake of social media platforms especially on Instagram, Snapchat, and WhatsApp where the highest proportion of respondents



spend a lot of time on such sites The role of social platforms advance with regard to personal development of different types i.e. mental, professional, cultural, political, social - economic improvement, signifies the contribution of these bringers of ideas to an individual's life. The parents would focus on their kids' educatory aspects, since many would go for content on social media platforms that will suit their kids' learning needs. Many people also broke out in health informatics movements, showcasing their daily fitness routines online, sharing healthy recipes, and providing mental health information. Looking into their free time, one can clearly see that they are also fans of various entertainment and leisure content, both offline and online. Such range from digital entertainment to gaming activities which likely evidences that social media is an important element as it provides content ton family leisure. Next, there is a clear impact of fashion and lifestyle trends. Internet is fashioning the looks of families who aren't using media shows and movies to choose their clothes, do beauty lookups, and make their choices for the way they live.

## Appendix

### Questionnaire

#### What is your age?

Under 18  
18-24  
25-34  
35-44  
45-54

#### What is your gender?

Male  
Female

#### Sustainable Development Messages through Social Media

##### How often do sustainable development messages on social media raise your awareness about environmental and social causes?

Rarely  
Occasionally  
Frequently  
Always

##### Do you feel that sustainable development messages on social media foster community engagement effectively?

Strongly disagree  
Disagree  
Neutral  
Agree  
Strongly agree

##### Have sustainable development messages on social media inspired you to take action towards environmental and social causes?

Never  
Rarely  
Sometimes  
Often  
Always

#### Family Communication Dynamics

##### How often do entertainment and well-being messages on social media platforms provide you with stress relief?

Rarely  
Occasionally  
Frequently  
Always

##### Do you believe that entertainment and well-being messages on social media contribute to reinforcing superficial values?

Strongly disagree  
Disagree  
Neutral

Agree  
Strongly agree

##### How many hours per day do you spend on social media apps?

Less than 1 hour  
1-2 hours  
2-3 hours  
3-4 hours  
More than 4 hours

#### Family Identity Reinforcement

##### Do you use social media primarily to connect with family members?

Yes  
No

##### How often do you share personal updates or photos/videos with your family on social media?

Rarely  
Occasionally  
Frequently  
Always

##### Do you feel that your social media usage interferes with your interactions with family members in person?

Strongly disagree  
Disagree  
Neutral  
Agree  
Strongly agree

##### How often do you communicate with family members through direct messaging on social media platforms?

Rarely  
Occasionally  
Frequently  
Always

##### Do you find it easier to express your thoughts and feelings to family members through social media rather than face-to-face conversations?

Strongly disagree  
Disagree  
Neutral  
Agree  
Strongly agree

##### Have you ever encountered misunderstandings or conflicts within your family due to communication on social media?

Never  
Rarely  
Sometimes  
Often  
Always

##### How often do you use video calling features on social media to connect with family members who are not physically present?

Rarely  
Occasionally  
Frequently  
Always

##### Do you feel that social media has improved communication among family members who are geographically separated?

Strongly disagree  
Disagree  
Neutral  
Agree  
Strongly agree

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