

Relationship of Usage of Mobile Apps and Marital Conflict  
in Social Setup of Pakistan



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A thesis submitted in partial fulfillment of the requirements for the degree of

BS Media Studies

Bahria University Islamabad

Islamabad, Pakistan

January 2021



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**Thesis Approval Sheet**

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## **Acknowledgement**

Foremost, I want to offer this endeavour to **Allah Almighty**, who is an Author of Knowledge and Wisdom.

I would extend my gratitude to HOD, Media Studies Prof. Dr .Syed Abdul Siraj. I am truly thankful to Dr. Hayam Qayyoom for her encouragement and support throughout my degree as well as for providing constructive information regarding this research. Thank you for giving me direction to survive all the stress. Moreover, faculty of Department of Media Studies guided me throughout my BS. I also want to pay my gratitude to the institution for providing me with the platform to conduct this.

I might likewise want to thank my folks and my kin whose affection and direction are consistently with me. Above all, I wish to thank my companions and partners, who give ceaseless motivation.

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## **Abstract**

A survey was conducted through an examination to study the audience's requirements that the use of social media mobile apps fulfill the needs of audience and to explore whether the needs of audience fluctuate at various levels of using these social apps. The study employed uses and gratification perspective in order to evaluate the needs. This study aimed to study the use of social networking apps and its impact of marital conflict as an approach to acquire information, to fulfill psychological and emotional needs in order to escape from reality for personal and social integration. Survey was used to assess the needs of 300 participants (multi stage cluster sampling) of undergraduate students from Bahria University Islamabad, International Islamic University Islamabad, and Foundation University Rawalpindi through a classical experimental method. Results demonstrated that the unnecessary utilization of web-based media portable applications affects conjugal clash.

Keywords: Uses and Gratification, affection need, tension releases need, social integration need.

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