
The Influence of Social Media on a Valentine Day: A Review of the Views of the People on Relationship

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ABSTRACT

The study was carried out to evaluate the influence of social media on Valentine's Day through the views of people on relationship matters. In essence, social media is a type of internet-based communication. It's also true that social media plays a significant role in Valentine's Day celebrations. Basically, Valentine's Day is a day when we honour love and remind ourselves of its immeasurable value. The Valentine's Day holiday has gained popularity through social media. To connect with individuals they are forming ties with or already have relationships with, people use social media networks. The study looked at the idea of social media, the idea of Valentine's Day, the idea of intimate relationships, the impact of social media on these ideas, as well as how Valentine's Day and romantic relationships are promoted on various social media platforms. Valentine's Day celebrations are now more accessible for lovers thanks to social media platforms like Facebook, WhatsApp, Instagram, and Twitter, among others. One of the recommendations made was that the celebrations of Valentine's Day should be encouraged and promoted on social media platforms like Facebook, WhatsApp, Instagram, etc. with modesty and maturity.

KEYWORDS: Social Media, the Effect of Intimate Relationship and Valentine Day

Introduction

The emergence of information and communication technology (ICT) has cruelly thrust children and teens into the visual realm. Teenagers and young adults of today spend interminable hours online, interacting with others while referring to and socialising on various social networking sites. Millennials now prioritise online communication beyond face-to-face affiliations, being compassionate regarding their Facebook friends, YouTube videos, postings, and other online activities. As stated by Singh, "youths today are the social media users who define them. Social media are interactive technologies that render accessible the ability to create and share content through online cliques and networks, including information, ideas, pursuits, and other kinds of expression (Kietzmann & Hermkens, 2011). Social media has given young people a platform for building relationships or social networks. Teenagers and young adults claim that social media helps them stay in touch with friends they don't see very often, allows them to make new friends

online, helps them find jobs and business opportunities through LinkedIn, and helps them find self-fulfilment, importance, expectation, fame, and social wellbeing. They also claim that social media helps them deal with health problems and improve their social wellbeing. Valentine's Day is a holiday dedicated to romantic relationships and courting. It is thought that Valentine's Day was named in honour of a Christian saint by the name of Saint Valentine, despite the fact that there are many other theories and customs around its origin. Basic to more complicated wants are present in every human being. Valentine's Day has evolved into a celebration of showing love and affection to romantic couples. The event became well-known throughout the Middle Ages, when courtly love blossomed and lovers frequently exchanged handcrafted cards and presents. The invention of mass-produced Valentine's Day cards in the 19th century increased the custom's appeal (History.com Editors, 2021). Valentine's Day is now observed in a variety of ways, such as by giving loved ones cards, flowers, chocolates, and other presents. In order to spend quality time together, many couples often go out for romantic dinners or organise unique activities. On this day, individuals show their love and gratitude for their wives, partners, friends, and family.

Stakeholders in information and communication technology (ICT) assert that social media has increased awareness of Valentine's Day. They claim that Valentine's Day has become easier for couples to celebrate thanks to the various social media platforms, like Facebook, WhatsApp, Instagram, and Twitter, among others. Valentine's Day is increasingly frequently commemorated thanks to social media as more people become aware of its significance. Relationships are social media's key priority. Valentine's Day is all about celebrating love and fostering romantic connections. (Taha, 2017). Relationships in general require a number of crucial components, such as paying attention to what your customers have to say about you, relating to them, being honest (honesty builds trust, and without trust, your business will not succeed), expressing gratitude to your customers, and being enthused about your work. (Relationships that persist and are valued are characterised by passion, devotion, and hard work.)

Concept of Social Media

Social media are interactive technologies that make it easier to create and share knowledge, viewpoints, hobbies, and other kinds of expression through online communities and networks (Kietzmann & Hermkens, 2011). It may also be used to refer to a group of websites and software programmes that emphasise collaboration, sharing of material, interaction, and communication (Ben, 2023). Due to the wide range of standalone and integrated social media services now offered, it might be difficult to define social media; nonetheless, there are certain similar characteristics (Aichner et al., 2021).

- Internet apps built on Web 2.0 are known as social media.
- The data produced by all online activities, including written posts or comments, digital images or videos, and user-generated material, is what keeps social media platforms alive.
- For the website or app that is created and managed by the social media company, users can establish profiles that are particular to the services offered.
- Due to the way that social media links a user's profile to that of other people or groups, it aids in the growth of online social networks (Obar & Wildman, 2015).

The term social in regard to media suggests that platforms are user-centric and enable communal activity. As such, social media can be viewed as online facilitators or enhancers of human networks—webs of individuals who enhance social connectivity (Dijck, 2013). It involves platforms that allow users to have conversations, share information, and create web content. Users frequently download services that provide social media functionality to their mobile devices (such as smartphones and tablets) or use web-based apps on computers to access social media services. Users of these electronic services build highly interactive platforms as they interact with them, enabling people, groups, and organisations to share, co-create, interact with, discuss, and alter user-generated or self-curated material that is published online (Bruno et al., 2020). Along with the expansion of ideas via the creation of blogs, podcasts, movies, and gaming sites, social media are also used to chronicle memories, learn about and explore things, market oneself, and create connections (Gwenn & Kathleen, 2011). The emphasis of the developing field of technological self-studies is on this changing relationship between humans and technology, which is reflected in the abundance of social media platforms, including blogs, microblogs, wikis, social networking sites, picture and video sharing platforms, instant messaging, podcasts, widgets, virtual worlds, and others (Dennis, 2017). Twitter, Facebook (and its related Messenger), WeChat, Share Chat, Instagram, QZone, Weibo, VK, Tumblr, BaiduTieba, and LinkedIn are some of the most well-known social networking platforms, with more than 100 million registered users each. Other well-known websites that are occasionally referred to as social media services include YouTube, QQ, Quora, Telegram, WhatsApp, Signal, LINE, Snapchat, Pinterest, Viber, Reddit, Discord, TikTok, Microsoft Teams, and more. Collaborative content production tools include wikis.

Concept of Intimate Relationship

An interpersonal connection that incorporates physical or emotional closeness is referred to as an intimate relationship (Wonget et al., 2014). An intimate connection might be a non-sexual one, including one with family, friends, or acquaintances, despite the fact that it is frequently a sexual one (Ribbens, Doolittle, & Scalater, 2012). A healthy partnership is said to need emotional connection. Physical closeness may happen after deeper sentiments of liking or loving one or more people emerge. Nevertheless, depending on the strength of the connection, emotional intimacy may or may not be present during physical intimacy. Romantic love, sexual activity, or other intense attachments are characteristics of physical intimacy (Wonget et al., 2014). These connections are crucial to the entirety of human existence. Intimate relationships often satiate human beings' universal needs for love and belonging. People can develop solid emotional ties through such interactions, which act as a social network (Derlega, 2013). Intimate connections foster more compassion, sensitivity, and empathy. Different relationships may vary in their levels and even the kinds of personal ties they have.

Concept of Valentine Day

Valentine's Day is a worldwide celebration that is observed on February 14 every year. It's a day devoted to adoration, passion, and love. The origins of Valentine's Day may be found in early Christian and Roman customs, but it has since developed into a day dedicated to romantic love. Valentine's Day may be traced back to the mid-February ancient Roman celebration of Lupercalia (Encyclopaedia Britannica, 2021). For the length of the festival, young men would draw the names of young ladies from a box and pair them up as love partners. When Pope Gelasius I proclaimed February 14th as St. Valentine's Day in the fifth century, this practise gradually became a part of the Christian calendar. Given the fact that there were other Christian

martyrs called Valentine who were revered in the Middle Ages, it is still unclear who St. Valentine really was. One common misconception is that St. Valentine was a priest who disobeyed Claudius II's decree forbidding young men from getting married because he thought unmarried men were better warriors. St. Valentine persisted in performing weddings covertly, which ultimately resulted in his detention and death. He is reported to have written a letter inscribed "From Your Valentine" to a young woman before he passed away; this letter is credited with starting the Valentine's Day custom of exchanging love letters.

Valentine's Day is now observed in a variety of ways, such as by giving loved ones cards, flowers, chocolates, and other presents. In order to spend quality time together, many couples often go out for romantic dinners or organise unique activities. On this day, individuals show their love and gratitude for their wives, partners, friends, and family. Valentine's Day has evolved into a celebration of showing love and affection to romantic couples. In the Middle Ages, when courtly love was in vogue and lovers frequently sent handcrafted cards and gifts, the festival grew increasingly popular. The advent of mass-produced Valentine's Day cards in the 19th century increased the tradition's appeal (History.com Editors, 2021).

Effects of Social Media on Valentine Day

In an attempt to strengthen their particular ties on Valentine's Day, individuals make the most of social media's features. Relationships are a commonality between Valentine's Day and social media. Establishing connections on social media is important. Valentine's Day is all about celebrating love and fostering close friendships between people. There are a number of crucial social media relationships that are applicable to all relationships, including listening (understanding what your clients are saying about you), empathising (connecting with your clients and attempting to understand why they feel the way that they do), being transparent (honesty builds trust, and without trust, your business will not succeed), expressing appreciation (expressing how much you value your clients), and being passionate (long-lasting and valuable interactions). Social networks are utilized by people to connect with people they already know. They develop new relationships as a result of the procedure. You may post material on social networks and alter your online appearance by doing so. Online communities can be created by people who have similar interests.

Effect of Social Media on Intimate Relationship between Lovers

The commercialization of the media has significantly altered how romantic love is currently viewed. Valentine's Day expectations and demands are greatly heightened by the media. People frequently only perceive the positive aspects of their friends and loved ones, which can cause them to feel inferior and envious.

Communication and Connectivity: Studies have indicated that social networking platforms, particularly when couples are physically separated, may help with communication and emotional connection. Couples can communicate with each other more intimately using social media sites like Facebook and Instagram by exchanging messages, sharing images, and keeping up with each other's life (Clayton, Nagurney, & Smith 2013).

Exposure and Transparency: Studies have looked at the effects of social media on relationship satisfaction and personal privacy. According to research, relationships tend to be more intimate and satisfying for couples who actively share details about their relationships on social media.

However, excessive disclosure or misunderstandings of appropriate privacy limits might have unfavorable effects.

Jealousy and insecurity: Social media usage and relationship jealousy are related, according to studies. Feelings of insecurity and envy can be sparked by comparisons with others and by seeing beautiful or flirty posts. In order to lessen these negative impacts, it is crucial for couples to talk about their limits and concerns.

Online Infidelity and Temptation: The digital environment has made it possible for people to engage in emotional affairs and online infidelity. Social networking sites could render a breeze to engage with others outside the relationship, raising the possibility of boundaries being crossed. According to research, an emotional connection made through online communication can have an impact comparable to that of physical infidelity.

Miscommunication and misinterpretation: Studies show that the absence of tone and non-verbal signals in online communication might result in misconceptions. This could lead to arguments and strained relationships. Couples must be aware of potential misunderstandings and use open and honest communication techniques.

Distractions of Time and focus: Social media can cause time and focus to be taken off of the relationship. The amount of time spent together as a couple and the quality of that time can both suffer from excessive social media use. Healthy limits must be established by couples, and offline interactions must be given priority (McDaniel & Drouin, 2018).

Types of Social Media Used in Promoting Valentine Day and Intimate Relationship

Valentine's Day and close relationships may now be promoted on social media platforms with great success (Ksiazek, 2021). Listed below are some popular social media platforms for this use:

Instagram: Instagram is a platform that emphasizes visual content and lets users publish both images and videos. Instagram is a popular platform used by both individuals and companies to share romantic encounters, gift suggestions, and date night ideas. Common hashtags for connecting with the Valentine's Day community include #ValentinesDay, #LoveIsInTheAir, and #RelationshipGoals.

Facebook: Facebook provides a wide variety of options to encourage relationships and Valentine's Day. Users may exchange romantic posts, organize activities, and tag their significant others. To reach a particular demographic interested in Valentine's Day, businesses may also develop targeted advertisements and sponsored posts.

Twitter: Twitter is a social media website where users may post succinct, current information. On Twitter, people frequently express their love, exchange sappy sayings, and have Valentine's Day-related discussions. To join the conversation, hashtags like "Valentine's Day," "Love," and "Romance are frequently used.

TikTok: TikTok is a platform for sharing videos that has become incredibly popular, especially with younger viewers. Short movies of romantic gestures, gift suggestions, and pair challenges are created and shared by users. Individuals may respond to others' films using the platform's duet function, which promotes a sense of community.

Pinterest: A platform for finding and saving ideas, Pinterest is renowned for its visually appealing content. Users may make Valentine's Day-specific boards where they can store and share romantic gift suggestions, plans for date nights, and do-it-yourself crafts. By developing aesthetically attractive material and linking it to their websites, businesses may use Pinterest to their advantage.

YouTube: YouTube is a website for sharing videos, and it has a ton of material on relationships and Valentine's Day. Romantic vlogs, gift suggestions, pair challenges, and love advice are shared by creators. Businesses may provide interesting tutorials, testimonials, or video material to market their goods or services.

Conclusion

According to the study, Valentine's Day and social media both focus on fostering connections. Valentine's Day celebrations are now more accessible for lovers thanks to social media platforms like Facebook, WhatsApp, Instagram, and Twitter, among others. On Valentine's Day, relationships are strengthened. Relationships are what social media is all about.

Recommendations

1. The celebrations of Valentine's Day should be encouraged and promoted on social media platforms like Facebook, WhatsApp, Instagram, etc. with modesty and maturity.
2. The owners and operators of social media should checkmate the posting and engagement of lovers while in valentine celebration on social media in order to mitigate or minimize remarkably, the extent of infidelity and possible temptation of the likely victims.

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