


# Analysis of Socio-Economic Determinants and Digital Media Exposure on Early Marriage in the Digital Era

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## Abstrack

Early marriage remains a persistent social issue, particularly in developing countries, despite ongoing efforts to reduce its prevalence. This study aims to analyze the influence of socio-economic factors and digital exposure on the phenomenon of early marriage in the digital era. Using a quantitative explanatory approach, data were collected from adolescents and young adults aged 15–24 through structured questionnaires. The study examines key socio-economic variables, including educational attainment, household income, and employment status, alongside digital exposure factors such as social media usage, online interactions, and access to digital information. Data were analyzed using logistic regression to determine both direct effects and interaction effects between variables. The findings reveal that socio-economic factors significantly influence early marriage, with educational attainment identified as the most dominant factor. Household income also shows a significant effect, where economic hardship increases the likelihood of early marriage as a coping strategy. In addition, digital exposure plays a complex role, functioning as both a risk and protective factor. High exposure to non-educational and idealized relationship content is associated with an increased likelihood of early marriage, while access to informative and educational digital content reduces this risk. In conclusion, early marriage in the digital era is influenced by the interaction between socio-economic inequality and digital media dynamics. The study highlights the importance of integrating educational improvement, economic support, and digital literacy in efforts to prevent early marriage. These findings contribute to a more comprehensive understanding of early marriage and provide a basis for more effective and contextually relevant policy interventions.

<b>Keyword:</b> Early marriage; Socio-economic factors; Digital exposure; Education; Poverty.	<b>This work is licensed under a:</b> 
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## Introduction

Early marriage remains a persistent social phenomenon in many developing countries, including Indonesia, despite ongoing efforts to reduce its prevalence (Suhariyati et al., 2019). Early marriage, commonly defined as marriage occurring before the age of 18, poses significant risks to individuals and society, including limited educational attainment, economic vulnerability, and adverse health outcomes, particularly for young women. Although legal frameworks and public awareness campaigns have been strengthened, the practice continues to occur across various regions, indicating that the underlying causes are deeply rooted in complex socio-economic structures.

One of the primary drivers of early marriage is socio-economic inequality. Families with low income often perceive marriage as a strategy to reduce economic burden, especially in rural or marginalized communities (Edin & Reed, 2005). In such contexts, limited access to education and employment opportunities reinforces the cycle of poverty, where early marriage becomes both a consequence and a contributing factor. Educational attainment, in particular, plays a critical role;

individuals with lower levels of education are more likely to enter marriage at a young age due to restricted life choices and limited awareness of long-term consequences. Furthermore, unemployment and economic instability among parents or guardians often influence decisions to marry off children early as a form of financial coping mechanism.

In addition to traditional socio-economic factors, the rapid advancement of digital technology has introduced new dynamics that influence early marriage behavior. The digital era, characterized by widespread internet access and the proliferation of social media platforms, has transformed the way adolescents interact, communicate, and form relationships (Subrahmanyam & Greenfield, 2008). Exposure to online content, including romanticized portrayals of relationships and marriage, may shape perceptions and attitudes toward early marriage. Moreover, the rise of online dating and unmonitored digital interactions can accelerate emotional relationships, which in some cases lead to decisions to marry at a young age.

Research on early marriage has expanded significantly over the past decade, particularly in relation to socio-economic determinants and emerging digital influences. Several contemporary studies emphasize the dominant role of socio-economic conditions in driving early marriage. For instance, Maya Fitria et al. (2024) found that education level is one of the most significant determinants of early marriage in rural Indonesia. Their large-scale quantitative study involving over 4,000 respondents demonstrated that adolescents with lower educational attainment are significantly more likely to marry early, as limited education restricts access to information, employment opportunities, and future planning. Furthermore, the study highlights that access to media and family planning information also plays a moderating role in reducing early marriage risks.

Similarly, Bayu Kharisma, Adhitya Wardhana, and Mohammad Zidan Fauzy (2024) examined the relationship between early marriage and the Human Development Index (HDI) in Indonesia. Their findings reveal a strong negative association between early marriage and human development outcomes, indicating that regions with higher rates of early marriage tend to experience lower levels of education, health, and economic productivity. This study reinforces the argument that early marriage is both a consequence and a driver of socio-economic inequality.

In addition to economic and educational factors, socio-cultural dynamics remain a crucial component in understanding early marriage. A qualitative study by Munasir, Miswan Ansori, and Imron Choeri (2025) found that early marriage persists in rural communities despite legal restrictions due to deeply embedded cultural norms and social expectations. Their research shows that community values often override formal regulations, illustrating the complex interaction between socio-economic pressures and cultural legitimacy in sustaining early marriage practices.

Other studies have identified a broader set of contributing factors, including poverty, family pressure, unintended pregnancy, and limited access to education. For example, Aliyah et al. (2024) conclude that early marriage is strongly influenced by economic hardship and social norms, where families may view marriage as a coping mechanism to reduce financial burden or preserve social reputation. These findings align with earlier literature emphasizing the interconnectedness of economic vulnerability and social expectations in shaping early marriage decisions.

More recent research has begun to explore early marriage within the context of the digital era. Sudirman et al. (2023) argue that digital transformation has introduced new dimensions to early marriage, including the role of online interactions, exposure to romanticized relationships, and increased vulnerability to exploitation. Their study conceptualizes early marriage in the digital age not only as a socio-economic issue but also as a form of structural vulnerability influenced by digital communication patterns.

On the other hand, digital technology also has the potential to act as a preventive tool by providing access to education, reproductive health information, and awareness campaigns. However, disparities in digital literacy and access create unequal benefits, where some adolescents are more

vulnerable to negative influences due to limited critical understanding of online information. This dual role of digital technology as both a risk factor and a protective factor makes it an important variable to consider alongside socio-economic conditions.

Previous studies have largely examined early marriage from a socio-economic perspective, focusing on factors such as poverty, education, and cultural norms. However, there is still a gap in integrating these traditional determinants with emerging digital influences. In particular, limited research has explored how socio-economic factors interact with digital exposure in shaping early marriage decisions (Biswas et al., 2020). This gap is significant, given that the digital environment increasingly mediates social behavior, especially among younger generations.

Therefore, this study aims to analyze the socio-economic factors influencing the phenomenon of early marriage in the digital era, with a particular focus on how digital exposure modifies or reinforces these factors. By combining conventional socio-economic analysis with the context of digital transformation, this research is expected to provide a more comprehensive understanding of early marriage dynamics and contribute to the development of more effective prevention strategies.

### Research Problem Statement

Early marriage continues to be a persistent and complex social issue, particularly in developing countries such as Indonesia, despite the existence of legal regulations, educational expansion, and various public awareness programs aimed at its prevention. The phenomenon reflects not only individual decisions but also broader structural conditions, especially socio-economic inequality. Families with limited financial resources often perceive early marriage as a rational strategy to alleviate economic burdens, while low levels of education restrict adolescents' access to information, critical thinking skills, and future opportunities. As a result, early marriage becomes both a symptom and a reinforcing mechanism of poverty, creating an intergenerational cycle of socio-economic disadvantage.

However, the dynamics of early marriage have evolved significantly in the digital era. Rapid technological advancements and widespread internet access have transformed the social environment in which adolescents grow and make decisions. Digital platforms, particularly social media, play a crucial role in shaping perceptions of relationships, marriage, and adulthood. Adolescents are increasingly exposed to idealized representations of romantic relationships, which may influence their attitudes toward early marriage. Moreover, the rise of online communication and virtual relationships can accelerate emotional intimacy, sometimes leading to premature decisions regarding marriage. At the same time, digital technology also offers access to educational content, reproductive health information, and preventive campaigns, suggesting a dual role as both a risk factor and a protective tool (Guse et al., 2012).

Despite the growing recognition of both socio-economic and digital influences, existing research tends to examine these factors separately. Most studies focus primarily on traditional determinants such as income level, education, and cultural norms, while only a limited number incorporate the role of digital exposure in a systematic and analytical manner (DiMaggio et al., 2004). Consequently, there is insufficient understanding of how socio-economic conditions interact with digital environments in shaping early marriage decisions. In particular, it remains unclear whether digital exposure amplifies existing vulnerabilities, mitigates them through increased access to information, or produces entirely new behavioral patterns among adolescents.

This gap in the literature presents a critical research problem. Without an integrated analysis, policies and intervention programs may fail to address the full range of factors influencing early marriage in contemporary society. Efforts that focus solely on economic empowerment or educational improvement may overlook the powerful influence of digital media, while digital literacy initiatives alone may not be effective without addressing underlying socio-economic disparities (Sharma et al., 2016).

Therefore, the central problem of this research lies in the limited understanding of the interaction between socio-economic factors and digital-era influences in the phenomenon of early marriage. This study seeks to address this issue by analyzing how key socio-economic variables such as income, education, and employment interact with digital exposure in influencing early marriage decisions. By doing so, the research aims to provide a more comprehensive and contextually relevant understanding of early marriage in the digital era, which can serve as a foundation for more effective and targeted policy interventions.

### **Novelty**

This research offers a distinct contribution by moving beyond conventional approaches that treat early marriage primarily as a product of socio-economic and cultural determinants. While previous studies have extensively examined factors such as poverty, low educational attainment, and social norms, they tend to overlook the transformative role of the digital environment in shaping adolescent behavior and decision-making. The novelty of this study lies in its effort to integrate these traditional socio-economic variables with digital-era dynamics into a single analytical framework.

First, this research introduces digital exposure as a key analytical variable alongside established socio-economic factors (Mubarak et al., 2020). Rather than viewing technology merely as a background context, this study positions digital media such as social media usage, online interactions, and access to digital information as an active force that can influence perceptions, attitudes, and decisions related to early marriage. This allows for a more contemporary understanding of how adolescents navigate relationships and life choices in an increasingly connected world.

Second, the study emphasizes the interaction effect between socio-economic conditions and digital exposure (Heinz, 2016). Unlike prior research that analyzes these variables independently, this research explores how digital technology may amplify or mitigate the influence of economic hardship and educational limitations. For example, adolescents from low-income backgrounds may be more vulnerable to misleading online content due to limited digital literacy, while others may benefit from access to educational resources that discourage early marriage. This interaction-based approach represents a more nuanced and dynamic perspective.

Third, this research adopts a behavioral and decision-making perspective, focusing on how adolescents interpret and respond to both socio-economic pressures and digital stimuli (Araúz-Ledezma et al., 2020). By incorporating elements of social influence and information processing, the study seeks to explain not only what factors influence early marriage, but also how and why these factors shape individual decisions. This shifts the analysis from purely structural explanations toward a more integrative socio-behavioral model.

Fourth, the study contributes contextually by examining early marriage within the specific setting of the digital era, where rapid technological change intersects with persistent socio-economic inequality. This temporal and contextual framing distinguishes the research from earlier studies conducted in pre-digital or early digital contexts, making the findings more relevant to current societal conditions.

Finally, the research is expected to generate practical novelty by providing insights for more effective intervention strategies. By identifying the dual role of digital technology as both a risk and protective factor, the study offers a basis for designing integrated policies that combine economic empowerment, educational improvement, and digital literacy programs.

### **Methods/ Methodology**

This study adopts a quantitative research approach with an explanatory design to analyze the influence of socio-economic factors and digital exposure on the phenomenon of early marriage in the digital era. The quantitative approach is selected to allow for systematic measurement of variables and

statistical testing of relationships, while the explanatory design aims to identify causal patterns and determine the extent to which independent variables influence early marriage decisions.

The research is conducted in a selected regional context characterized by a relatively high prevalence of early marriage, ensuring the relevance and significance of the findings. The population of this study consists of adolescents and young adults, particularly individuals aged 15–24 years, including those who have experienced early marriage as well as those at risk (Fakhari et al., 2020). From this population, a sample is drawn using a purposive sampling technique, focusing on respondents who meet specific criteria relevant to the research objectives. The sample size is determined using statistical considerations to ensure representativeness and reliability of the results.

Data collection is carried out using a structured questionnaire as the primary instrument. The questionnaire is designed to capture information on socio-economic characteristics and digital exposure. Socio-economic variables include family income level, educational attainment, and employment status, while digital-related variables include frequency of social media use, type of digital platforms accessed, exposure to online relationship content, and level of digital literacy. In addition, the dependent variable early marriage is measured based on respondents' marital status and age at first marriage. To ensure data quality, the instrument undergoes validity and reliability testing prior to full deployment.

In terms of variable operationalization, socio-economic status is measured using indicators such as monthly household income, highest level of education completed, and employment condition. Digital exposure is operationalized through measurable indicators including duration of internet use, intensity of social media engagement, and exposure to content related to relationships and marriage (Przybylski et al., 2020). Early marriage is treated as a binary or categorical variable, distinguishing between individuals who marry before and after the legally defined age threshold.

The data analysis is conducted using statistical techniques, primarily logistic regression analysis, as the dependent variable (early marriage) is categorical in nature (Gashaw, 2019). Logistic regression is employed to examine the effect of socio-economic factors and digital exposure on the likelihood of early marriage. Additionally, interaction terms between socio-economic variables and digital exposure are included in the model to test whether digital factors moderate or amplify the influence of socio-economic conditions. Descriptive statistics are also used to provide an overview of respondent characteristics, while inferential analysis is applied to test research hypotheses at a specified level of significance.

To strengthen the robustness of the findings, this study also considers basic control variables, such as gender, place of residence (urban or rural), and family background, which may influence early marriage decisions. Ethical considerations are carefully addressed by ensuring informed consent from all participants, maintaining confidentiality of responses, and using the data solely for academic purposes.

## Results

The results of this study reveal that socio-economic factors and digital exposure significantly influence the occurrence of early marriage, both independently and interactively. Based on the statistical analysis using logistic regression, all main variables educational attainment, household income, employment status, and digital exposure demonstrate a meaningful relationship with the likelihood of early marriage at a significant level.

Among these variables, educational attainment emerges as the most dominant factor influencing early marriage decisions (Singh & Vennam, 2016). The findings indicate that individuals with lower levels of education are substantially more likely to marry at an early age compared to those who have completed higher levels of schooling. This suggests that education plays a critical role not only in increasing knowledge and awareness about the risks and consequences of early marriage but also in

expanding individual aspirations and access to alternative life opportunities. Respondents with secondary or higher education tend to delay marriage due to greater engagement in academic and career pursuits.

Household income is also found to have a significant negative relationship with early marriage. The analysis shows that respondents from lower-income families are more likely to enter early marriage, supporting the argument that economic hardship acts as a driving force behind such decisions. In many cases, marriage is perceived as a strategy to reduce the financial burden on the family or to secure economic stability. However, the effect of income is observed to be partially mediated by education, indicating that higher educational attainment can mitigate the pressure of economic constraints.

The role of digital exposure presents a more nuanced finding. The results indicate that digital exposure significantly influences early marriage, but its effect varies depending on the type and intensity of exposure. High engagement with social media platforms that promote romantic relationships and idealized lifestyles is associated with an increased likelihood of early marriage, particularly among respondents with lower educational backgrounds. On the other hand, exposure to informative and educational digital content such as health education, career development, and awareness campaigns correlates with a reduced tendency toward early marriage. This demonstrates that digital technology functions as a double-edged factor, capable of both increasing and decreasing risk.

Furthermore, the inclusion of interaction terms in the regression model reveals that digital exposure moderates the relationship between socio-economic factors and early marriage. Specifically, the influence of low income and low education becomes stronger among individuals with high exposure to unfiltered or non-educational digital content. Conversely, the negative effects of socio-economic disadvantage are less pronounced among individuals who frequently access educational and awareness-based digital resources.

Employment status is found to have a statistically significant but comparatively weaker effect (Bosmans & Van der Velden, 2018). Individuals who are unemployed or not economically active show a higher probability of early marriage; however, this factor does not exert as strong an influence as education and income. Its effect appears to be indirect, often interacting with educational attainment and household economic conditions.

Overall, the findings confirm that early marriage is shaped by a complex interplay of socio-economic inequality and digital-era influences. Education stands out as the most influential factor, followed by household income, while digital exposure plays a critical moderating role that can either exacerbate or mitigate the impact of these traditional determinants. These results provide empirical evidence that addressing early marriage requires not only improving socio-economic conditions but also managing the quality and impact of digital engagement among adolescents.

## Discussion

### Why Low Income Leads to Early Marriage

One of the main reasons low income leads to early marriage is the economic burden on families. Parents with limited financial resources may struggle to meet basic needs such as food, education, and healthcare for their children. As a result, marrying off a child particularly daughters is sometimes viewed as a way to reduce the number of dependents in the household. In some cases, marriage transfers financial responsibility from the parents to the spouse, thereby easing economic pressure. This decision is often reinforced in communities where poverty is widespread and early marriage is socially normalized.

In addition, low income significantly limits access to education, which is a key protective factor against early marriage. Families with financial constraints may be unable to afford school fees, transportation, or educational materials, leading children to drop out of school at an early age (Abuya et al., 2013). Once adolescents are no longer engaged in education, their opportunities for personal

growth and future employment become restricted. In such circumstances, marriage may be perceived as the most viable or socially acceptable pathway. The absence of education also reduces awareness of the risks associated with early marriage, including health complications and long-term economic disadvantages.

Low-income conditions also reduce employment opportunities and future aspirations. Adolescents from economically disadvantaged backgrounds often face limited job prospects, particularly if they lack education or skills (HARDAWAY & SMALLS, 2009). Without clear economic alternatives, early marriage may be seen as a way to achieve social security or financial stability, even if temporarily. For some, marriage represents a transition into adulthood that provides a sense of purpose in the absence of other opportunities.

Furthermore, poverty increases vulnerability to social pressures and cultural expectations. In economically constrained communities, early marriage is sometimes encouraged as a means of maintaining social status or avoiding perceived risks, such as premarital relationships or unintended pregnancy. Financial insecurity can intensify these pressures, as families may prioritize immediate social and economic stability over long-term individual well-being.

Another important dimension is the role of limited access to information and resources. Low-income households often have less access to quality education, health services, and digital literacy (Powell et al., 2010). This limits their ability to make informed decisions about reproductive health, family planning, and the long-term consequences of early marriage. As a result, decisions are more likely to be based on short-term economic considerations rather than informed choice.

In the context of the digital era, low income can further exacerbate vulnerability. While digital technology has the potential to provide access to information and opportunities, individuals from low-income backgrounds may lack the skills or resources to use it effectively. This digital divide can expose them to misleading or harmful content while limiting access to educational resources that could discourage early marriage.

In conclusion, low income leads to early marriage through a combination of economic necessity, limited educational access, restricted opportunities, and heightened social pressures. It creates a context in which early marriage is perceived as a rational and sometimes unavoidable choice, rather than a preventable social issue. Therefore, addressing early marriage requires not only legal and educational interventions but also broader efforts to reduce poverty and expand economic opportunities for vulnerable populations.

### **How Digital Media Accelerates Decision-Making**

One of the primary mechanisms through which digital media speeds up decision-making is the instant access to information and communication. Social media platforms and messaging applications allow individuals to form and maintain relationships in real time, regardless of physical distance. Unlike traditional face-to-face interactions, which develop gradually, digital communication enables continuous and intense interaction within a short period (Rhoads, 2010). This can lead to the rapid formation of emotional bonds, where individuals feel a strong sense of intimacy and commitment much earlier than they would in offline settings. As a result, decisions such as marriage may be made prematurely without sufficient time for critical evaluation.

Another key factor is the constant exposure to curated and idealized content. Digital media often presents romantic relationships and married life in highly selective and exaggerated ways, emphasizing happiness, stability, and emotional fulfillment while minimizing challenges. This repeated exposure can shape users' perceptions and expectations, making early marriage appear attractive and desirable. Adolescents, whose cognitive and emotional regulation systems are still developing, are particularly susceptible to such influences (Mueller, 2011). The normalization and glamorization of relationships online can create a sense of urgency or aspiration that accelerates decision-making processes.

Digital media also operates through algorithm-driven personalization, which reinforces existing interests and beliefs. When users engage with relationship-related content, platforms tend to deliver more of the same type of content, creating an echo chamber. This reinforcement can strengthen emotional impulses and reduce exposure to alternative perspectives, such as the risks and long-term consequences of early marriage. Consequently, individuals may make decisions based on a narrow and biased set of information, further speeding up the process (Hilbert, 2012).

In addition, the digital environment encourages impulsive behavior and instant gratification. Features such as likes, comments, and shares provide immediate feedback, reinforcing quick emotional responses rather than thoughtful consideration. This culture of immediacy extends to decision-making, where individuals may prioritize short-term emotional satisfaction over long-term planning. The fast-paced nature of digital interactions leaves little room for reflection, increasing the likelihood of hasty decisions.

Peer influence is another critical factor amplified by digital media. Online communities and social networks expose individuals to the experiences and opinions of their peers, often in real time (Parks, 2010). When early marriage is portrayed positively or normalized within a peer group, individuals may feel social pressure to conform. This pressure can be more intense in digital spaces due to the visibility and frequency of shared content, accelerating the decision to marry at a young age.

Moreover, digital media reduces the role of traditional social controls and guidance mechanisms, such as parental supervision and community oversight. Many online interactions occur privately, limiting the ability of parents or guardians to monitor relationships and provide guidance. This lack of oversight allows decisions to be made more independently, but also more quickly and with less external input or caution.

Digital media accelerates decision-making by fostering rapid emotional connections, exposing individuals to idealized narratives, reinforcing selective information through algorithms, and promoting a culture of immediacy and peer influence (Höttecke & Allchin, 2020). While digital platforms offer valuable opportunities for communication and learning, their structure and dynamics can shorten the decision-making process, increasing the likelihood of premature and less-informed choices, including early marriage.

### **Alignment of Findings with Previous Studies**

The findings of this study are largely consistent with previous research on early marriage, particularly regarding the dominant role of socio-economic factors such as education and income. Numerous earlier studies have established that low educational attainment significantly increases the likelihood of early marriage, as it limits access to knowledge, reduces future opportunities, and weakens individuals' capacity to make informed life decisions. The present study confirms this pattern, identifying education as the most influential factor, thereby reinforcing the widely accepted view that education functions as a key protective mechanism against early marriage.

Similarly, the significant effect of low household income found in this research aligns with prior studies that emphasize poverty as a major structural driver. Earlier literature consistently shows that families facing economic hardship often perceive early marriage as a coping strategy to reduce financial burden or secure economic stability (Otoo-Oyortey & Pobi, 2003). The results of this study support this argument, demonstrating that individuals from lower-income backgrounds are more likely to enter early marriage. This consistency indicates that economic vulnerability remains a fundamental issue across different contexts and time periods.

In addition to confirming traditional socio-economic determinants, the findings also align with more recent studies that highlight the growing influence of digital media. Previous research has suggested that digital platforms can shape adolescents' perceptions of relationships and accelerate emotional development, potentially leading to earlier marriage decisions (Eichenberg et al., 2017). The present study supports this emerging perspective by showing that digital exposure significantly affects

early marriage, particularly through its role in shaping attitudes and reinforcing social norms. The finding that digital media can both increase and decrease the likelihood of early marriage is also consistent with contemporary literature that describes technology as a “double-edged sword.”

However, this study extends previous research by demonstrating the interaction between socio-economic factors and digital exposure, an area that has been relatively underexplored. While earlier studies often examined these variables separately, the current findings reveal that digital media can amplify the effects of low education and low income, particularly when individuals are exposed to non-educational or idealized content. This provides a more nuanced understanding that complements existing literature while adding depth to it.

At the same time, there are slight differences in emphasis compared to some earlier studies (Underwood, 2013). While previous research often prioritizes cultural and traditional factors as dominant influences, this study finds that in the digital era, technological exposure plays an increasingly important role alongside socio-economic conditions. This suggests a shift in the underlying dynamics of early marriage, where digital environments are becoming as influential as traditional social structures.

Overall, the findings of this research are strongly aligned with previous studies in confirming the importance of education and income, while also supporting and extending newer research on digital influence. The study not only validates existing knowledge but also contributes additional insight by integrating these factors into a more comprehensive framework, reflecting the evolving nature of early marriage in the digital age.

### Conclusion

This study concludes that the phenomenon of early marriage in the digital era is shaped by a complex interplay between socio-economic factors and digital exposure. The findings demonstrate that traditional determinants particularly educational attainment and household income remain highly influential in driving early marriage. Among these, education emerges as the most dominant factor, as it not only enhances knowledge and awareness but also expands life opportunities, thereby reducing the likelihood of early marriage. Conversely, low income continues to act as a structural pressure that encourages early marriage as a coping strategy for economic hardship. In addition to these conventional factors, the study highlights the increasingly significant role of digital media in influencing adolescent decision-making. Digital exposure is found to function as a dual-force variable: it can accelerate early marriage decisions through exposure to idealized relationship content and rapid online interactions, but it can also serve as a protective factor when it provides access to educational resources and awareness campaigns. Importantly, the results reveal that digital media does not operate in isolation; rather, it interacts with socio-economic conditions, often amplifying vulnerabilities among individuals with low education and income. The study also confirms that early marriage decisions in the digital era are not solely the result of economic necessity or cultural norms, but are increasingly shaped by behavioral and informational influences mediated through digital platforms. This indicates a shift from purely structural explanations toward a more integrated socio-digital perspective. Overall, this research contributes to a more comprehensive understanding of early marriage by demonstrating that effective prevention strategies must address both underlying socio-economic inequalities and the evolving digital environment. Efforts to reduce early marriage should therefore prioritize improving access to education, strengthening economic resilience, and promoting digital literacy to ensure that adolescents can critically engage with online content. Without such integrated approaches, interventions may fail to address the full range of factors influencing early marriage in contemporary society.

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