

Face Book Has Bad Effects Too: A Study of the Negative Effects of Face Book on Pakistani Students' Lives

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ABSTRACT

The plan of this learning is to check and calculate the negative effect of the very important popular social networking website "face book" in Pakistan. The number of user of face book has been rising constantly in Pakistan and majority is university students. "Face book" negative effects have been used as a dependent variable while student academic performance, insecurity of personal information, breakup, loneliness and depression as independent variables. Quantitative approach has been used for data gathering and analyze for which a self-administrated questionnaire survey was conducted. Findings show that there is a positive relationship between these variables. Addiction of face book of students leads to negative effects in their life. Students don't concentrate on their studies therefore their academic performance decreases and they feel loneliness and depression and sometimes they fail to satisfy their relationships.

INTRODUCTION

Social network services (SNS) have a quantity of general characteristics. These comprise of the capability of addicts to form a record of "friends," renew their "status," to comment on other users' statuses and content, to specify that they like another user's content, and to send private messages.

In American context the average usage of face book: 15% of Face book users update their own status. 22% comment on another's post or status. 20% comment on another user's photos. 26% "Like" another user's content. 10% send another user a private message(1)

Social media refers to the way of communications with community in which they make, distribute, and/or replace information and ideas in fundamental societies and networks(2). As social networking becomes additional trendy with mature and younger generations, e.g., face book and YouTube, surely challenge the conventionally reliable means of news and information such as, American nation race medium reporting of different community and following actions as they see well, inserting their votes into the accounts about America's history and current and influential their possess combined recollections(3). In 2006 face book user were 16% and its number increased to 40% in 2008. Over 200 million sole users, Face book use may have a considerable valid global contact (Zucker berg, 2009). In this research we discuss the negative effects of face book which is mostly popular in universities students. The number of the face book users is increasing every minute, but this research intends to point out some facts which reflect the negative effects of the face book users.

LITERATURE REVIEW

(4) Found the social media effect on business activity by using comparative study methods of different research approaches. Data collection with the help of interviews and analysis shows that social media is an effective source of information.

(5) Discuss how Generation Y's use of social media influences individuals, firms and society. This research gives a conceptual framework for taking into account the previous circumstances and potential circumstances of Generation Y's social media usage.

(6) Investigate the cause and effect of social media in teaching sector. Research based on literature and observation also qualitative and quantitative. External pressure, individual readiness, expected benefits, perceived risk is cause and effect is student's satisfaction and learning outcomes.

(7) Found the social media dare for online privacy negative downsizing along with positive latent. Data collected with the help of desk research and expert interviews and findings of that paper cookie can conceal the apparent background of own data disclosure.

(8) Present on the prevailing social media activity in every field as workplace also so common.

(9) Researchers also describe the social media cause terrarium by analyzing the social networks.

(10) American education research found relationship present between face book user and grades of the students.

(11) Found the face book user share information, experience, and humors too along with their academic activities by analyzing the wall of face book used by students.

(12) Said college student use face book daily, for interacting friends family member, for express identify, also interacting to posting message with public forums. The data collected to the college students and analysis with the help of means and standard deviations. Result shows the strong relationship between variables.

(13) Found teacher student relationship due to face book, motivation, effective learning climate, and high self disclosure. Open ended question for data collection also focus the negative impact of teacher credibility and teacher use the face book.

(14) Study about the human nature to made their isolated system on social networking sites and this cause the conflict leads a man toward depression. Survey method use to data collecting and findings shows the significance relation between sites and depression.

(15) Study is about the relationship due to social media develop the idea from the research projects on expansion of social media by collection and information professionals.

(16) Investigation about the trust and privacy concern of social networking sites comparison between face book and my space data are collecting online survey and result shows face book user trusting these sites most.

(17) Some researchers also found the Student use of Face book arrange and joint Classroom actions. Data collection with the help of two survey findings shows some relationships between grades and academic work.

(18) Study found the face book friends relationship use state diagram for data mining process. (19) Some study also presents the need of social media in work place. Finding shows the need of face book not in every situation in work place.

(20) Study finds the relationship between Academic presentation with connection Social Networking, Studying, and Work. Data analyzing with statistics techniques collected from the university student by survey. Conclusion shows significance relationship present with academic activities and social media usage along with respect of demographics.

(21) Literature is about the negative relationship face book user and academic achievements.

Research found the privacy issues and information disclose in face book .negative result of face book are shown in this study data collected 343 undergraduates students with online survey.

(22) Investigation about the sides effect of face book are personal information is not safe, end the legal relationships, depression, and lower work productivity on the basis of literature. Some studies also found the diffusion and adoption of face book among the students of universities in Pakistan.

(23) Some studies found the break up due to face book leads the individual to depression that researcher used mixed method approach .Result shows face book cause the stress of that person who just experienced the dreamy breaks up. (24) found by researcher b/w number of friends on face book and degree of socially disturbing behavior by the face book user, many past researches investigates the relationships also exists b/w egotism and Facebook use by that study results direct relationship of harmful element is confusion of egoistic behavior.

(25) Ethan Kross studied in the negative impact of face book, its bring loneliness and depression in the user new study from the University of Michigan psychologist. 1.1 billion user of face book in globally but actually the way in which the interact and perceived each other is no positive because their interaction media is social media websites. Kross also says that the face book users are usually sad. Carnegie Mellon University in Pittsburgh investigates in 2010 the face book dependence leads the users away from well-being.

(26)(27) Author of the New York Times Jonathan Safran Foer said in 2013 about the technology it's connected each other but actually it's appreciating the user to move away. Overall result of the Ethan Kross study shows the social media websites are priceless for us to satisfied our need and also useless for wellbeing of society. a study of

united state the use of face book preferred by survey the internet user of student shows 69% like face book so our current study also based on face book user in Pakistan, that study explore the negative relationships b/w the use of internet and well being. Depression and loneliness due to usage of face book which is one variable of current study.

(28)JOHN CACIOPPO, manager of the interior for Cognitive and Social Neuroscience at the University of Chicago, is the world's leading expert on loneliness. According to him there is strong relationship b/w loneliness and using the social media sites like face book he also revealed that this loneness also depends the number of friends on these sites his book on loneliness released in 2008.

(29)A study revealed the face book user also moves toward the lowering the grades less academic achievement by co relation analysis of the university student shows relationship present b/w these variables Karpinski, 2009.(30)A Ms. Karpinski, post-doctoral student in Ohio State University explore the strong relationship b/w face book user and lowering the academic achievements by surveying the user and non-user of face book students result shows low GPA of that students who spent lot time for face book

(31)The Miriam Hospital's Centers for Behavioral and Preventive Medicine studied about the social media impact on student lives by conducting the survey of different institutes in different time results shows relationship present b/w the with interaction of social media and lowering their grades.

(32)A research study of negative effect of face book on your relationship status more divorced or breakup face by the using of face book.

(33)(34)According to The study, led by Dr. Russell Clayton the face book user shows jealousy to their special friends on face book they also check the status with the ex-one. Sometime relationship ends due to this jealousy so strong relationship found b/w break up and face book usage. Journal of Cyber psychology, Behavior and Social Networking, couples revealed that new relations build they hesitate to use or adopt these networking sites with their special ones. By using face book they monitor their special friends and results bring negativity break ups and conflicts.

(35)Divorced online current report shows more than 80% divorced due to face book. Break up and divorced is not light issue said by says Sheri Meyers, a familiarity specialist and author of Chatting or Cheating: How to Detect Infidelity, Rebuild Love and Affair-Proof Your Relationship but easily identifiable that is the interaction on internet.

(36)The privacy issue is sensitive issue now a day's according to research face book also leads loses due to information's shows in wall of user so no privacy maintained more Australian girl post the picture of money collect by his grandmother but this money due to that picture robbed by someone in very short time.

(37)University psychologist Stefan Stieger studied about the quitter of face book is near about 48% due to this site shows less privacy concern.

(38)Nickyjecksoncolaco said people feel there information are safe and secure in this site but actually they was not he is the team member of face book privacy authority.

From above literature many researchers found sides' effect related to students' lives most highlighted variables discussed and analysis in current study.

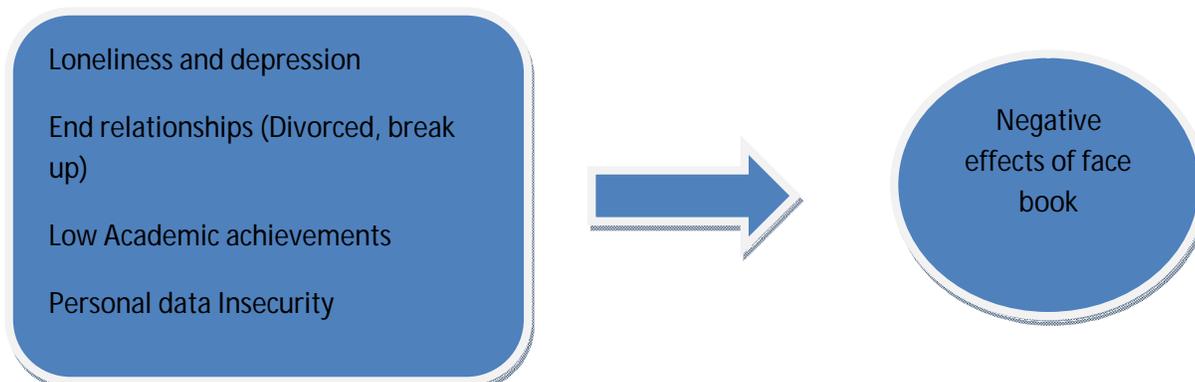
Problem statement:

Despite the many advantages, there are negative effects of using face book on students' lives(25)

Research objectives:

The number of Face book user increases especially students of universities in all around the world also in Pakistan current study investigate the some disadvantages of using face book for students. Suggestion will be given for the students related to their privacy concern.

Research model;



Hypotheses:

H1; There is positive relationship between loneliness and depression and discourage face book user.

Giving comments to friend’s activities and wait for reply the friends same work they do for us, but when there is no answers back made the person sad. Leanne Rivers (2010).

H2; There is positive relationship between end relationships and discourage face book user.

The ruling organization in United Kingdom who experts in causes of breakup found 25% formally request they owned cited face book

H3; There is positive relationship between low academic achievements and discouraging face book user.

Face book effect the educational achievement by lowering its.(Karpinski, 2009)

H4; There is positive relationship between personal information is not safe and discouraging face book user.

When we add any function the organize company leeches our any private information Mark Zuckerberg (2010)

Data collection and Data analyses:

Major data gathering with technique of random sampling of university students sample size is 225.The 225 sample size from the population of 1400 students of university of COMSATS Sahiwal is justified with95% level of confidence interval shows the population parameter in sample size. This research is quantitative in nature. For the purpose of data collection we used the self administrative questionnaire which consist 20 questions construct from these four variables.55% male student 45% female students were the respondents. Five point Likerts scale is used in questionnaire. SPSS 2.0 used for check the reliability of the frame work, correlation used to judge the relationships among these variables. Multiple regression method is used.

With the help literatures found the discouraging factor of face book these factor have positive relationship to discourage the usage of face book. We collect the data and statistics approach to analysis the result these variables have significant effect.

Reliability Statistics:

constructs	Cronbach Alpha (α)	No of items
Loneliness & depression	.867	4
End the relationships	.962	4
Academic achievements	.885	4
Personal information	.910	5
Sides effect of face book	.893	4
Over all reliability	.711	--

All the constructs used in study showed there value of cronbachs Alpha is “>0.70” which is considered highly reliable. So model is fit for research.

Correlations analyses:

		Correlations				
		depression	breakups	academic time	personal info	Negative effects
depression	Pearson Correlation	1	.035	.182**	.153*	.153*
	Sig. (2-tailed)		.598	.006	.022	.022
	N	225	225	225	225	225
breakups	Pearson Correlation	.035	1	-.016	.026	.127
	Sig. (2-tailed)	.598		.810	.693	.057
	N	225	225	225	225	225
academic time	Pearson Correlation	.182**	-.016	1	.394**	.302**
	Sig. (2-tailed)	.006	.810		.000	.000
	N	225	225	225	225	225
personal info	Pearson Correlation	.153*	.026	.394**	1	.333**
	Sig. (2-tailed)	.022	.693	.000		.000
	N	225	225	225	225	225
Negative effects	Pearson Correlation	.153*	.127	.302**	.333**	1
	Sig. (2-tailed)	.022	.057	.000	.000	
	N	225	225	225	225	225

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

There is significant relationship between depression and lowering the academic achievements with correlation value .182 at .01 levels. Personal information and depression with value of .153 at .05 levels. Insecurity of personal information and academic achievements lowering have significant relationship with value of .394 at .01 levels. Lowering the achievements and negative effects are related with value of .302 at the level of .01. Personal information and Facebook negative effects are co-related at the level of .01 value .333

Regression:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Model Summary					Durbin-Watson
					Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F change	
1	.408 ^a	.166	.151	.62840	.166	10.977	4	220	.000	1.860

R square is .166 which is lower than 1 shows 16% change dependent due to independent variables. F value is greater than 5 so model is fit Durban Watsons value is near 2.

ANOVA ^s						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.340	4	4.335	10.977	.000 ^b
	Residual	86.875	220	.395		
	Total	104.215	224			

F value is 10.977 at .000 significant levels. So the result is justified.

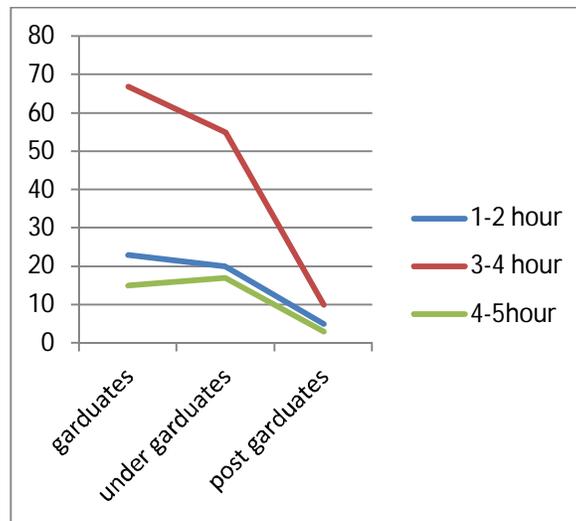
Model	Coefficients				
	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.609	.445		3.618	.000
Depression	.082	.067	.077	1.216	.225
Breakups	.067	.034	.121	1.966	.051
academic time	.238	.083	.195	2.878	.004
personal info	.252	.070	.242	3.593	.000

T value is higher than 1.95. So we accept all hypotheses and all independent variables have positive relationship on the dependent variables. T value for depression 1.216, break up 1.966, academic achievement 2.878, personal information 3.593.

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	4.1898	4.7490	4.4156	.06942	225
Residual	-3.08860	.74437	.00000	.56671	225
Std. Predicted Value	-3.252	4.803	.000	1.000	225
Std. Residual	-5.401	1.302	.000	.991	225

a. Dependent Variable: negative effects

Mean value is high standard deviation is low show very strong relationships b/w dependent and independent variables.



Frequency of using face book of undergraduates, graduates, postgraduates with time of 1 to 5 hours.

Conclusion

Descriptive statistics shows the positive relationship b/w variables. Addiction of face book in students lowering their grades .they feel loneliness when any there friends not comment/like their activities. Face book user also face the problems in their special relationships leads towards break up. Personal information in face book is not safe whenever you play any applications your information reach the company not only this but anyone heck your account and know all about your personal and private information. Mostly males' use face book with the setting of their profile for everyone can see so this source of insecurity of personal information may helpful in unhealthy activities too. So these social networking websites have some negative effects, due to these negative effects students suffer in their academic and personal lives.

Practical implications of study;

Face book have positive as well as negative impression on society specially the students who are most follower in Pakistan. Many sides effect of the face book was studies and disused in literature, some side's effect are found in current study that directly influence the student performance related to their education and also confidentiality issues, and their personal relationships. Give not too much time to these sites for enhance the job output, security issues are so sensitive in Pakistan customize the setting of face book.

Limitations of study;

- Face book has more positive effect as compare to these poor factors.
- Many other variables also present in literature i-e effect badly to children, in organization lowering the work productivity, but secondary data collection based on above described variables in research model.
- Sample size is not enough to generalize the result.

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