

## Impact of Facebook Usage on University Students Case Study: Time Consumption & Building Online Relations

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**ABSTRACT:** Facebook is largest social networking site in the world with having more than 1 billion users active. Facebook users create a profile page that shows their friends and networks information about them. The core purpose of our study was to investigate practice of social media usage among university students. Data is collected through the distribution of questionnaire among postgraduate students of GCUF. The two things that we measured are time consumption and building online relations on Facebook by the students. After completion of this survey we conclude that mostly there is male user of Facebook and they usually spend minimum 40 mints daily which lead to cut off them from real world and Facebook provide them a platform to make new relations.

**Keyword:** Facebook, Social Networking, Socialization, Relations, Entertainment.

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### I Introduction

It has been observed that Social media are increasingly popular nowadays. Many Social networking sites developers like Facebook, MySpace, Twitter, whatsapp and others are competing to give the best features in terms of socialization, interaction, privacy and even entertainment. It is not surprising that many people are addicted on with these sites since it is free and easily accessible with the use of a computer connected to the internet and even with the use of a mobile phone that enables SNS applications or internet browsing.

Humans are social animals and social interaction plays a vital role in the society and it has been observed that it is decreasing day by day. And the main reason is more dependency on cheaply available,

easily access to Facebook. People become to be uncomfortable with face to face interaction; Youngsters are more interested to play on Xbox rather than in the field and the older one too are seem to be interested in surfing the net and exploring the web on their smart phones

It is considered that too much time is being spent on Facebook as many people choose text messages or e-mail to someone on Facebook instead of face to face interaction.

What is Facebook?

Facebook is the largest social site in the world today, launched February 2004 by Harvard students Mark Zuckerberg and his roommate Eduardo Saverin.

Facebook was originally created for Harvard students only, for them to keep in

touch when they were away from the campus, but the site has been now expanded worldwide with now having more than one billion active users, . It has been also very famous for being an entertainment among the students. Facebook users create a profile page that shows their friends and networks information about them. The choice to include a profile in a network means that everyone within that network can view the profile. The profile typically includes the following: Information, Status, Friends, and Friends in Other Networks, Photos, Notes, Groups, and The Wall.

A popular feature on the Facebook is that everyone having a profile on it can easily upload and share pictures, videos, articles and many other things required to reach in access of his/her friend, family and around the world. And it offers an unlimited storage of information.

Personal notes can also be shared on their wall that can be seen by everyone and also a main feature that user can easily set privacy which shows an easiest way to hide your identity your personal information etc (Josie Myers 22 December 2013).

### **Objectives of the study**

- To know how much time students spend using Facebook
- To know effects of Facebook on their academic results
- To find out how much they are close with Facebook friends
- To check what is the criteria of students in selection of friends

This research intends to examine the Facebook effects on GCUF students. It also tries to examine the role of Facebook in building the social relations. It focuses to

know how frequently students update their status on Facebook and time consumptions.

## **II Theoretical Framework:**

The uses and gratification theory has been widely used and also is better for internet use. In the internet environment, users are even more actively engaged communication participant, compared to other traditional media. The theory focus on the consumer, or audience, instead of the actual message itself by asking “what people do with media” rather than “what media does to people”. In our study uses and gratification theory applies that audience are responsible for choosing media to meet their needs.

### **Rationale of the Study:**

Social media especially Facebook has been selected because students spent too much time on social networking websites as many people choose text messages or e-mail to someone on social networking sites instead of face to face interaction. Facebook was used most often for social communication, mostly with friends with whom the students had a pre-established offline relationship. It has been also very famous for being an entertainment among the students. Not any other media promote social interaction as the Facebook promote it.

## **III Literature review**

### **Usage of Facebook**

It seems that these days approximately 90% of the student population has some type of membership or account in the various social sites, and in this literature review we will focus

specifically on the largest social site today, Facebook. This literature review will provide information about the various effects on the students including time consumption, health, social relations, and many more.

Pempek *et al.*, (2009) found that students spend approximately 30 minutes on Facebook throughout the day as part of their daily routine. Facebook was used most often for social communication, mostly with friends with whom the students had a pre-established offline relationship. They discussed suggestions through the use of social networking sites for the development of identity and peer relationships.

Aghazamani (2010) studied the students' motivations for Facebook usage. A close ended questionnaire was directed to 595 University students who were recognized as users of the site at Karlstad University in Sweden. Their results suggest that male spend more time on Facebook than females. The appraisal showed that undergraduate students login their Facebook account more times per day than graduate students. Friendship was named the most favorite activity among male undergraduate students.

In the study of Kirschner and Karpinski (2010), they found a significant negative relationship between Facebook use and academic performance. Facebook users reported lower mean GPAs and reported spending fewer hours per week studying on average than Facebook nonusers. A majority of students claimed to use Facebook accounts at least once day. Similar results are also reported in Vanden Boogart (2006), Canales *et al.*, (2009) and Junco (2012).

Junco (2011) studied the relationship between Facebook usage and student

engagement, a construct related to positive college outcomes. Facebook was found negatively correlated with engagement scale score and positively correlated with time spent in co-curricular activities.

Junco (2012) examined the relationship among numerous measures of frequency of Facebook use with time spent preparing for class and overall GPAs. Hierarchical linear regression analysis showed that time spent on Facebook was strongly and significantly negatively correlated with overall GPA.

Roblyer *et al.*, (2010) reported that Facebook have the potential to become an appreciated source to support students' educational communications and associations with faculty. A comparison between faculty and student responses indicates' that Students are more open to the possibility of using Facebook and similar technologies to support classroom work while Faculty members are more likely to use more traditional technologies such as email.

Lenhart and Madden (2007) found that youngsters use social networks for the creation and the maintenance of friendships. 7% of the teens were using the Facebook. 22% use social network sites several times a day, 26% once a day. 49% use social network sites to make new friends, 91% using to stay in touch with existing friends. Youngsters from middle and lower income families were more likely to say that they use the sites to make new friends than higher income teens.

## IV Methodology

### Research Questions

RQ 1: Does a number of students' use Facebook?

RQ 2: Do the students take part in the activities of Facebook?

RQ 3: Does popularity works on Facebook?

RQ 4: Does Facebook come up in everyday conversation?

RQ 5: Do university students spend their time on Facebook?

RQ 6: Does the student send the friend requests whoever they want?

### Hypothesis

H 1: Number of student are linked with Facebook

H 2: Students don't like interruption during chatting with Facebook friends

H 3: Students add friends on Facebook with whom they had a pre-established offline relationship.

H 4: Using Facebook leads to lessen loneliness of a student

## V Data analysis, Discussion & Results

### Participants

Questionnaire was distributed to a randomly selected sample chosen from yousaf block of GC university of Faisalabad including 100 postgraduate students' volunteers (40 females. 60 males)

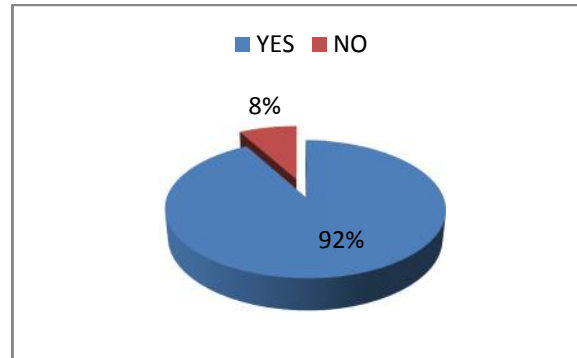
The questionnaire used close-ended questions to collect the information about the usage of Facebook among the students and how much time they consume in Facebook activities.

Additionally questionnaire included 1 open-ended question to collect users (students) concerns and perspective on the use of Facebook in building relations and their effects on their academic sessions.

### Data Analysis:

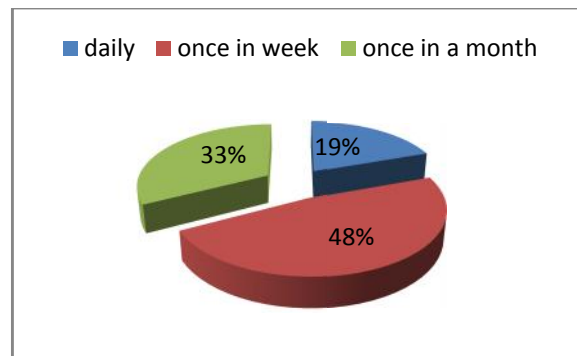
Survey has been done by using interval scale and nominal scale in questionnaire for the analysis of our data and following results are extracted.

**Graph No 1:** do you use Facebook?



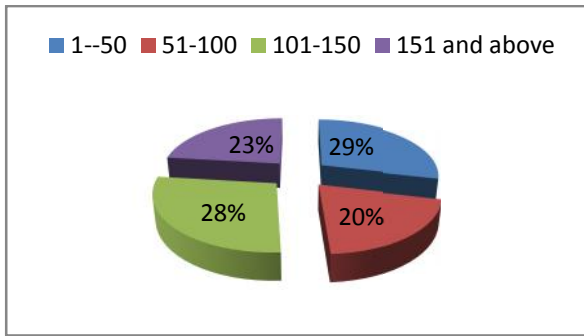
Graph No 1. Illustrates that out of 100 students including 60% males, 40% females 92% students are the user of Facebook site and 8% sample replied that they don't use this famous networking site and after analysis of this results it has been proved that male are the more user of Facebook than females.

**Graph No 2.**How frequently you update your status on Facebook?



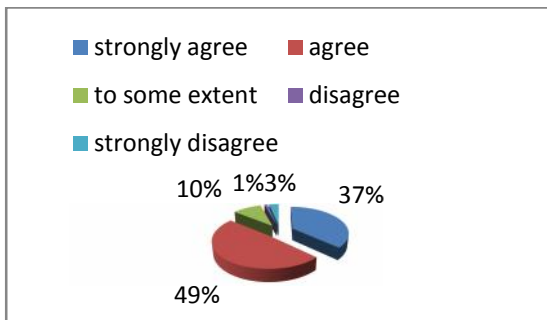
Graph No 2. Illustrates that 48% user of Facebook update their status once in a week and 33% users update it daily while 19% are those who replied they just update their status once in a month.

**Graph No 3.**how many friends you have on Facebook?



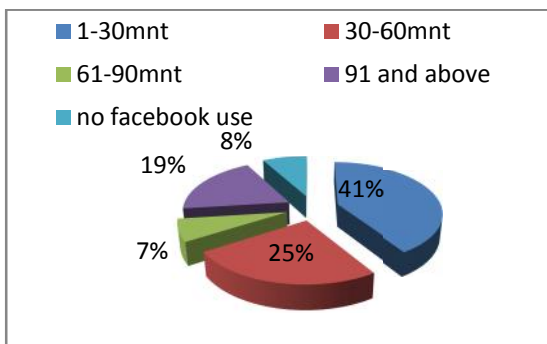
Graph No 3. Reveals that 29% students have 1-50 friends on Facebook, 20% have 51-100, 28% have 101-150 and 23% have 151-above.

**Graph No 4:** Do people like your post/updates on Facebook?



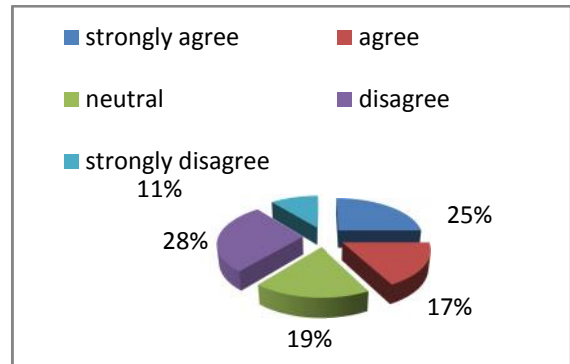
Graph No 4 shows that 49% students (users) agree on these questions that if they post/update status people do like their posts. 37% are strongly agree, 10% said to some extent, 1% are disagree with this while 3% are strongly disagree with this.

**Graph No 5:** How much time you spend daily on Facebook?



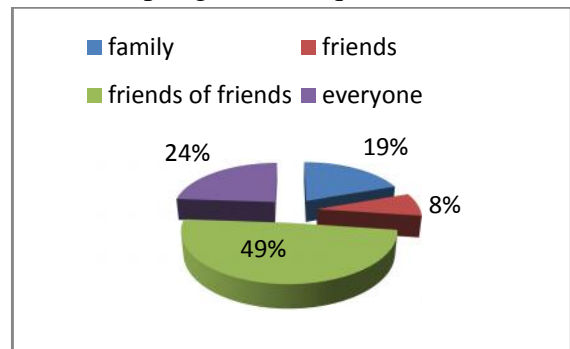
Graph No 5. Reveals that 41% students (users) spend 1-30mints daily on Facebook. 25% answered 30-60mints, 7% replied 61-90mints and 19% are those who spend 91mints-above time on surfing the Facebook.

**Graph No 6.** Do you think Facebook leads to cut off you from your real world?



**Graph No 6** revealed that 25% strongly agree on it that they cut off from their real world life while using Facebook. 17% are agree, 19% neutral, 28% disagree and 11% strongly disagree from this question.

**Graph No 7.** Whom you prefer the most while accepting friend request?



**Graph No 7:** shows that 49% users of Facebook prefer friends of friends while added them in their friend list. 24% everyone, 19% family & 8% prefers feinds

## VI Discussion

Keeping in view the objectives of our study, we have selected Facebook in social

networking sites. The core purpose of this study was to investigate practice of Facebook in time consumption and its effects in building relations & to analyse whether our hypothesis is correct or not. We selected the sample of 100 students including 60% males and 40% female from GCUF. After completion of this survey we conclude that mostly there is male user of Facebook and they usually spend minimum 40mints daily which leads to cut off them from real world and Facebook provide them a platform to make new relations and its concluded that they are agree with our hypothesis that most of the students are linked with Facebook. The study also contains research question related to the objectives of study. We have got the answers of the question after data collection through survey and judged it by the help of analysing open ended question.

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