

IMPLICATION OF FACEBOOK USAGE ON SOCIAL BEHAVIOR OF TEENAGERS IN PUBLIC AND PRIVATE INSTITUTES OF LAHORE

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ABSTRACT

Background and Objectives: Face book has become the ideal mode of socialising and keeping up to date with ones social circle. With its rising popularity, trends in social behaviour have started to change. The objectives of this study were to study the impact of social networking sites on social behavior interactions and disruptive behaviour and also to see the consequences of maintaining the privacy settings and influence of bullying on social networking sites in teenagers of Lahore.

Methods: A sample of 384 persons was collected. They were teenagers from 13-19 years of age, through a questionnaire online. 48.4% of participants were from private institutes and 51.6% were from public institutes.

Results: It was observed in our study that most of the individuals do not care about privacy while using Face book. In our study 51.9% of total participants disagreed, while 44.8% did not show any opinion and the remaining 3.4% of total participants set their privacy settings. Lack of privacy settings may predispose individuals to bullying and blackmailing. It was observed in the study that 213 (55.5%) participants stay in touch with their previous colleagues and friends through Face book.

Conclusion: Our research highlighted that 85.4% of total participants from public institutes were of the opinion that Face book never affected their time spent with their family. This research suggested that Face book is a useful and informative communicative tool as long as its usage is controlled. The concurrent research should be used as a platform to carry out further researches on the various effects of Face book especially in Pakistan.

Keywords: Face book; Privacy Settings; Social Behavior; My Space; SNS.

INTRODUCTION

In recent years, the prospect of the world has been changed into a global village. This globalisation, which has not been popular since long has led to the basis of most successful revolution of all time, that is the internet, which has become the most essential component of a person's life nowadays.¹ Its user participation is increasing day by day with the increase in number of social networking sites like Facebook, Twitter, MySpace etc.²

Since its inception by Mark Zuckerberg on February 4, 2004, Facebook has grown leaps and bound over the past decade. As of the third quarter of 2014, Facebook has 1.35 billion active monthly users with majority of its users as teenagers. With the mission "To make the world more open and connected" Facebook has become an integral part of social life of a person.³ Pakistan is a growing population and with the increase in relative ease of access to internet Facebook has become the ideal mode of socializing and keeping up to date with one's social circle.

With its rising popularity, trends in social behavior

have started to change. Thus, the question arises that whether this change in social behavior is for better or for worse. Several researches have been conducted on social networking to investigate its effects on different aspects of social behavior.

One study showed that Facebook has helped in forging new friendships and romantic relationships. Not only that, but it helps in maintaining friendships with former and long distant friends.⁴ A significant finding was its impact on university students as it helped them settle into university life by acting as a 'social glue' as well as informing them of the latest social and sporting activities.⁵ Students who had little spare time due to pressure of studies also used it for social interaction and to release their stress.⁶

However, Facebook has also been shown to promote narcissism which is defined as 'a grandiose sense of self-importance or uniqueness'. Numerous adolescents seek social support and gratification through the number of likes and comments they get on facebook.⁷ For this purpose they try to increase their friend list, even accepting friend requests from strangers which

results in an invasion of their privacy and exposes them to risks such as cyber bullying and hacking.⁸ It has also led to a new phenomenon “Facebook Depression” according to which people using Facebook excessively, feel depressed without any definite reason.⁹

Thus, the research focused on dealing with the effects of facebook on social life. The distinguishing features are that we will be concentrating on social behavior as a whole, rather than taking different aspects of it as have been done in prior researches. Furthermore, we have provided a comparison between public and private institutes in Lahore which has not been dealt with before. Moreover, not much focus has been devoted to the impact of face book on people’s lifestyle in Pakistan.

Rationale: Our aim was to investigate the implications of face book usage on social behavior of teenagers in Lahore, because its addiction leads to gradual modifications in the behavioral aspects of our lives that are detrimental to our lifestyle.

Objectives

The objectives of this study were to study the impact of social networking sites on social behavior interactions and disruptive behavior in teenagers of Lahore.

Operational Definitions

Myspace: Social Net working Site (SNS) that allows its users to create web-pages to interact with other users. Users of this service are able to create blogs.

Facebook: The name of SNS that connects people with friends and others who work, study and live around them. **Disruptive Behavior and Social Behavior Interaction:** These are behaviors, characterized by hostility and intentional aggression towards other users. **Bullying:** It is an aggressive, intentional act or behavior that is carried out by a group or an individual, repeatedly and over time against other users.

METHODOLOGY

- **Study Design:** Descriptive Study.
- **Study Place:** The study was conducted in Lahore.
- **Study Duration:** The duration of study was 3 Months.
- **Sampling Technique:** Convenient Sampling.
- **Sample Size Calculation:**

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{d^2}$$

Using the above mentioned formula the sample size was calculated as follows;

- Confidence Level (%) 95%.
- Anticipated Population proportion 0.50.
- Absolute precision required 0.05.

- Sample Size 384.
- **Data Collection:** The data was collected through an online survey, in which the questionnaire was distributed online, focusing on teenagers from 13 to 19 years of age, and specifying their type of institution. (Private/Public). The questionnaire included the Likert Scale. All the responses regarding the questionnaire were attained online and combined in a separate file, for further analysis.
- **Data Collection Tool:** Questionnaire.
- **Data Analysis:** Data was analyzed using SPSS version 20.
- Frequencies and Percentages were calculated.
- **Ethical Considerations:** The study has been approved by the Ethical Review Board of Fatima Memorial College of Medicine and Dentistry (ERB FMHCM&D).

RESULTS

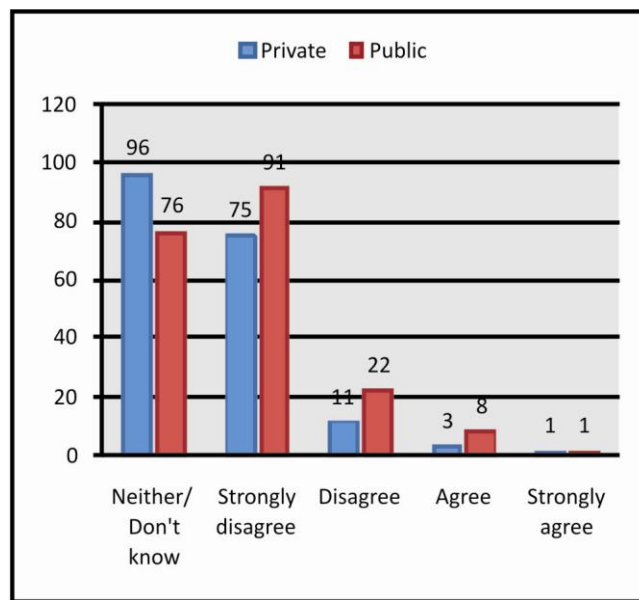


Fig. 1: Setting privacy level on Face book.

As shown in the above figure, 75 private students strongly disagreed to setting their privacy level on Face book in contrast to 91 private candidates.

As shown by the above figure, 52 private students strongly disagreed to sharing selfies for the purpose of getting likes compared to 65 public students.

When the teenagers were asked if they were bullied or abused on Face book, 60 private candidates and 63 public candidates agreed to the statement while 68 private candidates and 59 public candidates did not agree to it.

Facebook was a great medium for keeping in contact with previous friends and class fellows by 40.9%

of students from private institutes compared to 24.2% students from public institutes.

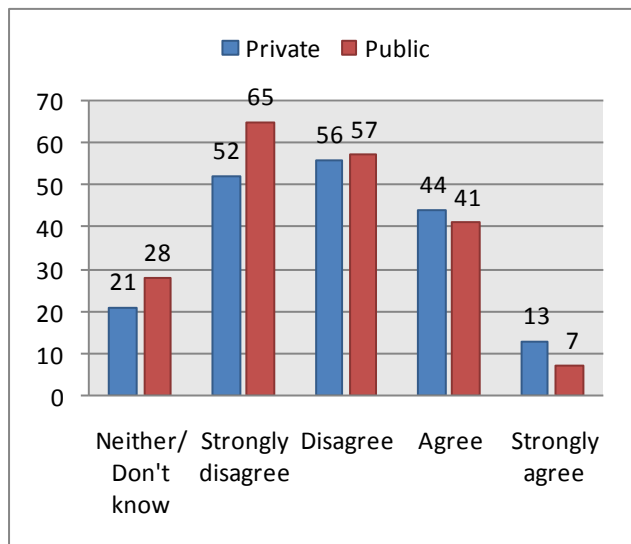


Fig. 2: Sharing selfies for the purpose of getting likes on Face book.

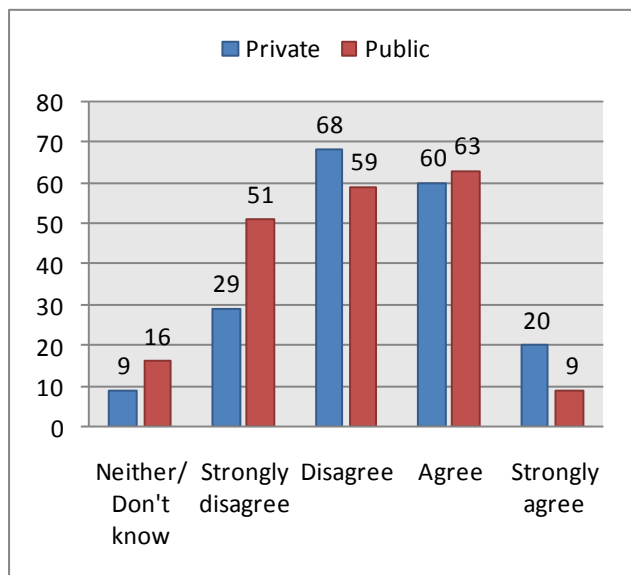


Fig. 3: Percentage of bullying/abuse on Face book.

DISCUSSION

The current study was focusing on the effects of social networking sites on the teenagers as this was the most active as well, as vulnerable group. Facebook has been chosen as a media to be studied because it was found to be the most popular form of social networking sites, especially younger generation. In our research, we chose different private and public institutes in Lahore and selected them for studying the effects of Facebook on social behavior of teenagers, age 13-19 years. In a

sample of 384, 48.4% of participants were from private institutes and 51.6% were from public institutes. Males were predominant 52.1% as compared to females 47.9%.

Table 1: Staying in contact with previous friends or class fellows with the help of Facebook.

Staying in Contact with Previous Friends or Class Fellows with the Help of Facebook	Private		Public	
	n	%	n	%
Never	6	3.2%	8	4.0%
Rarely	62	33.3%	95	48.0%
A moderate amount	42	22.6%	47	23.7%
A great deal	76	40.9%	48	24.2%
Total	186	100.0%	198	100.0%

In our study 51.9% of total participants (384) strongly disagreed, while 44.8% did not show any opinion and the remaining 3.4% of total participants set their privacy settings. Lack of privacy settings on social networking sites like Facebook may predispose individuals to bullying and blackmailing. This was concurrent with a research paper, in which researchers collected data from an American academic institute, observed that an individual’s privacy concerns are only a weak predictor of his membership to the network. Furthermore privacy concerned individuals on joining the network, revealed great amounts of personal information.¹¹

Gender differences were not observed in our study, 50.8% (195) male as compared to (173) female participants 45.9% did not set their privacy settings on Facebook. This was supported by a cohort study conducted in USA in 2010 in which they observed few gender differences in young adults approaching their Facebook privacy settings, compared to gender differences in so many other domains online. This was of great interest as difference in behavior has been identified in a number of other platforms online.¹²

Our research highlighted that, (213) 55.5% were of the opinion that Facebook is helping them stay in contact with their prior friends and class fellows. This was affirmed by a study conducted in United Kingdom which highlighted Facebook as a means of maintaining friendships and surveying the activities of old friends especially the ones they did not get to meet often.¹³

Moreover our study observed that participants were of the opinion that they did not measure their friendship by the number of likes and comments they received on Facebook. It was observed that 62.7% (241) disagreed with this statement. Our study results showed that 50.6% (93) female participants reported bul-

lying more as compared to the male participants 29.3% (59). This relationship is proportional to the intensity of Facebook use and engagement in risky Facebook behaviors. Facebook risky behavior was related to Facebook victimization and Facebook bullying, respectively as this was found by a research done in Singapore.¹⁴

Attitude like bullying and intimidation may carry negative psychological affects that may express in the form of behavioral changes, study disturbances and irritability, fortunately these effects can be minimized by educating individuals about proper privacy settings and discouraging intimidating attitude by continuous cyber surveillance and legislation.

It is **concluded** that in the current study, it was observed that Facebook was not having a significantly negative impact on Pakistani teenagers' social behavior. It was not having any unhealthy effect on relationships between family and friends. In fact, it was considered by many as a good way of maintaining friendships with old friends and class fellows. Furthermore, there were no negative personality traits that were being introduced through it such as narcissism or jealousy.

The only cause for concern was that teenagers did not set their privacy level and there was a slowly increasing trend in cyber bullying. The repercussions of Facebook are probably less in Pakistan because social media is not as popular here as it is in Western countries due to lack of awareness about it and access to it, mainly because it is a developing country.

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Authors' Contribution

UN is responsible for concept designing, methodology and analysis of the study. NR contributed in data collection and introduction of the research. QS contributed in data collection and discussion of the research.

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RESEARCH QUESTIONNAIRE

Age:

Gender:

- Male
- Female

Institute:

- Public
- Private

Since how many years have you been using facebook?

- Less than 1 year
- 1-2 years
- 3-4years
- More than 4 years

	<i>Never</i>	<i>Rarely</i>	<i>Occasionally</i>	<i>A moderate Amount</i>	<i>A great Deal</i>
1. I open facebook in a day.					
2. The time spent with my family in a day excluding sleeping hours.					
3. Facebook usage affects the time spent with my family.					
4. The time I spend interacting with my friends on facebook.					
5. The time I spend meeting with my friends in person.					
6. The time I spend in outdoor activities with my friends and family.					
7. Facebook is helping me stay in contact with my previous friends or class fellows.					
8. I change my profile picture.					
9. I update my status.					
10. I use facebook out of boredom.					
11. The frequency of my mood changes in a week.					
12. I share my emotions on facebook.					
13. Facebook affects my studies.					

	<i>Strongly Agree</i>	<i>Agree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>	<i>Neither/Don't Know</i>
14. I get to know about social events from facebook					
15. I set my privacy level on facebook					
16. I use facebook for social interaction					

17. I use facebook for entertainment purposes.					
18. I use facebook to remain updated.					
19. I use facebook for educational purposes					
20. I share selfies for the purpose of getting likes.					
21. I share personal details on facebook.					
22. I measure my friendship by the number of likes and comments, I get on facebook.					
23. I delete, unfollow or block people from facebook occasionally.					
24. I accept friend requests from strangers.					
25. I have been bullied or abused on facebook.					
26. I use facebook as means of stalking people.					
27. I feel jealous when I look at the activities on my friends profiles.					
28. My self-esteem increases by the number of likes and comments I get.					
29. Electricity loadshedding has increased my facebook usage.					
30. Without facebook, I would not remember my friends' birthdays.					
31. I use facebook because it's a trend.					