

# Analyzing the implications of Social media usage on the university students in Pakistan: An Empirical Investigation

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**Abstract:** *The usage of Social Media has become an integrating part of our modern civilization which is based on the applications and websites to enable the users for creating and sharing the information or content via social networking participation. This study is concerned to assess the impacts of the social media usage by the university students as they adopt the different applications during their study career in university, hostel and outside. For an empirical investigation survey questionnaires were used to collect the in which data 215 students ensured their response as they use the social networking applications including Facebook, YouTube, Twitter, and what sup. The findings revealed the impact of social media effect on the university students by means decreasing and influence their contribution in the development of learning, efficiency violation, bad socialization, addictiveness, impact psychologically, vitiate time management, ethical and health related issues. This quantitative research drew a random sample (N=215) of males (n=180) and females (n=35) who were administered a student perception questionnaire on how social media affects university students. Results indicate while most students use social media and spend several hours checking social media sites; there was a negative aspect to university students' use of social media. This research contains the cross-sectional study, random sampling, and follow the SPSS-18.0 to interpret the data. Moreover, this study is confined within a university and it requires following the longitudinal and reinterpretation of the research due to the human dynamic behavior and nature.*

**Keyword:** *Social media, Implications, Students, Addictiveness, Social deviance.*

## Introduction

Social media implies the social networking to sustain the relationships between network and users and it electronically communicate to facilitate interaction based on certain interests (Younus, 2018; Mahadi, et al., 2016). It is basically a collection of internet based applications which facilitates the easy and cheaper exchange of content generated by users. The term social media refers as an important link preferably present between networks of people as it develops some kind of relation between the members of the society and government that will enable them to survive in society by a digital government as keeping in touch with one another in order to gain knowledge about one's surrounding (Mossberger, et al., 2013; Bryer et al., 2011). Social media is based on different technologies and broadcasting to help social interaction, create possible communication, connection and narrow down distance between business men and stakeholders. Social media is consisted of mainly video sharing, audio chat and texting tools, networking sites including: Facebook and twitter and much more (Mossberger, et al., 2013; Bryer et al., 2001).

Since the last decades many students and young adults have been habitual to use social sites and it came to be adopted as a culture in the contemporary society and it became as an integrating part of life. It is argued that use of social media empowered learners in the field of education (Primack, et al., 2017). Social media widened its scope and use due to speedy acceptance technology and multiplication of the internet users across the world and the use social sites also empowered in the field of education (Primack, et al., 2017; Wang, et al., 2011). Social media made a notion to all that how people interact and know others and maintain an easy interconnectivity to share the ideas and receive and adopt the others viewpoint (Raut, and Patil, 2016). People create a condensed society and a global village to this world via adoption the digital technological applications and impact the contemporary living structure and assist each segment and institution of life as social, economic, political and educational field (Tess, 2013). Social media is highly adoptable and increasing in use in the higher educational sectors as universities where instructors pursue the technology to mediate in the way to enhance instructional approach and ensure students promote active learning (Tess, 2013; Wang, et al., 2011). Social media provides every information related to education and allow students to use internet and other medias to empower themselves with the information of the world and exchange ideas and information (Chugh, and Ruhi, 2018; Tess, 2013).

Two schools of thought always remained in debt to acknowledge the social media as an unfavorable and favorable for users concerning wastage of time, vitiation of efficiency and positive contribution violation, emergence of health, ethical, psychological related issues, and mismanagement time (Wang, et al., 2011). However, the positive and negative impacts of the social media dependent on the students' use the applications accordingly and the rising use of the social media is a rapid process over last decade (Lusk, 2010). In this contrast, it is perceived by the numerous researches majority of students fail to benefit the social media and it is considered as the use of the social media to become the unsafe for the teenagers (Alkaabi, et al., 2017; Rithika, and Selvaraj, 2013). Based on the above statement we can say that social networking sites may badly affect the academic life and learning experiences of the student. Internet usage has been increased in the lives of adolescents and teens' use of internet multiply its use which surpassed 75% in 2000 to jump upto 93% in 2009 (Lenhart et al., 2010; Lusk, 2010). According to a research Nielsen Media

Research Survey highlight 25% students spend their time on social media use and it impacts on the academic and social lives of the university students (Jacobsen, and Forste, 2011).

Adoption of students' interest for using the social sites in the purpose to get knowledge but it also makes parents worry relating to children's use of social media applications like Facebook, YouTube, and twitter to devitalize the time and vitiate their human capital and behavior (Manca, and Ranieri, 2016). It is perceived the social media tools as the waste of time and risk to privacy and weakens and violates the traditional role of students and teachers and mitigates the integration and coherence in education process (Manca, and Ranieri, 2016). In a survey and research students usually use the websites at bedtime that face them sleeplessness and mentally confusion and the use of social media impacts on their learning (Nasirudeen 2017; Raut, and Patil, P. 2016; Jacobsen, and Forste, 2011). Huge population adopted social media in which young adults at the surpassing limit whereas Students in majority apply the Facebook in mainstream followed by YouTube and Twitter in which five hundred million users of Facebook and 50% login their accounts and 99% students use the social media applications (Chugh, and Ruhi, 2018; Njoroge, 2013; Akyildiz and Argan, 2012).

### **Literature**

Based on the different technologies and broadcasting social media assists in the way to sustain the social interaction to create social networking to share audio, video, and text via twitter and Facebook etc. and it remained a bridge in the educational process as well (El Bialy, and Jalali, 2015; Bryer et al., 2011). Media always narrow down the distance in education institutions beyond classroom boundaries to develop a bridge between the learning of formal and informal means and it engaged students deeply with the educational content outdoor the classroom (El Bialy, and Jalali, 2015). Students' access to social networking sites is a common phenomenon and daily basis task to be used by them and the widened use of smartphones made it approachable and a customary among students (Nasirudeen, et al., 2017). Social media impact the academic performance of students and violate the contribution and role effectiveness of students (Azizi, et al., 2019). In this return, the use of the applications of the social media impacts the students' academic performance that results because of the overuse of the social networking. The result of the current study represent that the university students use the social networking and internet at an excessive limit as such overuse deeply violate the contribution of the students' academic performance and the low degree of concentration in classroom and mismanagement of time to maintain their study also emerge in this regard (Azizi, et al., 2019; Upadhayay, and Guragain, 2017). Likely, social media has a heavy influence on the student and his/her academic performance and it becomes the threat to various opportunities and degrades the study career of a learner and reduce students achievements (Chen, and Bryer, 2012). In the numerous fields social media as an addiction impact the students' academic performance and it require more research and social scientists must apply initiatives to drive out the social media implications on the students' physical and metaphysical aspects and produce the recommendations to halt the overuse of media by apply the diverse strategies on the basis of research enquiry.

The use of social media as an addiction allows the emergence of the characteristics as failure of assessment of the real problems of life, ignoring oneself, concealing adoption of behavior based on addictiveness, and gives birth to mental related issues and lowers the capacity of intellectuality and effective decision making. Social media impact the users with ignorance fact and developing an attitude of mental disorder and addictive behavior (Guedes et al., 2016).

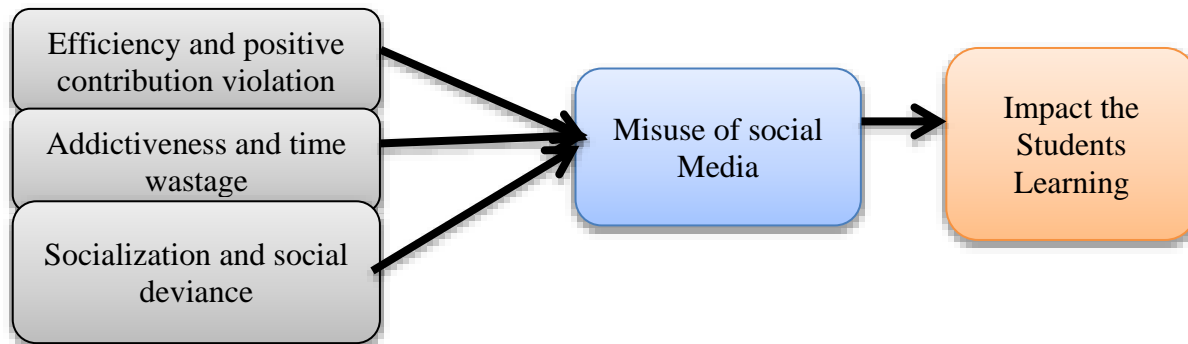
On the basis of dynamic psychology theory highlights the psychological shocks and deficiencies of emotion, traits of personality, and psychosocial status are because of the addiction of social networking (Azizi, et al., 2019). The impacts of social media usage creates negative traits and implications on the users health which result the poor quality of sleep to influence the psychological consequence and neurobehavioral lead poor performance and miserable health conditions (Afandi, et al., 2013).

Number of research argue the impact of media usage on the users health as the students overuse the face the negative effects in the form of poor quality sleep, stress, tiredness, anxiety, headache, difficulties in concentration, psychological distress, and Depression (Keles, et al., 2020; Dhir, et al., 2018; Richards, et al., 2015; Afandi, et al., 2013). Social media has a deep impact on the socialization of users thus dissemination of unethical audio, video, photography and visual text massively influence the students and vitiate their ethics and moral values. The ethical implications emerge by means of harmful dual relationship, sharing and uploading pornographic and other unethical video that may lead make user an addictive (Mushtaq, and Benraghda, 2018; Daston, et al., 2013). Moreover, the overuse of social media adoption among students were addicted with electronic crime, cyber-bullying, socialization bad habit, acceptance of allied culture and mode of life, laziness, pornography, prostitution, social ethical disobedience, and fraudulent (Mushtaq, and Benraghda, 2018; Eke, et al., 2014).

Obtaining the useful use of social media in order to escape its implications on the health, psychology, human capital, and preservation of time and efficiency to violated due to the misuse of media in which certain recommendations can play significant role to make the social media application in the best interest of students' academic career and performance. Social media is recognized as a key agent and tool to change the behavior of users whereas number studies support the idea influence of social media on students' attitude and behavior to be manipulated accordingly (Njoroge, 2013). Henceforth role of social media can play a significant role to change the student behavior in which a campaign must be launched to mobilize the ethical use of media and different measures to be adopted to avoid the harmful dual relationship of students (Daston, et al., 2013; Njoroge, 2013). In addition, there are number of recommendations which can be enumerated as below to assist the halting of the misuse of the social media usage by university student.

Promoting the tradition learning mechanism and bookish study must be given priority to substitute and prefer students to adopt the internet based learning and it becomes a challenge to change the traditional learning in spite of digital amelioration which sustains its significance in the prevailing digital age (Asabere, 2013). In the contemporary age of human civilization internet consolidated itself powerful in the way of communication and transaction of business and learning hence strict codification must be developed to control the sharing and uploading unethical and immoral material within the university boundary. Moreover, mobilizing the social campaign for abstain the overuse of social media and highlight the negative impacts of misuse of media on human nature and overall development and personality. Celebrating a free day from the use of social media, find the treatment of addiction and dependent on the social media adoption, religious and ethical lesson must be promoted towards the best use of time (Liu, and Ma, 2018; Daston, et al., 2013)..

### Conceptual framework model



### Conceptual framework model of this study

#### Research Questions

Based on the earlier literature and the nature, proposed model will try to produce answer of two research question that match to discover the empirical notion of the current research.

RQ1. How social media use can impact the students learning and such repercussion lead to affect the learning outcome and personality development of a student?

RQ2. How university can manage the situation to encounter the misuse of social media and motivate the learners' outcomes in their studies?

#### Hypotheses development

**H1:** Efficiency and positive contribution violation of social media (ECV) have a positive effect on the Misuse of social Media (MSM)

**H2:** Addictiveness and time wastage of social media (ATW) have a positive effect on the Misuse of social Media (MSM)

**H3:** Socialization and social deviance of social media use (SSD) have a positive effect on the Misuse of social Media (MSM)

**H4:** Misuses of social Media (MSM) have a positive effect on the Impact the Students Learning (ISL)

#### Study Objectives

- To examine negative impacts of social media on students.
- To know the changing personality and attitudes of University students through social media.
- To investigate the results of social media on the grades of University students.
- To analyze the health issues and psychological problems of University students produced through social media.
- To examine the effects of social media in detachment of University students from family members and society.
- To know the impacts of social media on the income of University students' parents.

#### Theoretical Background

The theory was created to understand and understand the phenomenon and challenge it under the assumption that it is bound to existing knowledge. This theoretical framework explains the theory of why research problems exist (Abend, 2008). The theoretical predictions are derived from equations (mathematical models) or logical derivative theories, and such equations or logical schemes do not rely on any previous assumptions that may also have an impact. Therefore, the purpose of theory is to provide a way to develop mathematical, analytical, or descriptive models that predict outcomes that are counterintuitive, non-classified, ignored, or difficult to achieve (Kenneth, 2016).

A theoretical framework consists of concepts, definitions, and references to academic literature that apply to a particular research. The theoretical framework should be a roadmap for studying the subject concepts and should be relevant to a wide range of knowledge areas. It is not easy to find a theoretical framework for further research. The model, research and literature are reviewed

to provide an appropriate theoretical framework for the problem to be studied. The choice of theory must depend on its appropriateness, simplicity, and explanatory power.

To conduct a research on the problem it is important to use social lenses to investigate the nature of the problem. These social lenses are recognized as perspectives. The perspectives are of different kinds and used in different manners by the different sociologists in the field of sociology. Researcher sought to link the sociological paradigms and the micro- and macro-levels of theories to the events of this study, and titled "A Critical Analysis on Social Media Usage and Its Impact on University Students and the data collection remained in Focus on from 2019 to 2020" this study has its roots in the interaction perspective of sociology. This perspective is concerned with the daily interaction of individuals with one another in society. The proper work of this theory can be related to this study that every individual interact through social media in order to bring social order, social maintenance and social stability in society. However, in case of negative interaction through social media can damage the social fabrics and result into social order in society. Current research focuses on studies of social issues that have been found through research that the world has largely transformed its personal interactions into media interactions.

### **Research Methodology and design**

The purpose of this chapter is to introduce research-based research hypotheses and research strategies and empirical methods. In this work, the methodology includes the interpretation of research design, types of research, the universe, model, sample size, data collection methods, sampling, data analysis, analytical methods, preliminary tests, coding, statistical analysis methods, and interpretation of research results. The purpose of the dissertation is to develop a good understanding of the use of social networks and their impact on university students, focusing on implications on their study. This requires a thorough study of the use of social media and its impact on University students.

It focuses on the positive and negative effects of social media. Establish awareness among the population about its impact. The factors that make the social media misuse appear to have a positive effect. In addition, the study provides a better understanding and application of social media for students' bright future. However, university students in pay great attention to this work. Generally, the quantitative method of research was used to critically analyze the impact of social media on university students. This is a method of research by purpose and method. Collection of data for verification of hypotheses related to research included.

### **Sampling process**

A randomly selected sample of (n=215) University students were selected through sampling technique and online survey method, researcher personal participation, and role colleagues were applied with total age range between (25 to 34) through students of the university in Sindh. A sample is representative when it accurately represents the population under study in proportion. In order to draw reliable conclusions from a study, the sample used for the study must represent the target group. There are several ways to achieve that, and random samples are often "justified, statistically correct" (usually the most expensive) quota samples (selecting respondents who meet specific circumstances such as demographics) are effective and still reliable.

In the distribution list it may seem cost-effective, but poor quality lists and low response speeds can cause misleading and unreliable results (Paul et al., 2012). In this study, respondents were sampled from various areas and data was gathered by survey item from the students. Moreover, respondents' privacy was ensured and distributed 276 questionnaires and feedback remained 215 and remaining 61 students sustained outliers and missing data filling appropriately. It is suggested the researcher to pursue the longitudinal study to reinterpret the data due to the limited time for such important research and dynamic nature of a human behavior as the it was decided to take samples from the university students.

Sample is a process of selection of a population that represents the entire population. Selection does not mean to target all targeted populations but to select a part of the targeted population for research. The sampling method was used to measure sampling samples, which were measured in multilevel, stratified clusters. The sample includes a student's profile, their financial situation, the channels they use social media in, and the benefits he / she gains from using social media.

### **Data collection and analysis**

In the way to collect data online distribution of questionnaires to respondents, role of colleagues, and personal participation of researcher were followed. In initially research acquainting students to distribute the survey item by online means as they use social media collect the sampling and secondly, colleagues of the researchers as coauthors and other friends supported the study to gather the facts and figures. Finally, researcher personally, contacted students at hostel, department, and canteen to be filled the items by the respondents. Participants were instructed to read all the instructions before respond to the questionnaire and without skipping any statement and they were took into insurances to maintain their privacy at any cost relating their participation and the data collection was carried out by means of questionnaires from the students of graduation to PhD level. The designed questionnaires were written in English language and more clarity was followed to be comprehended.

For the data analysis 215 questionnaires were bought in use and respondents feedback restored by filling the research items online means. Moreover, SPSS version 24 was adopted and hypothesis tested through regressions and correlations. The research is confined to university students to use social media as to negatively impact on their study process. Based on the data analysis it is investigated that all independent factors Efficiency and positive contribution violation, Addictiveness and time wastage, and Socialization and social deviance, impact the Misuses of social Media which influence the Students Learning badly.

The analysis of the data contained that data collection and presents the relevant findings. This study encompasses the frequency, standard deviation, and statistical tests to evaluate the significance of results and survey questionnaires to be answered and each population's survey was analyzed. Moreover, pre-testing data collection and analysis of data was followed in order to meet the due result and interpret the dynamic nature and it assists to eliminate the misunderstanding before to reach the final survey. The items of the constructs codification was carried out via applying the SPSS application and the variables included with their respective code of each survey item. The Statistical Methods of Analysis pursues percentage to each question and respondents' percentage to be participated and for the data analysis 215 questionnaires were used for final interpretation and hypothesis tested through egressions and correlations.

**Results and discussion**

This research contains the quantitative and survey based research that encircles the cross-sectional study. All hypotheses relating to this study maintain positive relationship of independent constructs with the mediator, and its criterion variable. The determinants in the prevailing study show the positive relationship as ECV, ATW, and SSD with the mediator MSM whereas the mediator impact the dependent construct Impact the Students Learning (ISL) positively. In this study data was collected from the students regarding the use of social media and their alternative implications on their study and assessing the use of time in this regard. In addition, this type of study was carried by the numerous researchers with light diverse in nature of the study and research area in which implications of the social media usage on the students was calculated in the form of addictiveness of the use of social networking, time mismanagement, poor performance in class, socialization of deviant behaviors, and giving birth relating to health and ethical issues (Nasirudeen, et al., 2017; Upadhayay, and Guragain 2017; Njoroge, 2013). The findings of this study reveals that efficiency and positive contribution violation, addictiveness and time wastage, and socialization and social deviance have impacts on the misuse of social media and misuse of social media ultimately impact the students learning. In the way of data collection Five point Likert scale was used in which five points included as 1- strongly disagree (SD), 2- Disagree (D), 3- Neutral (N), 4- Agree (A) and 5- Strongly agree (SA). For the testing the validity of hypotheses correlation and regression analysis has been used.

Variables	Description	Frequency	Percentage
Gender	Male	180	83.7%
	Female	35	16.2%
Age	21-30	186	86.5%
	31-40	29	13.4%
Education	Master/Bachelor	189	87.9%
	M.Phil/ P.hd	26	12.0%

Table 2. Demographic characteristics

Out of 215 used sampling contains 180 males (83.7%) and 35 females (16.2%) students as these usually were the users of the social media on the daily basis. Moreover, there were 87.9% the graduate and master level student that highlights the majority users and users' age remain between 21-30 as these were also affected with social media addiction.

Survey Items	Mean	SD
Q1: Social media impacts my Efficiency and positive contribution (ECV).	3.641	.9653
Q2: Social media use reduce my influence to produce output in my study (ECV)	3.5478	.84661
Q3: I expect to use of social media vitiate my skills and investment of my efficiency and effectiveness to produce in my examination hall (ECV).	3.7465	.85142
Q4: I envision social media misuse is the general acceptance in our university colleagues and I feel it impacts on my academic performance (ATW).	3.7324	.84534
Q5: Social media always became an addiction of my classmates and other colleagues of the university (ATW).	3.6653	.85540
Q6: The addiction and excessive use of social media impaired our discipline, study management and other learning tempo (ATW)	3.6675	.84760
Q7: The misuse of social media impact students' mental approach and psychology in the form of stress anxiety, tiredness, depression, and loneliness (SSD).	3.6756	.84670
Q8: The use of social media provides an easy access to unethical and immoral video, audios, and text to students (SSD)	3.7410	.765451
Q9: It would perceive that adoption of social media halts the personality development and lower down the learning process (SSD).	3.7857	.75743
Q10: The misuse of social is surpassing to benefit from the social networking (MSM).	3.8659	.76569
Q11: The majority of students purpuse the social media usage towards the unethical and unsuseless purpose (MSM)	3.8645	.74234
Q12: The perceive the majority of students are unknown to the best use of the social applications	3.7658	.78556

and they are unknown to benefit from the technology (MSM).		
Q13: My colleagues complain the use of media impact their study and reduce the learning capacity (ISL)	3.7524	.74503
Q14: The periodical and frequent use of the social media remained the cause of our lower class reputation and learning skills and it also hamper the students cramming and preparation for final term (ISL).	4.0543	2.67245
Q15: the most significant and qualified people suggest to sustain the avoidance to use the social media during study career and complain the harmful implications of its use to meet the success of a competitive examinations (ISL).	3.8565	.76650

Table 3. Survey items, standard deviations and mean

The correlation assists to find out the relationship of the constructs and it implies statistics to measure the degree relation of two variables to each other. In this perspective, an inquiry has been carried out to find out the relationship of independent factors and dependent factor by means of Pearson’s correlation. In this this study results show a significant relation at the 0.1 level that highlight the factors to support the conceptual frame model and all factors remained significant with the criterion variable.

	ISL	ECV	ATW	SSD	MSM
ISL	1				
ECV	.595	1			
ATW	.546	.515	1		
SSD	.530	.476	.463	1	
MSM	.543	.562	.554	.535	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 4. Pearson Correlation

The correlation of all proposed variables remained between (.463 to .595) in which correlation of ECV (.595), ATW (.546 .515), SSD(.476 .463), and MMS (.564 .534) confirmed. The highest relation persisted in the variable (.596) whereas the lowest correlation sustained (.554 .535). Multiple regression highlight the influence of the variables relating independent to dependent construct and it assists to test the hypothesis and it used to predict the value of two or more variables.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.799	.297		-2.687	.008
	ECV	.380	.081	.283	4.680	.000
	ATW	.344	.080	.255	4.316	.000
	SSD	.257	.075	.198	3.415	.001
	MMS	.218	.090	.153	2.411	.017

Table 5. Regression analysis

In this research 215 respondents sustained their feedback that aided to meet the empirical study. The majority students supported the adoption of social media use by students and this study pursues the cross section which is recommended to apply the longitudinal study in order to reinterpret the users’ intention due to dynamic nature human behavior. Among the users there were 87.9% were graduate and master students level students studying at University level. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. The extant study highlights that all proposed variables supported and recommended researcher to expand the limitation and range of research at Pakistan level in order to drive out the social media use and its implications on the students. Moreover, it is recommended the interpretation of social media users other than students as teacher, citizen, and students at secondary and college level and its impacts on the their respective users to be brought in investigation.

**Conclusion**

Social media highlights an important link relating to networks of people and develop relation between user or member of society to enable them to maintain a deep proximity with one another in order to gain knowledge about one’s surrounding. It is noted in the study that internet use in fact became a revolution but the adoption of social networks surpasses to remain unsafe the teenagers. Social media relies on the applications and websites to make able users to create and share information through participation via adoption of social networking including Facebook, YouTube, and Twitter, and what sup. In the findings of the existing study reveal that social media usage became the cause of violation of efficiency and positive contribution of students studying at the university and it sustained addictiveness and time wastage, and social deviance which results the misuse of media and it impact the students’ learning.

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