

THE IMPACT OF SOCIAL MEDIA (FACEBOOK) ON STUDENTS' TIMINGS AND PARTICIPATION IN FAMILY ROUTINES

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Abstract; Social media is one of the most influential components that are interfering in the students' life at an alarming rate. Many research studies have been conducted on the behaviour, personalities, and perception of students, whereas, this research study has focused the impact of social media specifically that of Face book on the students' timing and participation with family members in different activities. The focus of this study is limited to the Faculty of Social Sciences, University of Peshawar which is the major university of the province and has a diversity of students. This study is quantitative in nature, whereby the researcher has adopted quantitative procedures and techniques used for sampling, data collection and data analysis. All the graduate and post graduate students of social sciences both males and females, who were stay connected to Face book for three or more than three hours in a day were the target population of the research. From the total of 2800 students, a sample size of 300 was selected while the data was collected through structured questionnaires by simple random sampling method. The primary data was analysed and inferences were drawn in the form of percentages and frequency distribution. The theoretical framework was discussed in the light of technological determinism theory having strong relation with the core concept of research study. The findings of the study in relation to hypothesis and objectives show that excessive social media usage, specifically Face book has negative effects on students timing in way that their participation in family affairs has reduced. Excessive users must have to with draw themselves by limiting social media and Facebook gradually. Finally, the cost and benefit analysis must be made before setting account on any social network sites.

Keywords:

INTRODUCTION

Social media is growing with a lot of social networks which is changing the current social phenomena rampantly (Gibson, 2008). This platform is very easy for availability and every one can access it with little restrictions. Commonly, Social media reflects the educational, political, economic, familial, and other social aspects of society very prominently (Smith, 2009). The decade we are passing through has been revolutionized by social media specially Face book through their widespread contents such as Photos, literature, and videos (Boyd. 2000). The popularity of Face book has grown since 2004, chiefly since large number of users have subscribed Face book. In this connection, eighty five per cent of undergraduate students are still using Facebook across the world (Guynn, 2012).

This figure is on rise as more students are making their accounts on Facebook which leads to their polarization in social life. Along with Facebook the users of Youtube are also growing which is showing that social media encompassed the lives of subscribers (Wang, 2012).

The students are cyber socializing which leads to social media addiction in a way that students avoid social relationships with whom they are in actual social ties. The students' interaction with family, which is very important for seeking socio-cultural maturity, has changed to Face book to Face book interaction (Poellhuber, 2011). The students are experiencing Facebook very badly as they come across with different contents at the same time. Similarly, a study suggests that 22% of nine and nineteen years old, daily and weekly users have accidentally

ended up on a site with violent photos (Livingstone and Bober, 2005). Along with this it has been found that using internet for too much time, visiting markets, and other homes are predictive behaviours associated with expose of sexual material on internet (Li, 2006). Some of the research shows that offline bullying increase in middle schools but online persecution occurs later and continues in to High schools (Wolak, 2006). According to a research study conducted by Shankar (2010) that in total of one Hundred and Five students only five percent are using Face book for academic purpose). Kuppuswamy (2010) pointed that social networks attract total attention of students and manipulates them towards unsuitable actions. They are wasting their time in unsuitable activities such as useless chatting; time killing by random searching and not doing their jobs. According to research studies, 90% of the college students are using social networks. The innovation in micro technology has introduced small devices and android phones through which social media are accessed by multitude of students. The positive sides of social media could not be denied, but the bad effects it have on young students is very dangerous. The easy availability of social media on every android sets are inviting every student for addiction, which is having bad effect on their academics (Nalwa,, 2003).

Students are the pillars of strengthening the social worth and are the major determinants of type of social capital possessed by a nation (Whiting, 2013). A large number of students are using various networks in social media. Therefore Parents, teachers, and administrative staff in their institutions are facing unexpected behaviour, reactions, attitudes, and the students by themselves are unconscious about their distraction from their real life goals. It is the need of the hour to investigate the effects of social media on students. It is very necessary to analyse the effects of social media on students in universities. Apart from various levels of media influence on personalities, behaviour, perception, and communication the current study intends to portray the effects of social media, specifically facebook on students.

Statement of the Problem

Social media has both positive as well as negative consequences. Pakistan is a Third World country, having multifarious problems. Pakistan is the country having low higher education ratio and only 5.1% population of age group 17-23 are enrolled in higher educational institutions of Pakistan (Dawn, 2011). Along with other issues, their prospective intellectual segment of population is getting addicted to Facebook. Students are the future of a state, and a nation's progress depends upon them. Social media and academic performance are interrelated and change in one leads to change in other (Junco, 2012).

This research study determines the impact of social media, specifically Face book on the students' timings for family and their participation in the family affairs. The study intends to uncover why the students prefer social media despite their real contact with family members. It can distort their thoughts by widespread observation to different cultural practices. There is no proper restriction to limit the use of social media in Pakistan, hence the content has no parental guidance and is not age specific. They surf for more time on social media. Various researches have noticed the impact of social media on students' social life like morality, deviance, behaviour, and personality. This study is only limited to the impact of Facebook only because there are more than hundred kinds of social networks, which makes it difficult for researcher to measure the impact of all such networks in this single document. Therefore, Facebook is focused because of their omnipresence and excessive usage. The objectives of the study were to know whether Excessive Face book Usage limits students Timing for Family and to study the Impact of Facebook on students Participation in Family routines.

REVIEW OF LITERATURE

The technological determinism theory covers the technical aspects of media that how such technical sides influence the users. It was presented by Marshall Mcluhan in 1962 which had a great influence on the reaction of media in masses. Mcluhan work has been acknowledged by Fordham University and association was made in order to consider its different effects that media have on masses.

This theory expresses that media technology guides our thoughts, actions, habits and behaviours. It tells us that masses act and behave according to the messages that are transmitted through that particular technology. The Radio technology for transmission of news and other contents only deals with the sense of hearing. In addition to this, Television deals with auditory and sensory senses of the viewers. The information that is received through these two senses is transferred in the same way to others. The common people will adopt the medium through which they are influenced by media. The masses do not behave freely, but the way in which the society uses methods for communications they do follow such pattern and behave accordingly. Technologies have framed the behaviour and habits according to their makeup. This theory points that the users of media will feel and act the same way as they are getting messages and inputs from media. It further elaborates that when new media technology come into existence, it changes the culture and society very sharply (Davis and Baron, 1981).

METHODOLOGY

This study has been conducted in a public sector university of Khyber Pukhtunkhwa. Since, covering and accessing all universities of province was very hard for a single researcher. Therefore, the population has been delimited to university of Peshawar, which is the major university of province and enrolls a diversity of students. Among all faculties, the researcher has selected students of social sciences since they responded well. All the graduate and post graduate students of social sciences both males and females, were the target population of the research. In order to identify access population, the researcher conducted initial survey of the total students. The questions such as name, age, sex, semester, day scholar or border, and time spent on surfing social media, specifically facebook were asked in initial survey through Simple Random Sampling. After survey report, the researcher collected data from identified population through structured questionnaires (Jessica, 2009) from those students who were using Face Book excessively. After data collection, data has been fed in SPSS for

drawing inferential percentages and frequencies, which was later analysed in the light of the literature cited.

Total population	Target population	Sample size	Method of sampling
14060	2800	300	SRS

Sources: QEC University of Peshawar

1. Effect of Facebook usage on timing for Family

It has been found that the most common medium for interaction with family is cell phone and Facebook. The female students are using Face book through cell phones for interaction with other females back in their homes. The interaction level with parents is same in both males and females and qualifies only 24%. In family, the interaction with mothers is very high through mobile phones. In this regard 61% of the respondents claim their contact with mothers, while 18% communicate with their fathers (Mahwah, 2008).

Table 1: Facebook and timing for family

Yes/ No	Frequency	Percent
Yes	226	80.7
NO	54	19.3
Total	280	100.0

The table above discuss about the agreement or disagreement of respondents in reduction of timings for family because of excessive Facebook usage. From a total of 280 students, the frequency of 226 i.e. 80.7% marked positively, that it had reduced their timing for family. 54 out of 280 respondents, i.e. 19.3% denied its effect on their time for family.

2. Interference of excessive Facebook usage on students' participation in family

According to Gallup survey (2002), responses from 76% adults show that family gatherings in past were more in practice in contrast to today new media age. Students, who spend longer hours on social networks online, can lose their close relationships which develops communication gap within family members. On other hand, the use of social media can have

adverse consequences such as unhealthy relationships outside the family (Lewis & West, 2009). Another craze among some students is that for gaining popularity, through which information is shared, statuses are updated and profiles are edited. All these repetitions lead to regular checking of account which further leads to internet addiction (Bolton, 2013). Students are investing too much time on social networks and it creates mistrust between relationships including family and friends. They are getting less time for friends and family members, which in turn generate misconception and adverse emotions towards each other. It further results in isolation, embarrassment, security, and privacy risks (Agosto and Abbas, 2013).

Table: 2 Facebook Interference in Family of respondents

Interference in timing for Family	Freq.	Percent
I do not share meal with them	66	23.6
I cannot adjust time to sit with them	74	26.4
I do not join them while going for an outing	77	27.5
I could not join them in family functions	43	15.4
Any other	20	7.1
Total	280	100.0

The table discuss about the impact of excessive Facebook usage on students timing for family. In total of 280 respondents, 66 students which mean 23.6 % stated that they are not sharing a meal with them. Further 26.4 % pointed that they could not adjust time to set with family members. Moreover, 27.5 % stated that they are not joining their family members on going out for a visit. In the same manner, 43(280) students having 15.4% discussed that they are not joining their family members family functions. Only, 7.1% stated other effects that excessive Facebook usage has upon them.

CONCLUSION

The research study suggests that excessive users must have to with draw themselves by limiting social media and Facebook gradually. Social media and Face book should be logged in appropriate timings and its usage be limited to age and need. Costs and benefits analysis must be made before setting account on any social

network sites specifically on Facebook. Pakistani media and regulatory authorities need to play their positive roles and they have to set and practice such policies which are in accordance to our religion and culture. Though, every user has to impose self-censorship by themselves, but a general parental control be implemented to limit the content of material available to masses. The Freelancers and fashion designing business promoters need to design content which is culturally appropriate. Seminars and campaigns must be arranged in order to stop the misuse of social media and Face book. Students must be trained for better usage of social networks. Universities need to develop such site which filters the contents shared on social networks in universities premises. This will prevent students from propagandas and other irrelevant contents of social media. Parents and other relevant authorities must have to monitor the activities of their students in universities. Cyber policies must be set in education ministry for limiting social media specifically face book only to academia. The government, through the Ministry of Education, should maintain the regulatory role in setting out policies on Internet Use with social networking use as a sub-section to be implemented and enforced in private and public secondary schools across their areas of jurisdiction.

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