How Facebook Addiction Affects the Personal Life of Addict Students and their Family: A Case Study of Pakistan

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ABSTRACT

Facebook has become an integral part of the routine activities of almost everyone now days. Excessive use of Facebook can cause its addiction to the individuals. The study has done to identify consequences of Facebook addiction on victims and their families. Methodology applied for research is qualitative research following case study method. Data has been collected from 22 respondents via semi-structured in depth interviews of 20-25 minutes of Facebook addict students and/or their family members of Punjab and analyzed in software NVivo version 11 to apply Word Frequency, Text Search and Tree Map queries after thematic analysis. Facebook addiction can cause various difficulties and troubles for not only addict students but also for their family members, that may include social and personal problems. This study has found low performance in study, wastage of time and money, anti-socialism, stress and anxiety, family conflicts, ignoring, less family concerns, low attention to siblings and relationship break up as results of Facebook addiction.

Keywords: Facebook Addiction, Students, Consequences, Family, NVivo

INTRODUCTION

Facebook is the most recognized social networking site that has become the global phenomenon of recent years (Foregger, 2008). It was created by Mark Zuckerberg, a student at Harvard University in 2004 that system to access information of university students. Facebook was a virtual source for Harvard students to interact with each other and establish a new social connection (Landler & Markoff, 2007). Subsequently, use of Facebook was increased to other college students and became a public sphere in 2006 (Boyd & Ellison, 2007). Bryer and Zavatarro (2011) narrated that most of the social networking sites are technologies that facilitate social interaction, engender relationship and permit for stakeholder contribution. These technologies now contain blogs, wikis, media sharing tools (audio, photo, video, text), networking websites and Facebook as well.

A study conducted by Koc and Gulyagci (2013) reveals that due to Facebook's growing reputation and broad base, the research chain has begun to understand its psychological influence on its users. While Facebook has become an important source of information and media for students, the number of unhealthy, harmful or excessive practices of Facebook among users has also been developed. A new phenomenon has been observed among users which is called 'Facebook Addiction'. It has its own consequences on the individual and society along with on friends and family in general.

Facebook addiction means giving an extreme amount of time on Facebook. It usually involves Facebook's use of a person interfering and upsetting with the main activities of life such as work, performance, profession or destruction of relationships with family and true friends (Andreassen & Pallesen, 2014; Andreassen, Torsheim, Brunborg, & Pallesen, 2012). In addition, Jafri (2015) explored the addiction of Facebook can cause different problems for the addict and social circle for the addict, including social conflicts, away from real word and broken relationship, psychological disturbances and low attention to Professional activities.

Youngsters who use Facebook too often show more narcissistic trends, while young adults who have a strong presence in Facebook show more signs of psychological distress and personal problems such as anti-socialism, anxiety, Depression, weak vision, stubborn nature, etc. Family problems such as conflicts, aggressive behavior with the family, failure of the relationship, low interest in the family and conflicts with siblings or parents are occurred due to addiction habit of Facebook (Oneindia, 2011).

To investigate consequences of Facebook addiction on the personal life of addict students. To examine the consequences of Facebook addiction on the personal life of family members of addict student. To explore the possible remedies to get rid of Facebook addiction habit.

Survey of literatures exposed that in current scenario just a few researches are conducted on the impacts of Facebook addiction or on its consequences on addict or their belongings (Kuss & Griffiths, 2014; Mahmood, 2014; Jafri, 2015). Intention of this study is to know how effects of Facebook addiction affect not only lives of victim students but also on their families, and what are the problems they people are facing due to this dilemma.

Problem Statement

Various past studies disclose that increased use of social media particularly Facebook can cause adverse effects on physical and mental health and it is must be understood by young users that what can be the negative effects of its excessive usage. Therefore, this study is conducted as it is expected to reveal various factors which are negative results of Facebook addiction for addicts and their families as well as suggestions are given for the addicts and their

family members in order to avoid and overcome those difficulties and problems that are result of excessive usage of Facebook.

This study has a focus on consequences of Facebook addiction on the lives of victim students and their family. In this way, it is a unique and entirely new phenomenon to study which will help a lot in terms of literature and deep understanding of particular phenomenon. Moreover, it will let other addicts' come to know how their lives and their families can be affected due to their addiction dilemma and what can be the adverse consequences of Facebook addiction in professional and personal life.

LITERATURE REVIEW

Facebook is one of the most important social media these days. Today, more than almost 78.5% of young people regularly use Facebook (Facebook Newsroom, 2016). Facebook is basically an online social networking site where users can provide ideas, thoughts, videos, photos and other substances with family and friends and connect with old and new friends to share, actually it is a very popular platform among students, for example, It is expected that on Facebook more than 500 million members pass an average 30 minutes per day on it, and is considered the most popular website among students (Beer, 2008).

As per Stutzman (2008), with Facebook users can be in contact with each other and can expand social networks with friends and family, which are so important for a member of society, this process can be a turning point, and makes the use of more and more rapidly.

Though, in spite of the popularity of Facebook due to the spiky increase in use of it, speed, interactivity and especially free Internet access a number of users of the population has some adverse and harmful effects of using Facebook excessively. In its most common form, researchers describe the phenomenon of 'Facebook Addiction'. It seems that the behavior of other addiction related activities such as gambling, shopping and Internet addiction (Alabi, 2013).

Since Facebook is known to be a popular form of social networking sites, researchers are now paying much attention to the adverse consequences of Facebook addiction especially in youth and students. In recent years, Facebook users spend most of their time in the work out of social media communication and in interactive activities through Facebook therefore, some serious user might become addictive and may face severe outcomes (Ryan, Chester, Reece, & Xenos, 2014). At this stage, with all the advantages of Facebook, it can have unwanted negative consequences. Sometimes, due to excessive usage of Facebook, users ought to become habitual of it seriously and could face physical and psychological issues (SZ, Omar, Bolong, & Osman, 2011). Facebook can play important role to develop user ignorance and unawareness about personal life, actually they face curiosity of Facebook all the time therefore they ignore family members and cut off them temporarily unconsciously (Kiss & Griffiths, 2011).

According to Modi and Gandhi (2014) impact of Facebook addiction can be examined as the categories like spare time practices; health and self-care and arts and interests were effected with the over usage of it. Through qualitative analysis it could be determined that the participant's emotional state would be vulnerable if Facebook usage was increase extremely. Therefore, most of them express feelings of anger, frustration, dullness, boredom and sadness.

One might conclude that academic and social communications are most affected by the excessive use of Facebook. We carry out studies that evaluate the relationship between Facebook usage and academic performance, in which Facebook users spent less time than other students in studies (Kirschner & Karpinski, 2012). In addition, the results of an online assessment also recognized that people who spent more time for the Social Networking Sites (SNS) were perceived as less involved in their real communities (Nyland, Marvez, & Beck, 2007).

According to MacKabe (2013) there are several impacts of Facebook addiction on families like Facebook addiction can affect your relationship as parents, the care of your kids or can affect your ability to perform household duties, your ability to perform well at work and your productivity. Additionally, if children observe their parents continually attach to technology instead of interacting and spending time with them, it obviously sends wrong message to kids. Parents start neglecting the needs of their children ultimately. That makes feel them to sense that they aren't valued anymore.

Nauen (2011) concluded that with the passage of time Facebook addiction becomes a routine for them, additionally various differences of opinion and arguments are raised in family due to less attention and time given to family and more amount of time is devoted to Facebook by addicts. Moreover, Karakose, Yirci, Uygun, and Ozdemir (2016) stated that family members started ignoring, remaining away from each other and show less concern and care. The distraction of social media can also be dangerous, experts agree. Accidents in the home may increase as dear one's attention is diverted more in favor of using the Facebook or mobile phone instead understanding or caring for kith and kin.
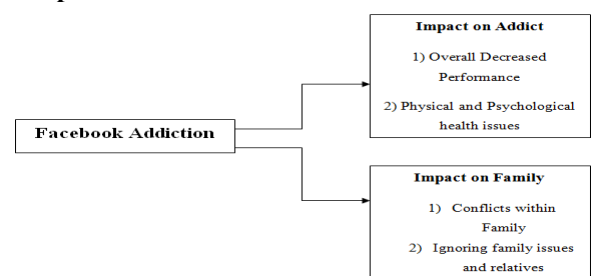
Conceptual Framework

Figure 1: Conceptual Model of Study

Facebook addiction can diminish the overall performance of addict students and may affect physical and mental health. Likewise, due to addiction habit addict may create conflicts, quarrels and disputes with other family members and ought to ignore the family engagements, problems and could disregard important family members.

Research Propositions

P1: Facebook addiction has an impact on the personal life of addict students.

P2: Facebook addiction has an effect on the personal life of family of addict students.

RESEARCH METHODOLOGY

Every research paradigm has definite strategies, assumptions, and limitations, and the manner in which the quality of the resulting research is evaluated fluctuates. So, researchers should necessarily choose the pattern within which they will work and study, understand the nature of their chosen paradigm, and file their paradigmatic choice in their study and analysis (De-Vos, Strydom, Fouché, & Delport, 2011). Interpretivism paradigm is selected for the study as it claims that all observations should be utilized to explore the reality and getting insight into a real life phenomenon (Leitch, Hill, & Harrison, 2010). This study is based on Interpretivism because Clarke (2009) suggested that rationale of interpretivism study is to make an in-depth study.

Moreover, research study is exploratory and qualitative in nature as qualitative research produces collective and obvious understandings of rich, related, and normally unstructured, non-numerical and non-statistical data (Mason, 2002) about subject.

Case Study as Research Design

Case study design described by Yin (2013) has followed in this study. According to Yin (2013), the case study method is chiefly suitable when the research phenomenon or issue starts with: how or why, so it is suitable of the study as this study is intended to know how Facebook addiction affects personal life of addict students and their family members. Moreover, Yin (2013) informed that the case study method is mostly interesting when the studied phenomenon is: not clearly or not sufficiently theorized, complex. Because consequences of phenomenon are complicated to understand, therefore case study method has been chosen.

Rationale of Case Study Design

Justification of case study is to know feelings, impressions, emotions and thinking of addict family members of addict that how this dilemma is affecting their lives and what are the difficulties they have to face, therefore, case study method has been utilized in this study as suggested by Stake (2005) to make a better understanding to the phenomenon since the explained attribute of case study and its particular focus is on 'how' and 'why' questions (Myers, 2009). Additionally, case study research consequently plays a vital role in preceding a ground's body of information (Merriam, 2009).

Yin (2013) suggested that researches should take small, simple and uncomplicated cases for case study research data collection. So, for the examination 22 respondents from various cities of Punjab were selected for data collection and through semi structured interviews, data was obtained.

Unit of Analysis for Study

A unit of analysis is the foundation of each case. It can be a human being such as an individual person who has some understanding of it or is relevant to the study, group of individuals, a common process, and completion or implementation process or can be single or multiple organizations as well (Myers, 2009). For this study,

individuals who are addict to Facebook or the people who are family members of Facebook addicts are approached as unit of analysis in order to get a deep understanding of phenomenon.

Lahore, Multan, Gujranwala, Bahawalpur, Rawalpindi, Faisalabad and Sahiwal. Facebook addict students and their family members from diverse cities of Punjab were contacted to know an in-depth and profoundly understanding and evaluation of the impact of phenomenon in their lives.

Data Collection Method

Data has been collected from Facebook addict students living in Punjab, Pakistan including parents, siblings, children and other close relatives of Facebook addicts in
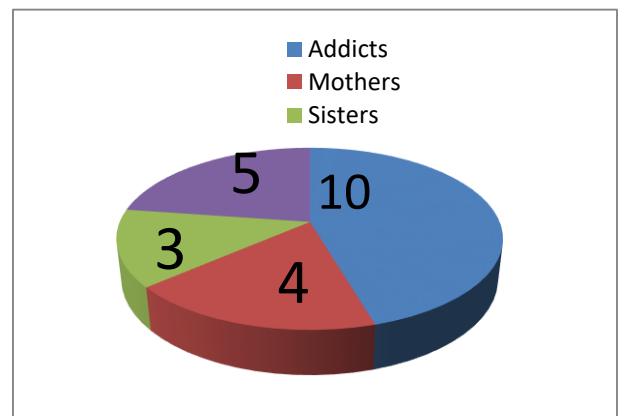
Figure 2: Sample Demographics of Interviewees

order to know how they are affected with phenomenon, what are the difficulties or inconveniences they have to face due to excessive Facebook usage. To accomplish this process open ended semi-structured interviews (Video, audio and documented) of 20-25 minutes has been taken to know feelings and concerns of addict students and/or their family members. NVivo can handle a number of additional types of data (like; audio & videos files, photos, Word files, PDF related rich text and plain text documents as well). This is a significant feature of the NVivo to deal with these kinds of files (Charmaz, 2006).

Sample for the study are the Facebook addict students and their family members. Sample is 22 respondents from various cities of Punjab.

RESULTS AND DISCUSSIONS

Data Analyses Method

QSR NVivo is a dominant tool that, in case it is used properly and comprehensively, it can assist many features of the grounded theory and case study from design and many beginning sampling procedures, throughout the analysis of data, theoretical expansion and arrangement of findings (Hutchison, Johnston, & Breckon, 2010). NVivo software 11 has been used as a tool for data analysis, like analysis of interviews. As Ozkan (2004) believed, NVivo is useful for understanding data and qualitative data analysis, but it depends on researcher as how they collect data, code it and conduct investigation of it.

The collected data were analyzed in several steps in NVivo. Firstly, recorded interviews were transcribed into textual form, then different themes (nodes) had been recognized from the textual transcribed data, and then all

relevant transcribed data was further coded into different related themes. Thematic analysis is carried to derive the themes from collected data in which data is transcribed first and then a variety of themes connected to study are explored after critically reviewing it persistently.

Figure 3: After Funneling Word Tag Cloud

Empirical Findings

Given figure displays a Word Tag Cloud which shows the dimension of different words according to their frequencies of reappearance or duplication in data. Words having more occurrences show their large size. This study applied this query into two stages of analysis, earlier than funneling process showed unrelated words, so in funneling approach unrelated words were added into 'stop word list' and then words tag cloud technique was applied again.

After funneling, Word Tag Clouds shows different themes of the study such as ignoring family members, headache, conflicts with others, low performance in study, weak bonding with family, wastage of time and money on internet packages, weak eye-sight, low concern for family, disobey parents, stress and depression, anti-socialism, complaints from family, breaking relationships, health disorders and disagreements with family etc. Word tag cloud after funneling approach is showed here.

Facebook addiction word was the chief word used for applying this query. Consequently, by using this query a word tree was originated for the word: "Facebook Addiction". In figure, word tree of Facebook Addiction shows the various examples of talking of interviewees of the study by observing their words as

Tree Map Analysis

Tree Map shows the significance or value of each theme derived from transcribed data of the study. Tree map
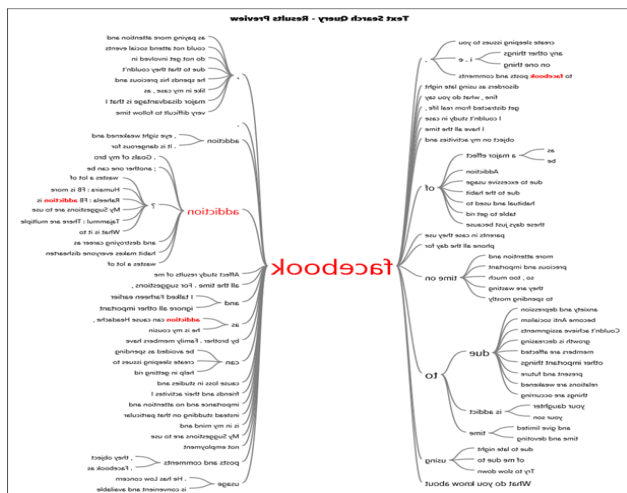
showed effects of Facebook addiction on addict students

Figure 4: Word Tree

and their family according to their importance. Tree Map discovered low performance in study, wastage of time and money, anti-socialism, eating disorders, disputes with others and stress and anxiety as more influential consequences on addict students while depression, weakness, headache, aggressive behavior and effects on eye sight and some other factors have been recognized as less influential consequences on addict students.

Similarly, major effective consequences found of Facebook addiction on family members were; ignoring and showing low concern to family, low attention to siblings, future considerations of family members and relationship breakage while, less effective factors were disobey parents, weak bonding, conflicts from friends and family and arguments with parents and others. Those consequences in the large regions are more significant as compare to those factors which are in the petite section of the tree map.

CONCLUSIONS

Facebook addiction can cause various difficulties and troubles for not only addict students but also for their family members, that may include social and personal problems. Various factors are discovered and identified which can have negative consequences on the life of Facebook addict students like low performance in study, wastage of time and money, anti-socialism, eating disorders, anxiety and stress, aggressive and wired behavior, depression, obesity, headache, eating disorders, effects of eye sight etc.

Moreover, this study is consistent with Facebook addiction phenomenon related previous researches as Alabi (2013) explored in his quantitative research study on Nigerian students that too much usage of Facebook can affect the grades and mental and physical health of students. Furthermore, Foregger (2008), Kirschner and Karpinski (2012) and Elphinston and Noller (2011) also found alike results likewise that Facebook obsession and addiction can negatively affect academic performance, psychological and physical health of youth.

Some other factors affecting life of their family members including family conflicts, ignoring, less family concerns, low attention to siblings, future considerations of family, weak bonding with family, conflicts and disagreements with friends and family members and relationship break ups etc which are according to MacKaben (2013), Nauen (2011), Karakose et al. (2016) and Kuss and Griffiths (2014) who claimed that Facebook addiction can negatively affect professional and personal life of addict in terms of conflicts, relationship break ups and ignoring etc. Furthermore, both research propositions are accepted and approved by the results find by NVivo 11 that Facebook addiction has not only severe effects on the personal life of addict students but also on the lives of their family members as well. Likewise, all the objectives are achieved and questions are answered absolutely in this paper.

This study guides addict students in terms of what serious outcomes of Facebook addiction can occur and how they can overcome Facebook addiction and save themselves and their family members from the expected

negative consequences of Facebook addiction. Moreover, it is a unique study of its kind and a few studies have been found following qualitative research paradigm to know consequences of Facebook addiction, so it will aid a lot to new researchers intended to work on this dilemma.

Future Directions for Researchers

It is recommended for potential and prospect researchers intended to work on this particular phenomenon that they should also work on effects of Facebook addiction not only on family but friends of addict also. They should increase the sample size by collecting data from not only various other sources also i.e. Focus Group Discussion (FGD), pictures, minutes of meetings, social media itself and so on. Moreover, they should collect data from other provinces of Pakistan or if possible, even across their national boundaries as well to validate and generalize the findings.

General Recommendations for Facebook Addicts

For Facebook addict students, here are some recovery tools. The given remedies are suggestions of experts, family members of addicts and from critically reviewing past studies relevant to this particular phenomenon in order to get rid of Facebook addiction, are presented; First step to cope with Facebook addiction is that you should realize that you have a problem. If you come to know it, almost 50% problem is resolved here. Make a commitment with yourself to discontinue Facebook during important considerations especially for family. Spend your time on priority basis; give importance to each thing according to its significance in your life. Turn off your Facebook feeds notifications: You are not needed to be notified all the time when someone sends you a message or request on Facebook. Put strong internal courage and maximum efforts in order to stop you from Facebook, use your will power to stop you and develop a sense of what is right and wrong for you.

You should make your work schedule daily. Put the most important work on the top, with all this decide the hours for the use of social networking sites. Don't make it personal: Facebook is a social networking site, so it should be used socially not personally. Because when we are using it personally, we have an attachment with and it and it leads to Facebook addiction ultimately. Addict students should find other people to talk with them. Many people become captivated on the Internet through talking with others online. Search some people in real life to talk to by joining a club/gym, going to social gatherings, reading a novel, dining out with friends, or attending a training class. You must stay associated to the offline world. Visit malls, books and music stores. Long novels and poetry readings are difficult to get online. Spent time in offline word. Write down the hours or minutes which you are spending on Facebook in a day. At the end of the day add them and note down it on note book. Try to minimize it on daily basis, note that after a few days spent time should be decrease.

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