

Addictive Facebook use among Post Graduate Women Students: A Case Study of the Mangalore University, India

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Abstract

This paper explains the addictive use of face book among postgraduate students of Mangalore University, India. In recent years, Social Networking Sites (SNSs) have turned into a major communication medium. The advent of social networking sites especially Face book has improved global connectivity and social interaction. The purpose of this study is to investigate of Facebook addiction among postgraduate women students. The results indicate that 37(25.69%) of respondents use Facebook to play games while 31(21.54%) to share music video, 65(45.13%) of respondents use Facebook to share information with friends, 46(31.94%) to send messages to friends, 101 (70.15%) of students are moderately addicted to using Facebook.

Keywords: Addictive Behavior, Facebook, Post Graduate Students, Social Networks, University

1. Introduction

Among the many online tools now available for communication, Social Networking Sites (SNSs) are one of the latest and important tools for connecting individuals all over the world¹. Social networks have become vital media for users to build their private networks². Facebook is a popular computer-mediated social networking website developed by Mark Zuckerberg in 2004³. At the beginning, Facebook was used as a virtual medium by scholars in Harvard for recognizing each other and creating new social relationships. The use of Facebook spread to other universities and to public⁴ and by 2007 Facebook had over 21 million users creating 1.6 billion page-sights daily⁵. Facebook defined itself as a social utility which will helps people communicate more efficiently with their friends, family and co-workers⁶. The use of Facebook considerably increased particularly among women university students; they used Facebook as a tool for connecting with friends, socialize with groups, friends and family members using its interactive features⁷. Facebook is becoming a trend among library users that libraries cannot ignore⁸ and librarians ought

to be familiar with Spomer⁹. The Association of College and Research libraries¹⁰ stated that SNS such as Facebook are one of the most important changes that are affecting academic libraries.

2. Addictive Facebook use and Women Students

In recent years, Facebook users spend much time to connecting with friends, engaging in interaction and some users might be addicted. According to an American clinical psychologist, it may be realistic to talk of 'Facebook Addiction Disorder' (FAD). Facebook addiction has parallels with substance addictions¹¹. Facebook permits users to establish links among individuals all over the world¹². Facebook offers numerous features for its clients such as chatting with groups, personal messaging, and wall posts to keep in touch with family and friends¹³. Most users use Facebook for a variety of reasons such as connecting with friends, family members, and colleagues through e-mail or instant messaging¹⁴.

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3. Review Literature

In recent years there has been an increasing attention in learning the use and effects of Facebook. Alsanie¹⁵ conducted a research to study the relationship of the use of the following social media: WhatsApp, Twitter and Facebook at the University of Imam Muhammad bin Saud Islamic University in Riyadh. It was found that time spent browsing the sites was more than 3 hours: (27.5%) for WhatsApp, (18.9%) for Twitter, and for Facebook (5.5%). WhatsApp is widely used with a rank of (93.4%), then Twitter (76.4%) and Facebook (36.8%). The study pointed out negative relationship between the use of social communication and the relationship of students with their families and recommended that departments and professors to take advantage of them in the learning process. Idubor¹⁶ studied social media usage and addiction among undergraduates in University of Ibadan, Nigeria. The study indicated that 712 (85.4%) claimed that they have been using social media for between three (3) years and above, majority of the respondents affirmed Facebook and Twitter as the only social media networks which they have access to with response rates of 751 (90.2%) and 646 (77.6%) respectively, majority of the respondents attested to making friends 651(78.2%), getting news 566 (67.9%), The study concluded that Facebook and Twitter are the only social media networks that are accepted among the students which may be due to the ease of access. The non-use of other social media networks may be due to lack of awareness about these social media networks or difficulty in accessing such social media networks.

Al-Menayes¹⁷ found that 51% of people he surveyed used social media while driving, and 58% mentioned they met someone in person he or she first ran into on social media. A questionnaire was used for this study. Participants were 395(29.8%) male and 931(70.2%) women. The dimensions were positively related to the users experience with social media; time spent using social media and satisfaction with them. In addition, social media addiction was a negative predictor of academic performance as measured by a student's GPA.

Asante¹⁸ conducted a study to examine the relationships between adverse health effects and unhealthy behaviors among university students using Facebook. The study highlights that 57.5% of the participants spend over one hour on Facebook daily, 57% of the participants spend between one to five hours on Facebook, about 75.9% of the participants use Facebook until midnight, 41.7 % reported to skip breakfast because of Facebook use. The findings showed that excessive Facebook use had both health effects on students.

Johnston, and Hauman¹⁹, focused on the change in Facebook usage, perception and attitude among UCT students and whether or how it is used as a communication channel, drawing comparisons to the 2008 MSU and 2008 SA study. It was found that 95% of respondents were Facebook users and 33% were Twitter users, 95% used Facebook daily, 55% of the students surveyed used Facebook to contact other students for questions relating to class work, and 47% used Facebook to discuss class work. It was found that South African students are more dependent on Facebook, compared to Twitters.

Haq and Chand²⁰ found that 87.5% of students have Facebook accounts, 46.7% login to their Facebook account daily, 23.2% login weekly; majority (83.9%) of the Facebook users have account in real name; 77.7% of students were using Facebook to communicate with existing friends, 85.1% do not make their profiles publically available. The results also suggested that women users spend more time on Facebook but male users have more Facebook friends. The social interaction with the existing friends is found the most common use of Facebook among students.

Shen and Khalifa²¹ carried out a study to examine the use of Facebook by Arabic college students, with a focus on gender differences in motivations and perceived consequences of Facebook usage. The results of the study revealed that Facebook seemed more important for women UAE students to extend their social network, get information, and experiment with different identities, the young UAE students are more subject to authority influences, and such influences are more salient among the women students. Most of these students used Facebook to strengthen their existing social connections, e.g., friends and/or relatives, that had been developed offline.

4. About Mangalore University

Mangalore University²² was established in the year 1980. The University campus is self-contained providing all the necessary facilities and infrastructure for the pursuit of excellence in higher education. The campus, which once housed only three postgraduate departments, now has twenty-five postgraduate departments, supported by modern infrastructure and experienced faculty. Today, the University is a major centre for the study of ecology and environment.

5. Objectives

The main objective of the study is:

- To study Facebook usage among women students;
- To find out the level of Facebook addiction; and

- To identify the problems associated with social network sites.

6. Methodology

The present research study used questionnaire-based survey method to achieve the above objectives. A well-structured questionnaire was designed to collect the data from the PG women students of Mangalore University. 150 questionnaires were distributed to Postgraduate women students of Mangalore University, out of which 144 duly filled in questionnaires were received back. The collected data were classified, analyzed and tabulated by using statistical methods. This study covers Post Graduate Women students in various departments of Mangalore University.

6.1 Data Analysis and Interpretation

Table 1. Discipline-wise distribution of respondents

Discipline	No. of Respondents	Percentage
Applied Botany	10	06.94%
Applied Zoology	08	05.55%
Chemistry	35	24.30%
Computer Science	08	05.55%
Economics	12	08.38%
History	17	11.80%
Library and Information Science	17	11.80%
Mathematics	10	6.94%
Political Science	12	08.33%
Sociology	15	10.41%
Total	144	100.00%

Table 1 indicates that 35(24.30%) of respondents are from Chemistry Department, 17(11.80%) History, Library and Information Science, 15(10.41%) from Sociology, 12(08.33%) from Political Science, Economics, 10 (06.94%) from Applied Botany, and Mathematics 08(05.55%) of respondents from Computer Science Department.

Table 2. Frequency of using Facebook

Frequency	No. of Respondents	Percentage
Daily	79	54.86%
Twice a week	34	23.61%
Weekly	20	13.88%
Monthly	11	07.65%
Total	144	100.00%

Over half the students used Facebook daily (Table 2).

Table 3. Purpose of Facebook usage

Purpose	No. of Respondents	Percentage
To communicate with friends	55	38.19%
To share thoughts with friends	37	25.69%
To entertain and relax	14	09.72%
To instant messaging	16	11.11%
To spent leisure times	13	09.04%
To make new friends	09	06.25%
Total	144	100.00%

Most students 55(38.19%) used Facebook to communicate with friends, followed by 37(25.69%) to share thoughts with friends, 14(09.72%) to entertain and relax and only 09(06.25%) of respondents to make new friends (Table 3).

Table 4. Facebook features used among students

Features	No. of Respondents	Percentage
Facebook chat	33	22.91%
Wall post	25	17.39%
Pictures	15	10.41%
E-mail	31	21.52%
Games	23	15.97%
Groups	17	11.80%
Total	144	100.00%

As clear in Table 4 'Facebook chat' was the most used feature of Facebook with the maximum score of 33(22.91%). The results show that as learners meet individuals (make friends) online, they connect via messaging, posting on their walls and sharing new pictures.

Table 5. Distribution of respondents by entertainment purpose

Entertainment Purpose	No. of Respondents	Percentage
To share music video	31	21.54%
To share movie preview	11	7.63%
To play games	37	25.69%
To share song lyrics	11	7.63%
To play quizzes	23	15.97%
To listen to music	31	21.54%
Total	144	100.00%

Playing games and listening to music appear to be the primary entertainment activities indulged in (Table 5).

Table 6. Distribution of respondents by communication purposes

Communication Purpose	No. of Respondents	Percentage
To post a comment on my friend's wall	03	2.08%
To send messages to friends	46	31.94%
To share information	65	45.13%
To build network with others	17	11.80%
To get gossip about others	13	09.05%
Total	144	100.00%

Majority 65(45.13%) of respondents use Facebook to share information with friends, 46(31.94%) to send messages to friends, 17(11.80%) to build network with others, and only 13(09.05%) use to get gossip about others. Facebook works mainly as an instrument for communication between university students. They use Facebook to share information and for chatting with their friends and learners can share information concerning their academics activities, class notes, and assignments (Table 6).

Table 7. Level of Facebook addiction among Students

Level of Addiction	No. of Respondents	Percentage
Very High	00.00	00.00%
High	15	10.41%
Moderate	101	70.15%
Low	21	14.58%
Very Low	07	04.86%
Total	144	100.00%

Table 7 indicates that 101(70.15%) of students can be categorized as having moderately addicted to Facebook,

Table 8. Satisfaction of Facebook usage

Satisfaction	No. of Respondents	Percentage
Facebook helps me to maintain my personal relationship	73	50.69%
Facebook gives me free self-expression	25	17.36%
Facebook is good for me to pass time	29	20.15%
Facebook enables me to meet new friends	17	11.80%
Total	144	100.00%

Table 9. Distribution of respondents by Facebook addiction

Facebook Addiction	No. of Respondents	Percentage
Facebook has become part of my daily routine	50	34.72%
I think life without Facebook would be Boring	42	29.16%
I tend to spend more time in Facebook over going out with others	29	20.15%
I often lose sleep due to late-night login to Facebook	00.00	00.00%
I neglect everyday responsibilities to spend more time on Facebook	09	06.26%
My priority is to log on to Facebook rather than doing other things	08	05.55%
My grades getting lower because of the amount of time I spend on Facebook	06	04.16%
Total	144	100.00%

15(10.41%) are high addicted while 21(14.58%) have low addiction to Facebook.

Majority 73(50.69%) of respondents opined that Facebook helps them to maintain personal relationships, followed by 29(20.15%) who feel Facebook is good to pass time, 25(17.36%) feel Facebook gives them free self-expression and 17(11.80%) to meet new friends (Table 8).

Facebook appears to have become part of a large number of students' daily routine; many also felt 42(29.16%) that life without Facebook would be Boring, 29(20.15%) indicated that they tend to spend more time in Facebook over going out with others; only a very few 06(04.16%) felt that their grades were getting affected because of time spent on Facebook. Facebook has become the tool to turn into for the learners and many of the students turn out to being addicted to Facebook (Table 9).

7. Findings

The findings of the study are as follows:

- Majority 79(54.86%) of the respondents access their Facebook account daily. 34(23.61%) access their account twice a week, 20(13.88%) access their account weekly, while only 11(07.65%) access their account monthly;
- 55(38.19%) use Facebook to communicate with friends, followed by 37(25.69%) to share thoughts with friends, 14(09.72%) to entertain and relax;
- Facebook chat was the most used feature of Facebook;
- About 37(25.69%) of respondents use Facebook to play games while 31(21.54%) to share music video, to listen to music, and 11(07.96%) use the Facebook to share movie preview;

- Majority 65(45.13%) of respondents use Facebook to share information with friends, 46(31.94%) to send messages to friends, 17 (11.80%) to build network with others;
- Majority 101(70.15%) of students can be categorized as having moderately addicted to Facebook;
- It was found from the study majority 73(50.69%) of respondents opined that Facebook helps them to maintain personal relationship, followed by 29(20.15%) to pass time, 25(17.36%) felt that Facebook provides them a channel for free self-expression; and
- Most 50(34.72%) of the respondents agreed that Facebook had become part of their daily routine. This despite the fact that majority 76(52.77%) of students feel that using Facebook is waste is time.

8. Conclusion and Recommendations

There is no doubt that women's students are among the active users of Facebook in Mangalore University. The study points out that the extensive use of Facebook may tend to generate a problem of addiction; it is suggested that individuals should be knowledgeable on any risk that this new tendency may lead to. Academic institutions should arrange orientation programmes to advice learners on positive and productive utilization of Facebook as a medium of communication.

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