

In order to find the impact of personality traits on the fb addiction a Likert scale is employed that can use for the study of many items in single time that scale is introduced by Saucier. There are about 40 items that are studying by employing the scale. 40 items are in such a way that each personality trait in form of a pair and when it decides by 5 parameters like

(Ripped Mangoes are beneficial for eyesight)

- i) Agree
- ii) Strongly agree
- iii) Neutral
- iv) Disagree
- v) Strongly disagree

Results shows that among the all personality traits loneliness is the strongest factor highly contribute towards the fb addiction. It is proved that females are more addicted to Facebook as compared to males. The main reason to use the Facebook is to minimize the sadness or unhappiness but they don't know that uncontrolled use of these SNSs results in several mental disorders. Although people that face the loneliness do not use Facebook with the intention of being addicted but they cannot overcome their disturbed mental state and at the end they become physically and mentally retarded. At the end they could not able to focus on their activities.

BF addiction scale

BF addiction scale is a type of reporting scale comprises of 6 items used for the analysis of fb addiction in hundreds of people. That scale is same like the Likert scale but difference is that scale gives 0 & 1 value on the basis of presence and absence like the Likert scale which present the variety of responses like from (agree to highly disagree). {da Veiga, 2019 #54}

Table presents the Correlation coefficient in b/t the variables

It shows the all parameters that contribute positively for the fb addiction it means some traits urges to spend more and more time on the fb, like openness, agreeableness and neuroticism while conscientiousness does not allow to waste time in communication on this social platforms. Because people with dominant conscientiousness trait just focus on their goals and ignore the remaining stuff. {Augustine, 2021 #55}

Discussion

Factors responsible for leaving the Facebook

Variable	1	2	3	4	5	6	7	8	9	10
AGE FACTOR(18, 40)	-									
CONSCIENTIOUSNESS TRAIT	0.147	-								
OPENNESS	0.003	0.151**	-							
EXTRAVERSION FACTOR	-0.030	0.062	0.104**	-						
AGREEABLENESS TRAIT	0.068	0.335**	0.132**	0.050	-					
NEUROTICISM (INTROVERT)	-0.087*	-0.221**	-0.133**	-0.055	-0.278**	-				
ISSUE OF FAMILY LONELINESS	0.040	-0.136**	-0.017	-0.072*	-0.170**	0.236**	-			
THE ROMANTIC LONELINESS	-0.111**	-0.150**	0.022	-0.028	-0.142**	0.162**	0.190**	-		
SOCIAL LONELINESS FACT	0.063	-0.151**	-0.143**	-0.235**	-0.209**	0.268**	0.399**	0.204**	-	
SATISFACTION WITH LS (5, 35)	-0.081*	0.239**	0.137**	0.192**	0.179**	-0.348**	-0.406**	-0.240**	-0.382*	-
BURGEN FA VALUE (18, 74)	-0.089*	-0.287**	-0.097**	0.022	-0.129**	0.258**	0.27**	0.227**	0.269**	0.240**

It has been reported that many factors are responsible to quit the use of Facebook like overload of information on a post by friends, wastage of time & privacy issues as well as invention of other social communication sites.

Studies shows that about 5-6% people are losing interest towards the application of Facebook. When multiple replies are given on your uploaded post then user become confused so he started to avoid the communication on Facebook.

Users join the Facebook due to their friends but when friends find another social site and left the previous one like fb. Then user also tend to migrate like their friends on other SNSs like Instagram & twitter.

After Facebook users of Instagram are increasing as it is new thing for entertainment.

Privacy issues are one of the most serious reason to leave the Facebook for communication purpose.

Although the Facebook addiction is closely related to personality traits like Extraversion, Neuroticism, Openness, Agreeableness & Conscientiousness. But studies shows that these factors are not directly involved in any addiction anyways loneliness plays important part in fb addiction. When a person experiences loneliness then he try to keep himself busy in scrolling on the Facebook, try to hide his emotional feelings through commenting on the content uploaded by others. It is proved that initial stages of openness motivated to explore more and more content on the Facebook as that trait allows to experience new things but same activity of posting & commenting is the reason to quit the further application of Facebook. {Kircaburun, 2018 #10}

It is estimated that people are now losing their interest towards the Facebook. There are many reasons for less activeness towards the use of Facebook. But among them 2 are most important reasons

Like people show irritation when content on a specific issue or topic share by all friends as well as ongoing posting and bad comments make the user mentally disturbed.

When people give bad comments and less attention on the posts of user. Then they dishearten and become upset, psychological issues increased. And start to spend time on other social networking sites & try to busy them in other activities. {Hong, 2020 #7}

Studies shows that internet provides the freedom of communication on the platform of SNSs like fb. As a result adults make unfair use of that access to maintain many relationships in a single time. That easy and open access to public results in many Social diseases and they feel proud to have romantic chats with opposite genders. Although internet is a useful tool for the purpose of study like students can find unlimited data on the topic of their interest but unfair use of social networking sites like fb change the direction of their goals. In this way, future of thousands of students ruined as well as they become mentally unfit.

Conclusion

If we talk about the relation of Facebook addiction and personality traits then conclude that extroverted are highly social and spend most of time on Facebook.

People with conscientiousness are highly committed towards their goal when they use fb they feel that they are wasting their time. And do not want their attention to being diverted from their goal. As the result they stop the use of that communication site. {Błachnio, 2016 #12} hence as shown in the table no.3 that trait respond negatively to the addiction of social sites Facebook addiction.

Agreeableness and openness also related to each other, as the people with both these traits are fond of fame. They have friendly nature so they try to make more and more friends on fb as well as update their posts frequently. {Błachnio, 2016 #12}

Neuroticism allow to share and update their details for self- satisfaction. These people feel shyness to make physical communication so they prefer to hide their identity and express their feelings, thoughts and inner voices through their posts.

Although personality traits are connected with fb addiction but it is true to some extent. Anyway loneliness is directly related to Facebook addiction or any kind of social media. Hence it is proved that personality traits and Facebook addiction both are inter-connected these forces to

remains active online for several hours and also urges to check the status of friends whether they are online or not to make communication with them or playing online games to spend some time of relaxation but they unaware of the stress produced during the playing games like PUBG as well as when person of interest is being offline these things add pressure on their mind. Then they search for more people to make friendship with them in that case neuroticism play role to make them addicted to Facebook. Among all the traits conscientiousness contributed negatively towards the fb addiction while the other psychological traits like Neuroticism especially introverts addicted to fb as they do not have the confidence to communicate physically with society.

Suggestions

Parents should take care of their children, in order to prevent them from unhealthy activities of chatting on fb. When their phones will be regularly monitored by their Parents then they will reduce their unhealthy activities.

Parents should also take care of the social sites most visited by their children in order to monitor them and also order them to leave their phone as early as they go for bed.

They should spend more and more time with their Children and siblings so that they do not go through the social loneliness. As we know that social loneliness is one of the main reasons of Facebook addiction. Affected people find alternatives to overcome their feelings of loneliness.

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